

Melbourne Main Street (MMS) Board of Directors
Monthly Meeting Minutes
Thursday November 16, 2006 8:30am

Present: Beverly, Joanne Davis, Dano LoPresti, Dave Smith, Laird Gann, Lisanne Monier, Scott Maxwell, Paul, Angela St.Amant, Tom Kasica, Sue Tuttle, Stacy

I. Meeting led by: Laird

II. Special Guests: Lisanne Monier, presence requested to “save the fall art show” Lisanne spoke for approximately 15 minutes on her 28 years of art show experience and what she has done for the Sebastian show. She explained understanding the artists and the merchants and has good working relationships with City and Chamber members. Laird suggested we form a committee that establishes early communications merchants, and another committee that deals with the artists. Angela & Sue will serve as the MMS representatives on this new Art Festival committee.

III. Previous Minutes: There were no minutes to review or approve

IV. Treasurer’s Report: Tom Kasica

a. Tom indicated that MMS is at a break-even point for the year. The City approved a 55K dollar gift. Commission payments are not included in this figure.

V. President’s Report: Scott Maxwell

a. Scott reported that he had attended Main Street conferences in Fort Pierce and had emailed the BOD some notes of interest that he had gleaned from the conference. He highlighted 2 key points of interest that could improve MMS merchant revenue: 1) the use of new market tax credits 2) notes that most retail spending is done in the evenings and on Sundays. Scott also noted there was only an \$82.00 profit from the last “Dinner and a Show.”

VI. Committee Reports:

a. Design – Joanne:

- i. Façade improvement: Program was kicked off. There was very poor attendance at the two clarification meetings, which could mean one of two things; no interest, or our initial communication was extremely clear.
- ii. Gateway: City engineers reviewed the 60% drawings and are fine-tuning. This project is looking good, the most promising.
- iii. Riverwalk: 2 classes at FIT are participating and giving presentations in December. Their class projects will address real situations involved with the riverwalk infrastructure and planning.

b. Economic Restructuring/Parking – Scott:

i. We need to go to the CRA in reference to becoming a tax entity(?).

c. Organization – Scott:

- i. Need to reset MMS BOD terms, nominations for officers made. Angela St.Amant accepted nomination for Secretary.
- ii. January 11th is the meeting to elect new board members
- iii. Award for Scott Lilicrop price has doubled to \$150.00 for a bronze plaque, and Beverly made a request for approval. BOD unanimously decided to approve award cost up to \$200.00.

d. Promotions – Laird speaking for Sherri:

- i.** Participation dropping due to business increasing this time of year
- ii.** Farmers Market: Attendance at second market dropped since the first one, comments were that produce was fresher than the Eau Gallie market. A need to identify what categories people want was discussed. The committee is working on permanent banners & holiday fliers.
- iii.** Dinner and a Show: 13 tickets already sold
- iv.** Co-op Advertising: Paul mentioned they are looking into getting passengers from cruise ships to come down here. They are hoping to make a recommendation soon.
- v.** Dave discussed a veterans event and the need for Sunday events, cited examples of corvette & motorcycle shows, pet events, etc. There is also a need to extend events across US1, which may bring in new members as well.

VII. Program Manager's Report: Laird

- a.** As previously discussed, the former bookkeeper & event planner's contracts were not renewed so as to obtain a part-time employee dedicated to the administrative needs of MMS. Two candidates have been identified for this position.
- b.** A motion was made to consider moving the MMS office to a floor at the Henegar Center. The concensus was negative for reasons that it is much better to have the office integrated tightly with the merchant base.

VIII. Old Business

- a.** Angela accepted nomination to head the recommendation committee for a new Fall Art Fest chair person
- b.** MMS web site – no progress

IX. New Business

- a.** Need a Friday Fest committee – Stacy offered to help with the January fest

Adjournment: Beverly motioned to adjourn, Dave seconded