

Melbourne Main Street (MMS) Board of Directors
Monthly Meeting Minutes
Thursday April 19, 2007 8:30am @ Island Pasta Banquet Room

Present: Laird Gann, Tom Kasica, Beverly Sanders, Dave Smith, Angela St.Amant, Dano LoPresti, Jim Ridenour, D.J. Speer, Donna Ferguson, Mike Melhado, Matthew Bronson, Jack Ryals, JoAnn Davis

I. Meeting led by Laird: called to order at 8:30 a. m.

II. Special Guests:

- a. John Farrell - Executive Director Daily Bread, observer; explained they have same issues at Daily Bread as merchants do. Have a banning process for their clients they find doing something wrong in community. Farrell is part of strategic planning committee with Police Department. They have given police trespass power to tell violators they cannot come to Daily Bread. Telling P&Z what future building plans are. Have forthcoming database with pictures of clients. Explained crime figures reported are not factual. Started behavior policies. Offered his name and phone number for any complaints involving Daily Bread clients. 321-723-1060 / John@dailybreadinc.org
- b. Scott Konrady (Mainstreet Pub) & Ryan Cullen (Downtown Produce) proposed a new downtown event concept;
 - i. Vision packet distributed proposing a beer, wine & food festival learning event instead of “drunk fest” interest is here based on current interaction
 - ii. Based on Oregon Brewers Festival – start on Friday, end on Sun. After hearing details Board recommended tying it into the October Masters of Art festival.

III. Previous Minutes: Motion to approve by DJ. Seconded by Tom, unanimous approval

IV. Treasurer’s Report: Tom Kasica

- a. 8K in bank, shortfall in operations
- b. Friday Fest carrying us for a change
- c. Inside Downtown, \$3250 in expenses vs. \$250 in income on the books now. Laird discussed outstanding receivables from advertising which are quite high, billing system is being revamped, bookkeeper behind. Laird & Tom to discuss on Monday or Tuesday how to get more efficient billings to get receivables in more timely manner – bring inhouse.
- d. Farmers Market not paying for itself – week by week income is generally \$180-\$200, paying musician \$100, paying manger \$200. Goal is to break even, don’t expect it to make money. Need to re-evaluate days & form of paying manager. Overall effect on the downtown district is positive however.
- e. Matthew motioned to approve treasurers report, Mike seconded, unanimous approval.

V. Committee Reports:

a. Design – Joanne:

- i. Façade improvement: 4 apps received: Railroad Emporium, LaGallerie arcade, Thrift Shop, Cashmere pet salon. We evaluated and will be giving recommendations at next CRA meeting. Incentive is working, as submissions are huge compared to the amount we are matching.
- ii. Gateway: expect to see it going up this summer, pre-fabing it so it will literally go up overnight. Same company that built the Kissimmee gateway.

- iii. Tonight's design committee meeting, city reps will be discussing 4 entrance features. The goal is to have a couple up before the 120 year anniversary.
 - iv. Other projects: US1 South beautification, Wayfinding signs, & Henegar Center 2nd building usage.
 - v. Wayfinding project: TDC has a matching funds program inwork.
- b. Economic Restructuring/Parking – Mike:**
- i. Festival Guidelines
 - ii. Adding page to website for available real estate in downtown Melbourne. Angela showed page is already there, just need submissions.
 - iii. Motion to also add “space wanted” to Inside Downtown Newsletter
 - iv. Motion unanimously approved.
- c. Organization – Mike:**
- i. Bylaws - under new business
- d. Promotions –Laird & Dave in for Sheri**
- i. Co-op advertising that Paul, Dave & Dano are working on. 3 fliers full of downtown dropping this coming week for Melbourne Art Fests. Jim also mentioned the “Communique” pamphlet with downtown Melbourne district on it, will also do the same for Residence Inn in FL Marketplace.
 - ii. Dave added that they have met with about 12 vendors for Visa/MC processing, trying to get lowest fees available for large group. 3 are in the running. Mike suggested calling “Lynk” directly at their 800 number.

VI. Program Manager's Report: Laird

a. Old Business

- i. Review Inside Downtown front page for how much has happened past two months
- ii. Invitations passed out by Henegar Center for
- iii. Getting numerous apps for Friday Fest & Main Street masters Friday Fest
- iv. 5K run still on track, paid \$1000 fee to secure date
- v. Main Street Masters below

b. New Business

- i. Art of Harleys future – Melb Main Street volunteered to host and BCA & Community Based Care of Brevard have volunteered to split sponsorship & are happy to hold it downtown. Laird to meet with them next week.
- ii. Bylaws – Bev & Jim met to revise bylaws which had not been revised since July 2004, made suggestions with goal of having new set in a couple months. Group reviewed the suggested changes
 - 1. Motion made for recommendation to digest new bylaws for 30 days, email changes to Bev and be prepared to come back next meeting to approve them. Need to be prepared to grandfather current board as needed. Motion unanimously approved.
- iii. Street Festival guidelines – moved to next meeting due to time limitations and more ideas on the subject forthcoming. Handouts of preliminary edits distributed. Consensus is that we'd all like to see gates go away.

- iv. Dedicated officer approved for CRA, focusing on core section of Main Street. Tues-Sat 10am -6pm. No flex schedules as we want the officer to get to know the merchants. Laird's office is unofficial substation.
- v. Draft of guidelines to manage merchant-sponsored events distributed by Laird, with goal of not supporting events that do not come to MMS and do not include all retail merchants in the same category.
- vi. Dinner & a Show May 5th, last one of season – help spread the word.

VII. Main Street Masters of Art Show

- a. Update from Angela
- b. Chamber letter of intent for Masters participation – suggest 75/25 split in favor of Chamber. Tom explained the issue is “net” income. Jim: we need to counter offer and define “net.”
- c. Need a special meeting dedicated to Masters alone.

Adjournment: Jim motioned to adjourn at 10:53 , JoAnne seconded