

**Melbourne Main Street (MMS) Board of Directors**  
**Monthly Meeting Minutes**  
**Thursday Month DD, 2007 8:30am @ MMS Office**

**Present:** Laird Gann, Dave Smith, JoAnn Davis, Angela St.Amant, Jim Ridenour, D.J. Speer, Donna Ferguson, Mike Melhado, Sheri Taylor, Matthew Bronson, Dano LoPresti

**I. Meeting led by Laird: called to order at 8:35 a. m.**

**Special Guests:** Tom Cross for Joe McAneney of Main Street Pub, bringing up opposition to charging fees for private entities having gated events on public property. The BODs agreed & Mike will be teaming with Tom to review and modify the requirements for future submission to the City. Motion to approve by Angela, seconded by Mike, unanimous vote in favor of.

Chuck Galy from the Chamber of Commerce (CVB) attended offering the Chamber's commitment to the Art Fest along with 30K for advertising. Motion to approve by Angela, seconded by Mike, unanimous vote in favor of.

**II. Previous Minutes:** Motion to approve by Mike. Seconded by Dave.

**III. Treasurer's Report: Laird for Tom Kasica**

- a. 23,6000 currently in account, 6K more to be deposited today, 11-12K in receivables. This is comparable to last year's numbers at this time.
- b. Motion by Jim to make the quarterly financial report to the CRA a substantial report with details of our progress & growth. Motion approved by Mike, seconded by Sheri.

**IV. President's Report: Jim Ridenour**

- a. Laird – I didn't catch anything specific to a president's report – did you?
- b. Xxx
- c. Xxx

**V. Committee Reports:**

**a. Design – Joanne:**

- i. Façade improvement: Apps due March 30, response has been minimal. We will be receiving a list at the next Design Committee meeting of who has made presentations to the ARB in reference to this project.
- ii. Gateway: CRA approved to start construction at the higher 255K price and will recommend to City Council for approval. If approved, construction will begin in March.
- iii. Riverwalk: currently working with City & FIT . Currently working with MRC & MMS to apply for a grant that will match funds to acquire the needed land and easements. This must be done before phase one can begin. Phase one is clearing & beautification, phase 2 is sidewalks. Motion to approve joint venture by JoAnne, seconded by Matthew.

**b. Economic Restructuring/Parking – Mike:**

- i. Not much formal committee work needed, so Mike volunteered to work on three main goals:

1. Inventory existing businesses
  2. Assessment of what is needed & formalize on a web page
  3. Community development organization to maximize uses of blighted properties
- c. Organization – Mike:
- i. Laird – did you catch any specific input here?
  - ii. Xx
  - iii. Xx
- d. Promotions – Sherri:
- i. Meetings 1<sup>st</sup> Wednesdays, 9am @ Depot Cafe
  - ii. Decided to narrow scope of events and concentrate on making a few bigger
  - iii. Offered assistance to the art fest, mainly in the Kid Zone area, requested task list from Laird & Angela
  - iv. Suggestion from Matt for businesses to honor deals for patrons holding Henegar Center ticket stubs
  - v. Communications via “block captains” about every 50 ft – used to gather emails, explain benefits of membership
  - vi. Suggestion to create html code that has links to all MMS member websites that each business can put on their own website

## **VI. Program Manager’s Report: Laird**

### **a. Old Business**

- i. Continual problem communicating street closures. Several suggested we only give the communication fliers to MMS members to increase benefits. Most success when notifications are hand delivered.
- ii. Bike Fest – some confusion due to miscommunication & proposal changes, the feeling was that the March of Dimes may not fit well into this event. Suggestion made to reapproach Harley Davidson alone. Suggestion also made to create a fact sheet to present to organizations who wish to have events down here, in reference to insurance requirements.

### **b. New Business**

- i. See V-a-iii
- ii. Each MMS BOD member to review the current bylaws and consider revising. Jim would like us to consider an intentional rotation of members & officers so that each year, 1/3 of the BOD are new.

## **VII. Main Street Masters of Art Show**

- a. Scott Maxwell advancing with 5K run, sees potential for 10-20K profit from this part. Matt suggested that WMEL may be able to provide some PSAs
- b. Lisanne Monier, previously recommended to be the artist committee lead sent email to Laird resigning. After discussion with Angela, Laird agreed this may not be a bad thing.
- c. Motion approved to approach Lori Emly to head this committee, as long as there is clear understanding on her part that we have different ideas about booth layout & merchant needs. Agreed this would be a good way to foster a better relationship with Melbourne Spring Show.
- d. Three potential logo designs introduced. One design was unanimously agreed upon provided the background watermark changes to the new gateway image.