

Melbourne Main Street (MMS) Board of Directors
Monthly Meeting Minutes
Thursday June 21, 2007 8:30am @ Island Pasta Banquet Room

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

- I. Meeting led by Jim: called to order at 8:33 a. m.**
- II. Previous Minutes:** Motion to approve by Jim. Seconded by Mike – need to fix date
- III. Treasurer’s Report:** Laird in for **Tom Kasica**
 - a. “Tight as a drum” in good shape this month
 - b. Working on 2 more possible 5K sponsorships
- IV. Committee Reports:**
 - a. Design – Joanne:
 - i. Façade improvement:
 1. 2 projects underway: LaGalleria & Thrift Shop. Railroad Emporium has not yet begun.
 - ii. Gateway:
 1. Should be up by Labor Day
 2. Entrance features, 2 city employees showing up – goal to have first one up by 2008. Moneys are not coming from CRA for this project, teaming with Parks & Leisure services who have 50K to spend!
 - iii. Riverwalk:
 1. At last meeting Doug Dombrowski brought renderings of the new bridge & boardwalk around Crane Creek.
 2. No updated on US1 linear park with grant
 - iv. Wayfinding Signs:
 1. On hold due to tax issue
 - b. Economic Restructuring – Mike:
 - i. Back burner, not much going on, initial talks about BIS
 - ii. City starting to look at change of use codes for city buildings such as parking space requirements, etc.
 - c. Organization – Mike:
 - i. Review of bylaws for member continuity based on suggestion by Dave Smith. Determined that under new bylaws we need to have three members leave at the end of this year. Decision made to call Beverly Sanders to figure out under the new bylaws who is supposed to leave first.
 - d. Promotions –Dave Smith
 - i. New Leader (Dave Smith) & members: Dan LoPresti, Karen Sykes, Donna W.
 - ii. Back to working on the merchant credit card discount

- iii. Meeting every Monday
- iv. Trying to find someone to manage farmers market
- v. Walking map – to replace the expensive one from Resort maps
- vi. Coupon booklet for the chamber when they bring in groups
- vii. Member discount card
- viii. Suggestion to keep same board for 2 years to finish projects in work – will mean an exception to the bylaws – will take to Organization committee for further discussion.

V. Program Manager's Report: Laird

a. Old Business

- i. Officer downtown has been a good thing, building good relationships, parking places much easier to find, more overall police presence.

b. New Business

- i. "My Downtown Melbourne" website by 321 Web Guys site discussion

c. Ongoing Business

i. Main Street Masters of Art Show

1. New strong volunteer: Alan Frisher lead of Patron committee
2. Yellow Umbrella Charity considering being the host of the Youth area, however BCA already claimed this area. Will discuss further.
3. Meeting with Kathy Wisner about
4. Good meeting with Carroll Distributing who will be bringing all sodas, beer and offered a 1K sponsorship
5. Donna: Sponsorships: presented Sponsorship solicitation draft form. Need to determine total amount needed, if a limit is needed at all. Is there an opportunity to put sponsor logos on the back of the race T-shirts? – suggestion by Jim to save T-shirts for small sponsors (\$100.00 each). Donna will contact Scott Maxwell about this. Email Donna with any suggestions about the different levels of sponsorship opportunities.
6. Promotions meeting will discuss the final decision on the program, whether we do a booklet or a tri-fold flier.

VI. Special Guests:

- a. **321 Web Guys: Kevon Greenridge & Stephen Parker** – Discussed confusion between two web sites, decided to meet separately on the issue; led to meeting at LoPressionism Gallery 11:00 following Saturday June 23rd – believe we can create a win/win situation.
- b. **Donna Rigsby: Farmers market:** Donna rents property just west of railroad track & has a produce stand called "One Tomato, Two Tomato" Laird & Vera talked with Donna about running the farmer's market in Donna's parking lot down by the creek, where there is power and a few more amenities. Donna recommends calling it an "Open Air Market" as opposed to a Farmers Market. Already has approval from the city. Laird & Vera to meet further with Donna & identify a level of support to provide for Donna from MMS.
- c. **Lofts: Fred Mallick** – on Development team including Diane Wilson (sales rep) and Caroline Kempf (CK Communications). Talk about what can be done for mutual success between MMS & Lofts. 13 units reserved (20%) avg sales price is 434k. Reason why they want to be here is a pedestrian lifestyle. 100% of loan covered before construction can start, that means a sale of 40 units first. Would like to increase visibility downtown – ideas include: spreading brochures in businesses, series of posters to display, all of which emphasize what downtown has to offer – all in your own backyard; develop downtown residents club or "Meet me Downtown" club. Construction time is 18 months.

Demographics are mostly Brevard County residents. Avg age is 50+ about half retired couples, half single women. Most are downsizing and leaving higher maintenance riverfront homes.

Adjournment: motioned to adjourn at 10:15, Angela seconded