

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

Present: Laird Gann, Tom Kasica, JoAnn Davis, Angela St.Amant, Jim Ridenour, D.J. Speer, Matthew Bronson, Scott Maxwell

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

II. Special Guests: Peter Floats developer, Jay Brewer, Jack Ryals, Paul Altier

Paul Altier: pet roundup report – went well, no food or alcohol so patronized local businesses, 1000 people good pre-publicity, all good except for missing dog. Laird requested written report for code re-write purposes.

Kathy Meehan to discuss city council meeting – oral surgery, no show

Jay Brewer: new technology allowing live video broadcasting over internet. During Friday fests do live video broadcasting. Simple procedure, will offer for free in exchange for publicity. Businesses can go to web and register to be a guest: www.socialvideonetwork.net, Recommendation by Jim to hook Jay up with Promotions committee. 321-480-8979 / jwbrewer@vmdirect.com

Peter: Lofts developer, brought factual packages to refute rumors. Not approved at 2nd reading last Tuesday, voted a tie. (Approved unanimously at 1st reading by P&Z, 5-2 by Council). Will be back March 27 asking for final approval, after 1.5 years of working on project. Previous offer to city of 1.6M to get air rights over Big Al's for parking improvement, which seem to have been forgotten at City Council meeting. 25% sold already. Requesting support at City Council meetings or to email Mayor. Laird will draft a letter from Merchants and get a few REAL merchants to speak. No votes by John Thomas & “The two women”. Jack Ryals spoke about tactics to sway vote back. JoAnn Davis suggested to do a real petition from merchants.

III. Previous Minutes: Motion to approve by Jim. Seconded by Matthew – ensure “Mat” is not used, only “Matthew”

IV. Treasurer's Report: Tom Kasica

a. No report from Tom

b. Laird: 10K policy payment, 9K in account, 20K in receivables. Friday Fest made highest ever clearing 2K.

V. Committee Reports:

a. Design – Joanne:

i. Façade improvement: apps due 30th

ii. Gateway: Approved by City Council, construction ready to start

iii. Riverwalk: proceeding with FTC grant

iv. Wayfinding signs – Angela working-TDC has design implemented – county already has a certain design we need to look into

v. Entrance Features – placed strategically around CRA entrances

vi. So. Melbourne Beautification

vii. Henegar Strawbridge building remodel

b. Economic Restructuring/Parking – Mike:

i. Mike not present (baby girl!)

- c. Economic Restructuring – Mike:
 - i. Mike not present (baby girl!)

- d. Promotions – Sherri:
 - i. Sherri not present, but Paul filled in about coop advertising & group credit card processing, walking map in work, deal w/FL Today – showing benefits of being part of a large group.

VI. Program Manager’s Report: Laird

a. Old Business

- i. Scott – 5K status: 2 levels of contracts for review, need to sign soon. Discussions of finish line issues. Scott recommended people show up to view the Spring 5k run to see what a “happening” it really is instead of just a race. Need to understand the need for merchant support. Key thing is getting Running Zone under contract.

b. New Business

- i. Xx
- ii. Xx

VII. Main Street Masters of Art Show

- a. Art Fest: Laird & Angela: Artist Apps completed, letter to artists completed and distributed already. Being or already distributed to 1K artists already. Not shared publicly yet but Laird getting 10 calls a day already from artists. Met with Chuck at Chamber yesterday to talk about the 4 areas Chamber will handle: Volunteer Staffing, Marketing, Patron Program, Beer & Wine vendors.
- b. Beverly & Jim to look at Bylaws, will come to April meeting with recommendations
- c. Need to copyright new logo as well as old logo to prevent non-authorized groups from using it.

Meeting Adjourned at 9:45 (Jim motioned, Angela seconded)