

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

Present: Laird Gann, Tom Kasica, Beverly Sanders, JoAnn Davis, Angela St.Amant, Jim Ridenour, Darlene Geiger, Dan LoPresti, Mike Melhado, Matthew Bronson, Jack Ryals. Late arrivals: DJ Spear, Paul Altier

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

II. Special Guests: Mark & Kimberlina were no-shows again. Paul Altier discussing latest co-op effort: Interviewing Credit Card companies – drafted up RFP for Board to review, but in interest of time sent RFP with fictitious organization name (“HDMS” for “plausible deniability”) to get proposals. 10 proposals sent in so far. Mike expressed concern about going ahead with a project without full MMS approval. Angela agreed, as did most other board members. Jim expressed need to slow the project down and use the proper processes. Board requested the proposals that have arrived are reviewed by the subcommittee and bring recommendations to the Board.

III. Previous Minutes: Not available at the meeting start time

IV. Treasurer’s Report: Tom Kasica

- a. 5K in bank; Received Kelly Ford sponsorship – wondering if they will be part of the festival
- b. Still concern about summertime revenue, but improved billing should help. Holding our own.
- c. Credit Card processing will be up and running soon, charges for last 3 shows should be coming in soon.
- d. Peter Floats is onboard for a corporate sponsorship, asking for 10K

V. Committee Reports:

a. Design – Joanne:

- i. Façade improvement: Recommending to CRA that we disperse 20K to RR Emporium, 20K to LaGallerie & 10K to Humane Society Thrift Store – all high visibility locations. Funding discussions about tax cuts in work before we know if we can continue on an annual basis. (Thursday @ Chamber Haridopolis & Altman to speak at power lunch on topic).
- ii. Gateway: Awaiting updated installation date, construction in progress now in West Palm. Next step, 5 entrance features in work. Goal to have them in by city’s 120 birthday in 2008. Working with Parks & Recreation, Leisure Services, AIA -> then wayfinding signage in downtown area.
- iii. Riverwalk: Submitted FCT grant on May 9th (grant to match city funds to acquire land for the project.)

b. Economic Restructuring – Mike:

- i. Parking: pushing all involved to come up with solutions; MMS will be tasked with doing an RFP for doing a valet service downtown.
- ii. Need to Educate people on where they can park, enforcement

- iii. New lots coming on line, one at Henegar Center, one at Summit Site at east end
 - iv. Possible project: Business Improvement District (BID) where business owners help fund some improvements – MMS to find out what temperament would be for this type project given it will involve a long-term recovery period. 51% of business owners would have to agree.
- c. Organization – Mike:
- i. By Laws accomplished.
 - ii. Need to decide what next project should be.
- d. Promotions –Laird in for Sherri:
- i. Coop advertising: evolved to bring all merchants together to get better deals from banks for credit card services.
 - ii. Ongoing projects: other coop opportunities in work

VI. Program Manager's Report: Laird

a. Old Business

- i. Revised By-Laws: changes approved with one more needed on last page. With that date change made, document approved by motion from Tom, second by Mike.
- ii. Add Bylaws to web site.
- iii. Revised Chamber agreement, now a 50/50 split of net proceeds. Motion to approve Laird to sign agreement by Tom, seconded by Mike.
- iv. FL Main Street Conference in Kissimmee in Sept 12-14, MMS interested in hosting meeting in 2008 at Henegar Center, but Naples wants 08, we will do it in 09 instead.
- v. 5K run, Scott created punch list of every step, will have much more info next time.
- vi. Street Festival Guidelines: not a high priority item at this time. Motion by Jim to table that project until after the art festival. Seconded by Tom.
- vii. Document passed around to support Dr Jack from the accusations of Councilwoman Corby.

b. New Business

- i. Lorraine from FL Today has agreed to do a flyer in complete FL Today distribution (100K) 4 color, would not cost MMS anything, would be paid for by advertisers.

VII. Main Street Masters of Art Show

- a. Got in touch with City about clearance requirements, need to do a walk-down with Joe Faletta. City will assist us with drawings – all this is needed to determine booth setups.
- b. Kid Zone should not be an activity center, should be an educational area and art focused, not a Kids playzone. Hook up with BCA where involved families are more affluent.
- c. Still shy on Committee Leads.
- d. Preliminary budget prepared by Tom
- e. Need to start Meetings every two weeks at this time – Tom, Laird & Angela will arrange this.

Action Items:

Dr. Jack Letter

Letter to Paul – offering appreciation of efforts but must use process

Establish Bi-weekly meetings for Art show starting Friday may 25th in Tom's office @ 8:30 am

Adjournment: Jim motioned to adjourn at 10:28am, everyone seconded