

**Melbourne Main Street (MMS) Board of Directors**  
**Monthly Meeting Minutes**  
**Thursday Nov 15, 2007 8:30am @ Island Pasta Banquet Room**

**Present:** Laird Gann, Angela St.Amant, Jim Ridenour, Mike Melhado, Tom Kasica, Dave Smith, DJ Speer, Dano LoPresti, Joanne Davis, Matthew Bronson

**Meeting led by Jim: called to order at 8:33 a. m.**

**I. Previous Minutes:** Motion to approve by Joanne. Seconded by Mike

**II. Treasurer's Report: Tom Kasica**

- a. Review of balance sheet, down to 681.00 which does not include Friday Fest, but don't expect a significant change.
- b. Income categorized through Nov 14<sup>th</sup> for the year, even though showing 11K + we have to remember we started with 17K deficit. Point to make: Farmer's Market & Dinner & Show programs did not profit this year.
- c. Masters of Art – overall loss of \$952.00 when we projected a 5K profit. Beer sales were down significantly, as were T-shirt & poster sales.
- d. Tom advanced the org 4K to cover some expenses while key players were on vacation
- e. Jim suggested that Farmer's Market & Dinner & Show need to be halted; We need to go over Masters costs line by line. Overall, seemed to be lacking in sponsorships.
- f. We'll be out of money by June if we don't start a craft show with low expenses.
- g. Probably 5k in memberships not yet collected – we desperately need volunteers within this org to handle things like newsletter, memberships & advertising collections.
- h. Angela suggested forming committee or expanding the current committees to focus on advertising & memberships
- i. Joanne suggested expanding the borders of Main Street to include entire CRA
- j. Dave explained that many of the offers we've had from advertisers don't actually benefit Main Street at all, citing recent newspaper coupon offer
- k. Matthew added that WMEL has been a good player in giving true media support
- l. Laird: we need strategic planning to get volunteers from outside the organization.
- m. Need to have a meeting by 30<sup>th</sup> to strategize newsletter as revenue generating entity and get something official in place by January 1<sup>st</sup>.

**III. Committee Reports:**

**a. Design – Joanne:**

i. Façade improvement:

1. x

ii. Gateway:

1. x

iii. Riverwalk:

1. x

iv. Wayfinding Signs:

1. x

**b. Economic Restructuring – Mike:**

i. x

c. Organization – Mike:

- i. Motion to approve change to bylaws to include a President Elect, motion approved
- ii. Mike explained how we need to handle directors given past experience: We need to elect three new directors each year

d. Promotions –Dave Smith

- i. Candlelight shopping: Dano explained that we changed name due to the fact that the first night was always best but fizzled off. Concept is not “Holiday Nights” and will include different event each Saturday night: Tree lighting, Santa, Parade, County Christmas night, Choir & caroling night etc.

**IV. Program Manager’s Report: Laird**

**a. New Business**

- i. Jim – we need some testimonials about how good art fest was printed in next newsletter to secure sponsors for next show, as the intent is not to partner with Chamber next year.
- ii. Angela – to come up with letter advertising next merchant meeting and officer election meeting on December 11th. Meeting will include Masters follow-up – sponsored by Main Street, Christmas Cottage & Marriott (wine & light refreshments)
- iii. Angela will do ad for Newsletter Editor
- iv. Friday November 30<sup>th</sup> @ 8:30am meeting on Fall art fest wrap-up and newsletter costs & who to choose.

**b. Old / Ongoing Business**

- i. Still some vendors not paid, need to get list from Melody
- ii. Motion to include Chamber in name only and only use them for volunteer contacts

**V. Special Guests:**

a. x

**Adjournment:** motioned to adjourn at 10:xx, xxx seconded