

Melbourne Main Street (MMS) Board of Directors
Monthly Meeting Minutes
Thursday Sept 20, 2007 8:38am @ Island Pasta Banquet Room

Present: Laird Gann, Angela St.Amant, Jim Ridenour, Donna Ferguson, Mike Melhado, Matthew Bronson, Dano LoPresti, Tom Kasica, JoAnn Davis, Alan Frisher. DJ Speer arrived @ 9:47.

- I. Meeting led by Jim:** called to order at 8:38 a. m.
- II. Previous Minutes:** Motion to approve by Jim, Mike seconded – no minutes Angela was absent
- III. Treasurer's Report: Tom Kasica**
 - a. 1800 in cash – critically tight. Peter Flots from Lofts committed 2K to show. Donna working with SunTrust for another. Heather Barlow working with Washington Mutual on another.
 - b. 55K from city is gone, behind on memberships but probably several hundred out in accounts receivable. Residence in signing up.
- IV. Committee Reports:**
 - a. Design – Joanne:
 - i. Gateway:
 1. Didn't make labor day goal, but footers are poured, should be up by next meeting and Art Fest.
 - b. Economic Restructuring – Mike:
 - i. Nothing needed, no talk of VIP project. Much depends on Supreme Court tax decision.
 - c. Organization – Mike:
 - i. Nothing going on, working on officer selection for BOD
 - d. Promotions – Dano spoke for Dave Smith
 - i. Very productive Merchant meeting last week – great success. Approx 30 people showed up; showed plans for holidays, talked about credit card services, explained that promotions team will act as educational group to do research on merchant needs. Got clear message out that things happen at 8:30 Monday mornings at Depot Café and that we are acting as a group of merchants together. Coupon book a strong contender; a value card for merchants to patronize other merchants; POS systems; insurance; master phone list
 - ii. Laird mentioned laundry list sent out with items the promo team will be working on. Next meeting will be determined by merchant survey.
 - iii. Jim – need to keep the Main Street Association cohesive as one big umbrella.
- V. Program Manager's Report: Laird**
 - a. **Old Business**
 - i. Laird visited annual Fl Main Street Conference. We got 5 year plaque there. Applying for awards for next year, esp with Design Team and Gateway project. Another nomination could be Art Fest if we pull it off.

b. New Business

- i.** Farmers Market: Dano – We need someone to run it, no volunteers, no prospects. Lots of competition lately. Trying to find local growers. Laird: Richard Hendry came into Lairds office and proposed to run it, was asked to come to promotions committee, Karen is putting together a list of questions for him such as, why are there only 3 or 4 vendors at Eau Gallie now? Need to find someone who is not a merchant. Pay is \$200 per event. Booth fee is \$20.00
- ii.** Mike proposed having vendors come in and police themselves, no manager needed. Jim suggested “Going Green” organic farmers market. Motion made to research non-managed farmers market focusing on “Going Green” niche.
- iii.** Pet Rescue thing from Paul – Need to come up with criteria on how it affects businesses, how much to charge for insurance. Motion to decline because risk outweighs benefits to downtown merchants, he can have his own event on his own property. Motion seconded, unanimously approved.

c. Ongoing Business

i. Main Street Masters of Art Show

1. Scott Maxwell sent email that he wanted to drop 5K run, said he couldn't handle it all, even after many offers of help had been sent several times. Donna Ferguson offered to pick it up full time after she returns from Pensacola. Donna has a contact at Running Zone and will contact them today.
2. Laird: as of yesterday, 83 booth fees paid, a couple had double booths.
3. Sticking to decision to not allow non-art vendors to have tents on streets. Food merchants can put a booth up in food area
4. Alan: Patrons: Things good, 18-25 food vendors including Megs, Island Pasta, Chowders. Decorations, Crystal is working on that. Have 20 packages already sold, do believe we'll make the goal of 100 sold. Ideas including buying patron packages for good clients as Alan did. Due to lack of big sponsors, decided to have co-sponsorships for amounts of \$500.00. Alan knows All Pro Sporting goods as possible vendor for T-Shirts. Still need a sponsor for liquor for patron party.
5. Tom: Budget review, BCA needs 3K plus we have 1K in costs to us, we have 2500 from Wasdins, 2500 from Bona Vida Estates to cover; As long as all dedicated monies comes in, then okay to sign agreement with BCA.
6. Angela: Decision needed on piano players for VIP area at \$1500. Consensus is we want to keep them for the atmosphere we're trying to foster, so pursue it.
7. Laird: Florida Today insert layout shown – advertising sold in brochure will pay for the printing of 85K at no cost to us. Deadline is Monday for any more sponsors in there.
8. Artists Dinner Saturday night & Awards Breakfast in the morning: we will combine the both into the Saturday night dinner, nothing at chamber in the morning. Will contact Papa's about donation

VI. Special Guests:

a. Alan Frisher – Masters of Art Patron Program Committee Chair

Adjournment: motioned to adjourn at 10:08, Angela seconded