

**Melbourne Main Street (MMS) Board of Directors
Meeting Minutes
Thursday March 20, 2008 8:30am @ Island Pasta Banquet Room**

Attendees: Laird Gann, Angela St.Amant, Jim Ridenour, Dave Smith, Mike Melhado, JoAnn Davis, Kim Cruickshank, Jack Ryals

Meeting led by Dave Smith called to order at 8:30AM.

- I. Previous Minutes:** Motion to approve by Laird Gann. Seconded by Kim Cruickshank

- II. Treasurer's Report: Laird Gann**
 - a. Behind on membership billing. Working to improve. Considering purchase of Quickbooks to improve billing process.

- III. Committee Reports:**
 - a. Promotions –Dave Smith
 - i. Successful Feb merchant meeting with ~ 38 attendees. March meeting had ~ 30 attendees. Kathy Meehan spoke along with Officer Jim and 3 security companies.
 - ii. Angela - Ready to roll with Downtowners Club.
 - iii. Dave suggested that we work closer with the local hotels to help advertise the downtown events.
 - iv. Angela indicated that we need a wider distribution of the Uptown Downtown newsletter, for example the local hotels. Dave took the action to contact hotels north of the Crowne Plaza and Angela took the action to contact hotels south of Crowne Plaza. Laird will call Tina to see if she can help with distribution.

 - b. Design – JoAnn Davis
 - i. Façade improvement:
 1. Letters were mailed to property owners in the Facade Improvement qualified footprint last week. A briefing meeting will be held on March 26, JoAnn and Tony will present. Applications are available at the City Planning Dept. Need applications at Laird's office.
 2. Application deadline is Aug 30, 2008

- ii. Entrance Features:
 - 1. Design was approved by the City Engineering Dept.
 - iii. South Melbourne/US 1 Beautification
 - 1. A plan is complete and will be reviewed at 3/20/08 Design meeting.
 - iv. Wayfinding Signs:
 - 1. Angela has the action to create a business plan for wayfinding signage.
 - c. Economic Restructuring – Mike Melhado:
 - i. Looking at plan to formulate a future BID district.
 - d. Organization – Jim Ridenour
 - i. Jim volunteered to be the new lead of Organization.

IV. Program Manager’s Report: Laird

- a. New Business
 - i. The May Friday Fest has traditionally featured local high school bands. During this event beer sales are half of a normal Fri Fest. MMS desire is to look into options of a non Friday Fest event for the high school bands. Need to coordinate a date with the schools. Sundays 1-4 is MMS desire.
 - ii. Planning a Beer fest in May by the Flying Corkscrew. Need a workshop with the local merchants to discuss.
 - iii. Board agrees that only MMS members should be listed in future publications of Uptown Downtown.
- b. Old Business – The Fall Arts Fest is Oct 4-5, 2008. Laird will contact Vera about taking the position of Arts Fest coordinator this year. We need to know her answer soon. Laird will also ask Cheryl Fritz and Amy.
- c. Jim asked if the Chamber is going to participate in the Arts Fest this year. Still need an answer. Laird will talk to Chuck at the Chamber about teaming on the Arts Fest.

Adjournment: Motioned to adjourn at 9:25 by Dave, Kim seconded.