

**Melbourne Main Street (MMS) Board of Directors**  
**Meeting Minutes**  
**Thursday May 15, 2008 8:30am @ Island Pasta Banquet Room**

**Present:** Laird Gann, Angela St.Amant, Dave Smith, Mike Melhado, JoAnn Davis, Kim Cruickshank, Jack Ryals, Jim R., Peter , Dano LoPresti

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

**I. Previous Minutes:** No minutes from previous meeting

**II. Treasurer's Report: Laird Gann**

- a. We are ~ one year behind on Mainstreet membership invoicing; working to get caught up. Just sent out invoices for Apr 07 – 08. In ~ 3 months we sill sent out invoices for the current year Apr 08 - 09 membership.
- b. We have created two contact lists. 1) all downtown businesses, 2) mainstreet members list.
- c. Laird will distribute 501c3 information to the board.

**III. Committee Reports:**

a. Promotions –Dano

- i. Dano had a meeting yesterday to discuss coupon book.
- ii. Meg O Malley's had a fire. Looking at some way to help them.
- iii. Working with Loraine at Florida Today on a map for Downtown Melbourne. Distribution of map once a month. \$169/quarter per each advertiser. Minimum needed to sell for this price is 35 ads. Looking at possibly two prices, one for a MMS member and one for a non-member. City of Melbourne also has a map, not viewed as competition.
- iv. Map/Flyer distributed by yacht club. The maps are distributed by the yacht club. Will invite the yacht club to present to the promotions committee before presenting at the merchants meeting.
- v. Beware of the printer who advertises for the school sports schedule.

b. Design – JoAnn

- i. Façade improvement:
  1. Briefing meeting to all eligible business/property owners was held on March 26<sup>th</sup>. Applications are due Aug 30<sup>th</sup>.
- ii. Entrance Features:
  1. Design was approved by the City Engineering dept. The City is going out to bid for the Entrance Feature.
- iii. South Melbourne/US 1 Beautification
  1. Plan is complete and will be reviewed at tonight's Design meeting.

iv. Wayfinding Signs:

1. Angela will work a business plan for wayfinding signage.

c. Economic Restructuring – Mike:

- i. Looking at BID district. Peter volunteering to look at it too. Need 51% of property owners to vote on the BID.

- d. Organization –:Jim
  - i. Putting a committee together to look at bi-laws

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

- a. Fall Arts Festival
  - i. Amy and Vera working full steam ahead for Arts Fest. Meeting tomorrow at 4PM at Tom’s office. Sent applications out, received 3 back.
  - ii. Depending on success of the Loproressionism student art event, will depend on placing youth art in the amblicatory parking lot. If not we can fit ~20 more artists booths.
  - iii. Reports of code enforcement and Art Festival personnel treated Merchants bad. Laird will put a letter together for the City to discuss how bad it was.
- b. Laird will look into what it takes to expand the boundaries for MMS to the CRA
- c. MMS State Quarterly meeting. New Port Richie – June 5-6 , MMS annual meeting Orlando, June 12-13
- d. MMS BOD unanimously agreed to host the 2009 Florida Main Street Meeting. We need to pull together a committee to head it.

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