

**Minutes  
Organization & Finance Committee  
November 17, 2010, 7:00 p.m. (City Hall)**

**I. Call to Order**

Called to order at 7:00 p.m.

**II. Attendance**

Joel, Julie, Bill, Georgie, Patrick, Tutt

Julie introduced Tutt Gorman. The committee answered his questions about the Main Street program, and he discussed his background and interests in economic development.

**III. Approval of Minutes**

Motion by Georgie, second by Joel, to approve the June meeting minutes. All in favor.

**IV. Manager's Report**

Patrick reported that we've received the \$1,700 sponsorship check from AT&T that we were awaiting. The website updates continue, and we're getting good hits there. Georgie commented that the schedule is easier to follow this year.

The Twitter account continues to grow slowly.

The MMSC Quarterly Training will be held on December 7 & 8 in Blissfield. Joel will probably attend.

**V. Work Plan Review & Update**

**a. Objective 1 – Conduct PR for Main Street**

**Project 1 – Continue media releases**

We continue to get good press coverage, thanks to Patrick's efforts. MS representatives will be on WION on Friday morning, talking about HolidayFest.

**Project 2 – Website maximization**

See Manager's report.

**Project 3 – Maximize social-media presence**

Julie distributed Paige's written report. We have reached our goal of 300 fans by January 1! The committee discussed the next goals and noted that a number of Main Street communities and our own local downtown FB pages have over 1,000 fans. Patrick suggested a goal of 1,500 fans by the end of the next program year (June 30, 2012). Patrick will send photos to Paige to post on the FB page. He will also send Paige a copy of the current logo so it can be changed following the Shop MI Downtown promotion.

**Project 4 – On the Street**

The committee agreed that we will not run a scheduled December ad unless the advertiser pays what is owed on the Block Party and the past ads. Julie reported that Diane Smith is writing an article on Milt Smith.

**Project 5 – Main Street Gab**

Julie remains committed to publishing another copy of the Gab before year end.

**Project 6 – Manager Articles**

Patrick plans to send a social-media article to Julie by November 25.

**b. Objective 2 – Develop a funding plan**

**Project 1 – Implement the funding plan**

Julie distributed a proposed draft plan, and the committee approved the proposed assignments. Tutt agreed to take on the task originally assigned to Bill, who will be unable to participate in the committee for at least several months.

**Project 2 – Oktoberfest**

**Project 3 – Big Beer Run**

Joel reported that the planning will begin in January.

**Project 4 – Tag Sale**

Patrick will contact the City to obtain a date for the Spring Cleanup. The Tag Sale will be held the week before. Julie will have a report in December.

**c. Objective 3 – Volunteer recruitment & training**

**Project 1 – Implement recruitment & retention plan**

Julie distributed an updated plan, which the committee discussed. The committee members divided the remaining tasks and will report back in December. All agreed that volunteer recruitment will be our top priority in 2011-2012.

**Project 2 – Annual volunteer recognition event**

No report until January.

**Project 3 – Create effective training & orientation DVD**

The committee agreed that this project should be a top priority; it will focus recruiting efforts on this project in the immediate future.

**VI. 2010 – 2011 Planning**

Julie reported that the Board has approved the proposed goals for 2011-2012: volunteer recruitment and retention, PR for Main Street, and implement funding plan. She asked committee members to review the 2010-2011 work plan as a foundation for preparing our 2011-2012 plan, which we will work on next month.

**VII. Member Comments**

**a. Volunteer hours**

Joel–5; Jim–1; Julie –9; Georgie–4; Paige–2; Bill-1 (Total: 22)

**Other comments**

Joel discussed the possibility of purchasing a popcorn machine, cotton candy machine, etc. We will explore this possibility with the funding plan.

**VIII. Next Meeting**

The next meeting will be held on December 15, 2010, 7:00 p.m., City Hall

**IX. Adjournment**

Meeting was adjourned at 8:01 p.m.