

**Meeting of the Board of Directors of Portland Main Street  
Wednesday, November 10, 2010 at Cheeky Monkeys, 176 Kent St, Portland MI**

Present: Julie Clement, Chuck Dumas, Georgie Trappen, Joel VanSlambrouck, Patrick Reagan, Diane Smith

Meeting called to order at 8:02 am

A quick discussion on the National Main Street evaluation was added to the agenda. Julie moved to approve the agenda as amended, Chuck supported. Motion carried.

Julie moved to approve the minutes of the previous meeting. Georgie supported. Motion carried.

Georgie reported that Patrick and she met on Monday, and finalized this month's purchase order requests in the amount of \$7,949.95. Julie moved to approve the treasurer's report and recommend payment of the purchase orders to the DDA for payment. Diane supported. Motion carried.

Final Oktoberfest financial data was distributed and discussed. The net outcome was in the black for the event of \$325.39, which is a significant improvement.

Julie moved to recommend the design guidelines and application to the DDA for adoption. Rush supported. Motion carried.

Joel reported his discussions with the Chamber about Riverfest revival. The Arts Council, Chamber, Main Street, the City and several churches were in the working group. Wanda suggested that from her past experience that the only way as did Kathy. Julie moved to participate in further planning meetings insofar as the Promotions and O & F committees believe the event work is consistent with their work plans. Chuck supported. Further discussion centered around protecting our existing funding and sponsorships for our current events. Motion carried. Pa

Upcoming trainings were reported.

Patrick reported that 5,575 entries were made in Portland PayDay, representing more than \$55,000 spent downtown.

HolidayFest is underway, posters and banners are out. Twenty businesses participating in the advertising this event.

Michigan Main Street's Shop MI Downtown promotion statewide is underway.

Patrick and Joel participated in a conference call with the National Main Street to evaluate Michigan Main Street. The focus was how to make the program work better for local programs through the state program. They both felt that the National program were receptive to their ideas.

Georgie moved to adjourn, Rush supported. Motion carried.

Next meeting Wednesday, January, 12, 2011 at 8 am.

Respectfully,

Kathy Parsons, Secretary.