

Meeting of the Board of Main Street
Wednesday, April 13, 2011, Cheeky Monkeys

Present: Julie Clement, Patrick Reagan, Kathy Parsons, Rush Clement, Joel VanSlambrouck,
Wanda Urie

Meeting called to order at 8:06 am.

Julie moved to adopt the agenda and excuse Diane, Nikki and Chuck. Rush supported. Motion carried.

Julie moved to approve the minutes. Rush supported. Motion carried.

Rush moved to accept the treasurer's report, and recommend the purchase orders totaling \$5,610.05 to the DDA for payment. Wanda supported. Motion carried.

Old Business - None

New Business - None

Committee Report: Promotions

Patrick reported that the Charitable Gaming license is applied for but not yet heard.

Coop Advertising sales is underway for WION.

More volunteers are needed, especially for the Block Party logistics.

Julie reported that the Volunteer Recognition Event on July 14th, and that Committee Volunteers of the Year are needed by the May Meeting, along with Volunteer of the Year for the Program.

Manager's Report:

Patrick reported that the Quarterly Training in Wayland, for which Patrick emailed materials, was productive for events selling and volunteer recruitment and retention. Other materials are available.

Julie asked if, because people are reluctant to give money to what is in effect part of government, a "Friends of" type membership organization be built around volunteer hours. Consensus was that it is worth investigating. Julie will take it to the O & F committee.

Associate Level Training May 11th - the training will be mostly new people, so we can draw heavily from our previous presentation, tailoring it to the theme of the day, emphasizing partnerships and

Downtown Rummage Sale - Space is available. Patrick is working on promotion.

Downtown Block Party - Sponsorships are proceeding nicely and sponsorships are rolling in, a bit more slowly than last year, but coming in nonetheless. Activities are also coming together. Volunteers are also needed for the Party Pavilion.

Cooperative Radio Campaign is also proceeding, with the radio sales personnel beginning door-to-door. We need at least 15 participating businesses.

Retail Merchandising Training - Scott Day will be here on May 17th and 18th. Letters will go out to recruit downtown businesses, giving them a week to respond first, then opening it up to businesses elsewhere.

Riverfest is also still in the planning stage.

Kathy moved to adjourn, Julie supported. Motion carried.

Next meeting, May 11th at 8:00 am at City Hall.