

Minutes of July 16, 2009

Main Street Crestview Association Board of Directors Meeting

The data reflected within these proceedings constitutes an extrapolation of information possibly elicited from notes, observations, recording tapes, photographs and/or VCR tapes. Comments reflected herein are sometimes paraphrased, condensed and may have been edited to reflect essential subject matter covered during the meeting. Background data of greater detail is on file with the City of Crestview Administrative Services Department. Parties interested in receiving a verbatim account of the proceedings are responsible for coordinating with the Administrative Services Department pursuant to Crestview Policy 91-1, Duplication of Public Records, Chapters 119 and 283, Florida Statutes and Attorney General opinions in force at time of enactment of Policy 91-1. Notice of Meeting was given pursuant to Chapter 286.011, et seq. Florida Statutes.

Board Members Present

Mickey Rytman, President
Ron Gautney, Vice-President
Cindy Harris, Secretary/Treasurer
Bob Lynn
Cal Zethmayr
Ellis Conner
Frances Gautney
Jane Shaw
Julia Phillips
Nancy Bass (in at 6:06 pm)
Nathan Boyles
Will LaMar

Board Members Absent

Kathleen Bowman
LeVinuia Grimes
Pat Hollam

Other Association Members Present

Viola Owens
Kathie Folley

Staff/City Liaison/Media/Visitors Present

Bill Kilpatrick, Main St. Program Director
Mayor David Cadle (out at 6:08 pm)

1.) CONVENE MEETING

President Mickey Rytman called the Main Street Crestview Association Board of Directors meeting to order at 6:00 p.m. on July 16, 2009, in the Crestview City Hall Council Chambers. President Rytman recognized and welcomed Crestview Mayor David Cadle to the meeting.

2.) CONSIDER MINUTES APPROVAL OF 06-18-2009 BOARD OF DIRECTORS MEETING

The minutes from the Board of Directors meeting of June 18, 2009, were available for approval consideration. A motion to approve the minutes was made by Bob Lynn and seconded by Ellis Conner. The motion was approved by a vote of 11 ayes and 0 nays with 4 members absent.

3.) SECRETARY/TREASURER'S REPORT / REQUESTS / COMMENTS

Cindy Harris, Secretary/Treasurer, provided the treasurer's report as of July 16, 2009, to the Board and others in attendance, as follows:

The June 18, 2009, MSCA Checking Account Beginning Balance: \$19,495.55.

Total Revenue Received This Period: \$140.00.

Total Expenditures This Period: \$300.00.

The July 16, 2009, MSCA Checking Account Reconciled Balance: \$19,335.55.

A motion to approve the treasurer's report, as presented, was made by Bob Lynn and seconded by Ron Gautney. The motion was approved by a vote of 11 ayes and 0 nays with 4 members absent.

Note: Based on prior Board of Directors authorization, a copy of the entire treasurer's report shall be incorporated into and attached as part of the printed record of minutes of each Board of Directors or General Membership meeting that has a full treasurer's report submitted and approved.

Board Member Nancy Bass arrived at 6:06 p.m.
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Before moving on to the next agenda item, President Rytman stated that Mayor Cadle had some information to share with the Board and asked him to speak at that time.

Mayor Cadle began by thanking the MSCA Board of Directors for their support of the City of Crestview. Mr. Cadle stated that he was supportive of the MSCA's idea to build a new railroad depot along the tracks in downtown area since having it will be of great service to the community. Mayor Cadle said he had been in contact with Tom Stennis, Director of Government Affairs-South, National Railroad Passenger Corporation, out of New Orleans, regarding the resumption of Amtrak passenger train service through the Florida Panhandle. The Mayor stated that a Congressional bill had been signed to restore service; however, the exact service type and route had not yet been decided upon. He stated that there are three service options under consideration:

1. A stand alone daily service route (New Orleans-Orlando - The City of Crestview's Preferred Option),
2. Extend the daily *City of New Orleans* service route (Chicago-New Orleans-Orlando - The City's Preference #2), and
3. Restore the (pre-Katrina) tri-weekly service route (Los Angeles-New Orleans-Orlando) - The City's Preference #3).

Mayor Cadle asked the MSCA Board if it would approve one of these three service type and route options and write a letter of support to the area's Congressional representatives. He said the Crestview City Council and the Mayor supported preferred service route option #1 and the local elected officials believe this one will be the most beneficial to the immediate area and will promote overall tourism in Florida.

A motion for a letter to be prepared expressing the MSCA's position in support of the City of Crestview's preferred option recommendation for the stand alone daily service route was made by Ellis Conner and seconded by Ron Gautney. The motion was approved by a vote of 12 ayes and 0 nays, with 3 members absent.

Mayor Cadle departed at 6:08 p.m.

4.) STANDING COMMITTEES CHAIRPERSON'S REPORTS / REQUESTS / COMMENTS

The standing committee chairperson's reports are as follows:

Economic Restructuring Committee:

The Economic Restructuring Committee Chairperson, Ellis Conner, informed the Board that he went before the Crestview City Council on Monday, July 13, 2009, with five specific requests for Main Street area improvements. His appearance before the Council followed approval action and direction by the MSCA Board at an earlier meeting. Mr. Gautney asked Mr. Conner to read the requests aloud to those present. The five requests were as follows:

- 1) Authorize City Staff to conduct a professional traffic count with analysis to provide data to promote economic development within the CRA. Data used will create a healthy atmosphere for new businesses, increase property values, increase employment opportunities, and enhance the Main Street Crestview Association's image.
- 2) Replace faded and outdated banners, planters, vegetation, and make other improvements within the area. Additionally, request the CRA Board to upgrade and add to the existing Christmas decorations in the Main Street district.
- 3) Replace existing Amtrak waiting station building with a new depot design facility to serve as a Welcome Center/Multi-purpose designed structure to accommodate an office space for the Main Street Crestview Association and the Historic Preservation Board, restroom facilities, other small meeting rooms, and a display space for some Crestview historical memorabilia collections, etc.
- 4) Authorize City Staff to install utility poles to accommodate overhead signage (to be located in strategic, high traffic areas and highly visible locations) to promote Main Street Crestview Association and Historic Preservation Board activities and events.
- 5) Assure improvements to the Alatex Building are consistent with Chapter 16, Economic Development Element.

Mr. Conner told the Board that he attended the Crestview Historic Preservation Board meeting on Tuesday, July 14, 2009. CHPB supports the requests Mr. Conner presented to the City Council. He also said the City Council seemed receptive to the requests; it's now up to city staff to gather the financial figures and go before the City Council to initiate improvements.

Organization and Membership Development Committee:

The Organization and Membership Development Committee Chairperson, Cal Zethmayr, began with an update to the Board regarding a proposed sound system for the Main Street area. Mr. Zethmayr informed the Board that on a recent trip to Orlando, he met with two representatives from a firm called Listen Tech and was informed that all sound equipment should be inside, unless it can be put into weather proof cabinets. Mr. Zethmayr said he has made many calls to local vendors to meet with and get quotes for the equipment and installation of the system. Chairperson Zethmayr stated that the logical place for the speakers would be on the lampposts, up and down Main Street, with the central sound system to be housed in an MSCA office at the proposed new Crestview depot building.

Mr. Zethmayr asked the Board where they would like to have the speakers installed and how many businesses would want to have this system. He further stated the plans for the system are to have music and announcements playing downtown, with great

opportunities for Main Street members to have advertising play over the sound system. After much debate and discussion, Mr. Zethmayr offered the idea to wait until 2010 to ask the CRA Board for funding for this project; as the Board feels the parking lot and new depot/welcome center/MSCA/HPB office are more important right now. The MSCA Board decided to take no further action for now.

Promotions Committee:

The Promotions Committee Chairperson, Cindy Harris, informed the Board that a contract had been executed, and a down payment made, to Wade Henry, for this year's Fall Festival. It will be Mr. Henry's third year in a row at this MSCA event. Ms. Harris further stated that she has received a quote for additional entertainment for the Fall Festival; JimBo the Clown and Giggles the Magician. JimBo was the clown performer at last year's Fall Festival. The cost to have both the clown (a four hour performance) and the magician (a two hour performance) is: \$490.00. Ms. Harris stated that she has also received a quote from a new vendor this year for the inflatable slides/bouncers. The cost for four inflatable units will be \$876.00. MSCA paid \$1,200.00 in 2008. This vendor also has many other items for rental, including a popcorn machine. Ms. Harris checked into the cost of renting a large popcorn machine and purchasing the supplies needed to serve 2500 (popcorn and popcorn bags) to set up at the MSCA booth to give away on October 31st, during Fall Festival. The cost for the machine and supplies is \$442.50. The total cost for this vendor will be: \$1,318.50. A motion to contract the clown, magician, inflatable units, popcorn machine and supplies was made by Ellis Conner and seconded by Ron Gautney. The motion was approved by a vote of 12 ayes and 0 nays with 3 members absent.

President Rytman stated that the MSCA also needs to purchase a couple of new banners for display at upcoming events because the current one being used is considerably worn and need replacing.

Design Committee:

The Design Committee chairperson position remains open.

5.) MAIN STREET DIRECTOR'S REPORT / REQUESTS / COMMENTS

The City's Main Street Program Director Bill Kilpatrick was in attendance, but had nothing new to report for this meeting. It was pointed out, however, that there is one item that remains unresolved from last month's meeting, and that is the total number of paid entrants that will be allowed in the upcoming 2009 Christmas Parade. In the 2008 Parade, the 125 count paid entrants cap did not include the local schools clubs and organizations, leader vehicles, etc., (usually not charged an entry fee). Last month, Mr. Kilpatrick had asked if the Board thought that last year's entry totals was more than could be reasonably handled by the event's line-up staff and wished to see if any of these school clubs/organizations should be combined as part of a 125 count total in an effort to further limit the number of parade entrants to make the parade line-up process more manageable. Mr. Kilpatrick informed the Board that the MSCA is not required or mandated to do anything if everything worked well enough last year. The Board indicated at the June 18, 2009, meeting that they were fine with the number of entrants from last year and do not wish to reduce the number any further, but decided to wait until tonight's MSCA meeting to vote on a final number. Mr. Conner made a motion that the Board considers those that pay the entry fee as part of the 125 total authorized entrants and that the small group of referenced others (15-25) should be permitted at no charge, as in years past. The motion was seconded by Ron Gautney. The motion was approved by a vote of 12 ayes and 0 nays, with 3 members absent.

6.) BOARD PRESIDENT'S REPORT / REQUESTS / COMMENTS

President Mickey Rytman was in attendance and stated his support for Mayor Cadle and his efforts in the restoration of the Amtrak service. Mr. Rytman asked Director Kilpatrick to prepare the letter of support from MSCA and he will sign it on behalf of the Main Street Crestview Association. President Rytman also commented on Mr. Conner's recent presentation to the City Council on behalf of the MSCA and stated that Chairperson Conner did an excellent job, as usual. All were in agreement.

7.) CONDUCT ELECTION FOR COMMITTEE CHAIRPERSONS (4 POSITIONS)

President Rytman stated the elections for Committee Chairpersons' positions were next on the agenda and asked each Chairperson if they were interested in retaining their positions. Mr. Conner (Economic Restructuring), Mr. Zethmayr (Organization and Membership Development), and Ms. Harris (Promotions) all said they would be happy to continue their duties, if the Board approved. A motion to retain the three individuals, in their current positions, was made by Nancy Bass and seconded by Jane Shaw. The motion was approved by a vote of 12 ayes and 0 nays, with three members absent. The fourth committee (Design) has remained open for many months. Some discussion occurred, focusing on Board Member Nathan Boyles' expressed interest in chairing that committee. A motion to nominate Nathan Boyles as the Design Committee Chairperson was made by Julia Phillips and seconded by Cal Zethmayr. The motion was approved by a vote of 12 ayes and 0 nays, with 3 members absent.

8.) CONSIDER OTHER BUSINESS AS NECESSARY

No new business issues were brought up for discussion.

9.) ADJOURN MEETING

A motion to adjourn was made by Frances Gautney and seconded by Ellis Conner. The motion was approved by a vote of 12 ayes and 0 nays, with 3 members absent. President Rytman declared the meeting adjourned at 7:19 p.m.

Minutes approved _____ / not approved _____ at a

Main Street Crestview Association meeting on _____.

Vote: _____ ayes, _____ nays, _____ absent.

Mickey Rytman, President

Cindy Harris, Secretary/Treasurer