

# Minutes of August 20, 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 (departed at 6:45 p.m.)  
Cal Zethmayr  
Ellis Conner  
Jane Shaw  
Julia Phillips  
Nathan Boyles  
Will LaMar

### Board Members Absent

Frances Gautney  
Kathleen Bowman  
LeVinuia Grimes  
Nancy Bass  
Pat Hollarn

### Other Association Members Present

Linda Parker (additionally the Alternate Council Liaison, in at 6:56 p.m.)

### Staff/City Liaison/Media/Visitors Present

Bill Kilpatrick, Main St. Program Director  
Charles Baugh, Primary Council Liaison

### 1.) CONVENE MEETING

President Mickey Rytman called the Main Street Crestview Association Board of Directors meeting to order at 6:00 p.m. on August 20, 2009, in the Crestview City Hall Council Chambers. President Rytman welcomed Primary City Council Liaison Charles Baugh to the meeting.

### 2.) CONSIDER MINUTES APPROVAL OF 07-16-2009 BOARD OF DIRECTORS MEETING

The minutes from the Board of Directors meeting of July 16, 2009, were available for approval consideration. A motion to approve the minutes was made by Ellis Conner and seconded by Ron Gautney. The motion was approved by a vote of 10 ayes and 0 nays with 5 members absent.

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

Cindy Harris, Secretary/Treasurer, provided the treasurer's report as of August 20, 2009, to the Board and others in attendance, as follows:

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

Total Revenue Received This Period: \$910.00.

Total Expenditures This Period: \$352.61.

The July 16, 2009, MSCA Checking Account Reconciled Balance: \$19,892.94.

A motion to approve the treasurer's report, as presented, was made by Bob Lynn and seconded by Julia Phillips. The motion was approved by a vote of 10 ayes and 0 nays with 5 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 and retained record of minutes of each Board of Directors or General Membership meeting that has a full treasurer's report submitted and approved.

#### **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, spoke of a previous suggestion he had received to purchase recognition plaques and window stickers for new MSCA members to display in their places of business. Mr. Conner asked the Board for permission to appoint a sub committee of present MSCA members that have knowledge of this program from the past. Mr. Conner asked Julia Phillips, Jane Shaw, and Ron Gautney to work on this committee. The Board expressed approval of the sub-committee and interest in ideas for the items, and the cost to produce them, for MSCA members.

##### **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 he had spoken with Carlos Jones, assistant to Public Works Director Wayne Steele, and Mr. Jones said he believes there are some additional lampposts in storage. Mr. Zethmayr stated that the physical engineering capabilities of the lampposts must be resolved before speakers can be installed on them; as well as defining the interior structure to see if wiring can be ran through them to power the speakers.

Mr. Zethmayr stated that on Wednesday of the previous week (August 12<sup>th</sup>) he attended the Kawanis Club meeting and made a presentation of MSCA's new website and talked to those present about Fall Festival and about joining MSCA. Mr. Zethmayr plans to attend the Rotary Club meeting in September and do his same presentation there. Chairperson Zethmayr stated that the Kawanis Club and the Masonic Lodge have informed him that they both will join MSCA, as associate members, at \$50.00 annually.

Mr. Zethmayr informed the Board that he had recently spoken with a representative from the City of Crestview's Clerk's Office, Finance Director Patty Beebe, concerning the tax increment financing (TIF) funds received by the City from the Community Redevelopment Agency (CRA) district assessments, through 2009. Mr. Zethmayr passed around copies of a report on TIF funds received. The amount received earlier in 2009, for the year 2008, was \$239,939.56. The report also stated the expenditures from October, 2000, through August 8, 2008, was in the amount of \$852,923.83. Chairperson Zethmayr stated the balance in the City's separately maintained account, as of the prior week, was \$685,639.92. Additionally, based on acquired information (and previously shared with the MSCA's Board), he indicated that \$250,000.00 has been set aside and encumbered in reserve to comply with an approximate 25% match funding requirement for a State of Florida Community Development Block Grant (CDBG) awarded to the City to be used for a downtown area parking lot project. He said some of this money could be saved by actually using allowable "in kind" project work and/or materials provided directly by the City of Crestview.

Chairperson Zethmayr stated that the MSCA's website is almost ready to be released to the public. The MSCA's contracted website developers, John Colby and his son, Zach, are still working on the map feature that will provide an advertising option to MSCA members and the "PayPal" feature that will provide an on-line payment option for membership dues, vendor fees, brick sales, etc. Mr. Zethmayr said he hopes to have the website up and running and available to the public before the Fall Festival.

Economic Restructuring Committee Chairperson, Ellis Conner, suggested that the MSCA extend an invitation to Jerry Milligan, Chairman of the Historic Preservation Board, to attend a future MSCA meeting so he can be informed of the progress of the website and ask him to help with the historical aspects of the downtown area.

Director Kilpatrick informed the Board that the Fall Festival flyer and the registration form and the Veterans Day parade flyer and the registration form are now online on the City's website and will be available on MSCA's website, upon it being made public.

##### **Design Committee:**

The Design Committee Chairperson, Nathan Boyles, shared his thoughts regarding the restoration of some of the buildings in the downtown area and the many resources that are available to accomplish this task. Mr. Boyles stated that he believes in order to encourage façade improvements at the local level for each individual business, that the Board and Design Committee must pay attention to each individual business. Chairperson Boyles said that there is a lot that can be done to improve the appearance of downtown businesses, whether they are occupied or vacant, at very little expense. Mr. Boyles went on to say that it is possible that the building and business owners haven't looked at the situation in this manner and he wants to encourage these citizens to be an active participant on Main Street and let them know that the MSCA is here to help them, in whatever way it can, by organizing a group of volunteers to get together occasionally to clean up properties downtown. Chairperson Boyles stated that he would like to see more business owners take advantage of the façade improvement program that is currently available to reimburse 50% of the costs of facade improvements to buildings within the City/CRA District, up to a maximum of \$1,500.00. Mr. Boyles volunteered himself to help building and business owners complete the grant application for the façade improvement program, at no charge, so they may have access to "free money" to use to reimburse some of the expenses incurred during the clean-up and improvements to their buildings. Chairperson Boyles stated that he believes if he can talk to the building and business owners and let them know about the funds that are available to help them, assist with the necessary paperwork, and

provide an opportunity for people to come together as a group willing to help each other out, that more downtown merchants will be encouraged to do their part to improve their properties and help their neighboring businesses to do the same.

Promotions Committee:

The Promotions Committee Chairperson, Cindy Harris, informed the Board that she is working on the entertainment and vendors for Fall Festival; two vendors have already submitted their registration forms, one of them being a paid vendor. Ms. Harris stated that she has been in contact with the local church that donated \$400 toward the inflatables for the 2008 festival and that they are interested in helping out again this year. Chairperson Harris also reminded the Board that advertising, whether it be by newspaper, radio, or flyers, is very important to getting more paid vendors at this year's festival. Board Member Jane Shaw commented that the event has always been a success and will probably be again this year.

Board Member Bob Lynn departed at 6:42 p.m. Alternate Council Liaison, Linda Parker, arrived at 6:56 p.m.
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**5.) MAIN STREET DIRECTOR'S REPORT / REQUESTS / COMMENTS**

The City's Main Street Program Director Bill Kilpatrick was in attendance, and had the following to report:

MSCA has a recent new member, Bob Fiddler with Freedom Tax & Mortgage Service.

Mr. Kilpatrick asked President Rytman if he wanted to inform the Board about the promotional flyer and reorder information packet recently received that provides the option to reorder some planner booklets like the MSCA purchased in 2008 to give to Association members. Mr. Boyles inquired about the cost. Ms. Harris stated that if purchasing in a quantity from 101-250, the cost is \$3.09 each, plus the imprinting fee of \$29.95. Ms. Shaw commented that MSCA should reorder them and choose the color of the cover as green, "for money". Mr. Zethmayr suggested MSCA purchase a few rubber stamps with the wording, "MSCA monthly meeting, 6 p.m.", "Fall Festival", & "Christmas Parade" and stamp the planners on the appropriate dates with the specific event announcement. President Rytman supported this idea, as did the Board. Mr. Zethmayr also suggested that the new MSCA website address be added to the front of the planner in the standard imprint. The cost to purchase 150 planners, with the imprint fee should come to a total of \$493.45. A motion to purchase the planners, in the color 'green', was made by Jane Shaw and seconded by Cindy Harris. The motion was approved by a vote of 9 ayes and 0 nays, with 6 members absent. A motion to approve the expenditure was made by Ellis Conner and seconded by Jane Shaw. The motion was approved by a vote of 9 ayes and 0 nays, with 6 members absent.

Director Kilpatrick informed the Board again that the Fall Festival flyer and registration form, along with the Veterans Day Parade information, has already been posted on the City of Crestview's website.

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

President Mickey Rytman was in attendance and stated his appreciation of the Committee Chairpersons on jobs well done; and stated the Association is progressing well.

Director Kilpatrick had one other item to comment on regarding the MSCA Workplan that was adopted in 2008. Mr. Kilpatrick stated that the workplan should probably be reviewed once a year and a revised plan should be submitted to the State around the first of January, 2010, to receive accreditation consideration from the State of Florida's Main Street Program office and National Trust's Main Street Center office.

President Rytman acknowledged and welcomed Alternate City Council Liaison Linda Parker to the meeting.

**7.) CONSIDER OTHER BUSINESS AS NECESSARY**

Mr. Zethmayr brought up discussion regarding the letter Ms. Harris wrote to the City Council and he quoted a passage from it regarding a statement at a recent city budget workshop meeting made by Administrative Services Director, Mike Wing, to Councilmember Charles Baugh, referring to the City's Main Street Program Director, Bill Kilpatrick: The mentioned quote by Mr. Wing, referring to Mr. Kilpatrick, was said to be as follows: "I indicated to you that I have given you a plan of action and have indicated to you what we will do to change the direction that we have sent him in." Mr. Zethmayr suggested that Mr. Wing be invited to an upcoming MSCA meeting and ask him to describe the "plan of action" he spoke of and to answer questions and offer suggestions to the Board regarding the plans it has for the downtown area. Vice-President Gautney also suggested inviting Mr. Steele to join Mr. Wing at the MSCA Board Meeting.

Nathan Boyles suggested listing Mr. Wing and Mr. Steele on the next meeting agenda. President Rytman asked Director Kilpatrick to add their names to the agenda and stated that he (Mr. Rytman) would personally invite the gentlemen to the next MSCA Board Meeting.

**9.) ADJOURN MEETING**

A motion to adjourn was made by Ellis Conner and seconded by Ron Gautney. The motion was approved by a vote of 9 ayes and 0 nays, with 6 members absent. President Rytman declared the meeting adjourned at 7:16 p.m.

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Minutes approved \_\_\_\_\_ / not approved \_\_\_\_\_ at a

Main Street Crestview Association meeting on \_\_\_\_\_.

Vote: \_\_\_\_\_ ayes, \_\_\_\_\_ nays, \_\_\_\_\_ absent.

\_\_\_\_\_  
Mickey Rytman, President

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Cindy Harris, Secretary/Treasurer