

Minutes of October 15, 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
Cal Zethmayr (departed at 6:47 p.m.)
Ellis Conner
Frances Gautney
Jane Shaw
Julia Phillips (departed at 7:16 p.m.)
LeVinua Grimes
Nathan Boyles

Board Members Absent

Bob Lynn
Kathleen Bowman
Nancy Bass
Pat Hollarn
Will LaMar

Other Association Members Present

Linda Parker (additionally the Alternate Council Liaison.)
Bob Fiddler
Kathie Folley

Staff/City Liaison/Media/Visitors Present

Bill Kilpatrick, Main St. Program Director
Michael Wing, Administrative Services Director,

1.) CONVENE MEETING

President Mickey Rytman called the Main Street Crestview Association Board of Directors meeting to order at 6:01 p.m. on October 15, 2009, in the Crestview City Hall Council Chambers. President Rytman welcomed Alternate City Council Liaison Linda Parker, Administrative Services Director Michael Wing, and new Association member, Bob Fiddler to the meeting.

2.) CONSIDER MINUTES APPROVAL OF 08-20-2009, BOARD OF DIRECTORS MEETING

The minutes from the Board of Directors meeting of August 20, 2009, were available for approval consideration. A motion to approve the minutes was made by Ellis Conner and seconded by Cal Zethmayr. The motion was approved by a vote of 10 ayes and 0 nays with 5 members absent.

Before continuing to the next agenda item, President Rytman recognized Mr. Wing and thanked him for being in attendance at tonight's meeting. Per discussion at the last MSCA Board of Director's meeting on August, 20, 2009, Mr. Wing was asked to attend this meeting to define the MSCA Program Director's job position and responsibilities.

Mr. Wing passed around copies of a document that describes the current duties and responsibilities of the Main Street Program Director. This document detailed all the duties Mr. Kilpatrick has as the MSCA Director, as well as the duties he has as an employee of the Administrative Services Department of the City of Crestview. Also included in the document provided by Mr. Wing, is a list of goals, which was compiled based on information on file from the Florida Main Street Program, for the Main Street Director. Mr. Wing gave everyone a few minutes to read over the information and then offered to answer questions anyone might have.

Vice President Gautney expressed concern about MSCA's requirement to purchase general liability insurance for community events sponsored by the Main Street Crestview Association. Mr. Gautney stated that he has met with officials of the City of Milton and has learned that CRA funds pay for the insurance required for Milton's Main Street Association events. Mr. Gautney questioned why the CRA funds from the City of Crestview aren't covering the insurance cost for the MSCA events.

Mr. Wing stated that the City of Crestview covers the cost of the insurance requirement for the City; for Fall Festival, the Christmas Parade, and the Veteran's Parade.

Mr. Wing further stated that there are different levels of insurance requirements:

1. The MSCA should have liability insurance that covers the Main Street Crestview Association.
2. The City of Crestview is required to have liability insurance that covers the City because it's public right of way.
3. Organizations that participate in the events are required to provide proof of liability insurance which names the City of Crestview and MSCA as additional insured..

Mr. Wing continued by stating that the City of Crestview will cover the cost of insurance for Fall Festival, the Veteran's Parade, and the Christmas Parade; as these are community events of public benefit. The MSCA can petition the Community Redevelopment Agency (CRA) Board to ask it to include the insurance for other events that are hosted by MSCA (such as the sidewalk sales, Christmas Bazaar, etc.) as part of the CRA's contribution. Mr. Wing reminded the MSCA Board that the CRA district is bigger than just Main Street and that CRA funds are not Main Street (MSCA) funds.

Mr. Gautney also inquired about the status of the new Railroad Depot. Mr. Wing stated that once the MSCA makes a proposal to the Community Redevelopment Agency to build the depot, and the CRA Board moves forward in support of the project, the City will provide the plans and support to work from.

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 August 20, 2009, MSCA Checking Account Beginning Balance: \$19,892.94.

Total Revenue Received This Period: \$1,350.00.

Total Expenditures This Period: \$713.67.

The August 20, 2009, MSCA Checking Account Reconciled Balance: \$20,529.27.

A motion to approve the treasurer's report, as presented, was made by Cal Zethmayr and seconded by Ron Gautney. 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 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:

Organization and Membership Development Committee:

The Organization and Membership Development Committee Chairperson, Cal Zethmayr, began his report with an update regarding MSCA's new website, www.mainstreetcrestview.org. Mr. Zethmayr informed the Board that he received authorization from President Rytman to secure MSCA website hosting through GoDaddy.com and to sign MSCA up to use Pay Pal on its website. The total cost for two years is \$311.64. Mr. Zethmayr paid the charges initially and has forwarded the bill to Ms. Harris for reimbursement. Mr. Zethmayr also told the Board that he, Mr. Kilpatrick, and the MSCA officers met and agreed upon an additional paragraph they all wished to have added to the contract between MSCA and ZJT Consulting for the creation and maintenance of the website. The additional wording assures that MSCA owns the website and the domain names. Chairperson Zethmayr explained that the before mentioned Pay Pal feature will allow anyone viewing the MSCA website to make a donation to the organization, complete membership application and pay membership dues, register for events and pay entry fees, and purchase sidewalk bricks, all from their computer, either thru Pay Pal or by using their credit card. The cost to maintain the Pay Pal account is \$30.00 per month, plus service charges of \$.30 per transaction and 2.2% of the transaction total. All fees/dues paid online, less transaction fees, will be deposited directly into MSCA's bank account by electronic funds transfer. An example of the cost: someone pays online for a business membership with employees numbering from 1-4, the suggested minimum membership fee is \$50.00. MSCA's cost for this transaction is \$1.40 (\$50.00 * 2.2% = \$1.10, plus the \$.30 per transaction fee).

Chairperson Zethmayr's next item for discussion concerned a service that MSCA can provide to its members at no charge. MSCA Association members that also own businesses will be offered a one minute ad on MSCA's website. Viewers of the map on the website can click on the business and be directed to the Association member's ad. MSCA does have has Association members that are categorized as "individual membership" or "family membership", by their choice, based on the membership

dues amount they paid. Some of these same members are also business owners. Mr. Zethmayr sought direction from the Board asking it to establish the qualifying policy or members to receive the free advertising. A motion that only Association members who have paid the minimum business membership will be eligible for the free ad to promote their business on the MSCA website was made by Jane Shaw and seconded by LeVinua Grimes. The motion was approved by a vote of 10 ayes and 0 nays with 5 members absent.

Mr. Zethmayr informed the Board that he had to leave tonight's meeting early, but reminded everyone that he will be the guest speaker at the Crestview Library on Tuesday, January 5, 2010, at 10:00 a.m. His topic will be: "Why do we need a Main Street and what is a CRA?" Everyone is invited to attend.

Board Member Cal Zethmayr departed at 6:47 p.m.

Economic Restructuring Committee:

The Economic Restructuring Committee Chairperson, Ellis Conner, informed the Board of a discussion he and Director Kilpatrick had regarding the updating requirements of the current MSCA work plan on file with the Florida Main Street Program. Mr. Kilpatrick spoke with Joan Jefferson, the Director of the Florida Main Street Program, and has learned that MSCA is not required to update the work plan this year. Individual committee chairpersons can update if they wish, however, Mr. Conner stated that he was going to leave his plan as is for now. Should any of the other committee chairpersons wish to do so, they may submit their changes to Mr. Conner. Mr. Kilpatrick stated that the three year program that is in place now is justification for not having any revisions over that three year period. MSCA's accreditation will not be adversely affected by not having revisions to the work plan.

Mr. Conner took just a moment to express his appreciation to the Board's Director, Officers and Committee Chairpersons for the work they are doing to move the organization forward. Ms. Shaw stated that she agreed with what Mr. Conner had said and she feels that now, for the first time in her 10 years with MSCA, that the Committee Chairpersons are on target with their plans and she believes they have a vision of what they want to see achieved by the organization. Ms. Shaw said that she is very proud of what MSCA has accomplished over the last year and she also thanked Mr. Conner for everything he has done for MSCA as well.

President Rytman had a question from the last meeting's minutes regarding the membership plaques and stickers for MSCA. Mr. Conner asked Julia Phillips, a member of the sub-committee under the Economic Restructuring Committee, to report on what she had learned about these items. Ms. Phillips stated that she went to the Trophy Shop and received a verbal quote of \$8.00 each for the standard 6" x 8" wooden plaques. They have several background colors available and sufficient spacing for whatever verbiage the organization would like to have engraved on the plaques. Mr. Conner asked Ms. Phillips if she would go back to the Trophy Shop and obtain a written quote for the plaques and window stickers, and possibly some samples, to present at next month's meeting. Ms. Phillips stated that she'd be happy to do so, and asked about the number of items that would need to be purchased. Mr. Kilpatrick informed Ms. Phillips that the number of Association members is somewhere between 50 and 60 at the present time; closer to 60, he believes.

Design Committee:

The Design Committee Chairperson, Nathan Boyles, stated that he is focusing on the Façade Improvement Program and is in the process of working with his first applicant; they are gathering information now and should be finished with the application soon. Mr. Boyles encouraged any of the Board members that may have property or businesses on Main Street, that haven't participated in the Façade Improvement Program in the last three years, to see if they can benefit from the grant money. If the Board participates and obtains reimbursement, this will provide a stronger selling point to other business owners when they are contacted by Mr. Boyles about the program.

Mr. Rytman asked Mr. Boyles if he would be able to obtain a rough draft and/or the plans of the new parking lot to show to the Board. Mr. Boyles said he would bring a copy of the plans to the next MSCA meeting.

Promotions Committee:

The Promotions Committee Chairperson, Cindy Harris, informed the Board of the final plans for the upcoming Fall Festival and held up printouts of the schedule posters that are being printed up for the event. The posters will be put on the easels that were used in the City's 90th anniversary, advertising the schedule of the day's entertainment. Ms. Harris detailed the line-up for the day: Jaded Klark will provide the musical entertainment from the FL Lottery Stage and will also emcee the costume contest; Wade Henry, Tony Larkins, and JimBo the Clown will return this year, as will J. T. Garrett a/k/a "Barney Fife". Jim Kelley will be hosting karaoke, and Giggles the Clown will perform magic shows for the kids. Mosaic church will be the full sponsor of the inflatables this year, paying all costs. The church has provided the necessary insurance certificates to Mr. Kilpatrick. They are renting the equipment directly from the inflatables company and will be responsible for delivery to Main Street, set-up, manning, tear-down, hauling away, return of the equipment, and writing the check.

At the July meeting, the Board had approved the amount of \$442.50 for the popcorn that MSCA will be giving away from its table. The company that had originally provided the quote for both the inflatables and the popcorn could not produce the required insurance information, so Ms. Harris had to begin the search again for a company to provide the bouncers for the event. During the process, she received a call from Pastor Ross with the news that they wished to be the full sponsor of the inflatables this year. With that issue now resolved, Ms. Harris moved on to getting quotes for the popcorn from other suppliers, and received a quote in the amount of \$556.11 from Ron's Popcorn and Concession Supply in Ft. Walton Beach for the same one day rental of one machine and the supplies needed for 2500 servings of popcorn. The owner offered to provide a second machine to MSCA, at no charge, to help with the volume of popcorn that will be served. The difference in the new amount and the approved expenditure amount is \$113.61. Ms. Harris asked the Board for approval to spend the additional amount. A motion to pay the additional \$113.61 for the rental of the popcorn machine and purchase of the supplies 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.

The following Board members volunteered to help at the event: Jane Shaw, Frances Gautney, Ron Gautney, Mickey Rytman, Julia Phillips, Bill Kilpatrick, and Cindy Harris. Nancy Bass called to let the Board know that she could not be at tonight's meeting; however, she will be available to help at Fall Festival. Pearl Henderson has also volunteered to help.

Ms. Harris informed the Board that fellow Board Member, Pat Hollarn, is recovering from a recent illness and could not be in attendance tonight, but has generously donated \$100.00 again this year toward the purchase of candy to be given away at MSCA's table. This candy, plus any that may be donated, is all that will be given away by MSCA; there are no plans to go out and purchase any more when this runs out. The MSCA table will be set up at the corner of Beech Avenue and Main Street. Board Member Frances Gautney and volunteer Pearl Henderson will be the popcorn ladies for the event. Ms. Harris also announced that Waffle House (on Hwy 90 W.) will be donating 5 gallons of fresh brewed coffee, ready to pick-up and serve at MSCA's table. Vice-President Gautney volunteered to pick up the coffee and bring to the event. Ms. Harris will check back with Ms. Rhodes at Waffle House to see if they will be donating cups and condiments; if not, Ms. Harris said that she will take care of purchasing whatever MSCA needs at its table.

Ms. Harris told the Board that MSCA has purchased two new 3' x 8' banners, from Hart Printing, to be displayed at events. The banners, as well as the Fall Festival posters, will be ready soon.

Ms. Harris also mentioned the Veteran's parade for Mr. Williams of the Veteran's Affairs Committee. He is out of town and could not be in attendance at tonight's meeting. The parade is Saturday, November 7th, at 2 p.m. Ms. Harris asked if anyone could volunteer to help Mr. Williams with the parade; Mr. Gautney said that the Spanish Trail Cruisers would be on hand to help, and he and Ms. Gautney would also be there. Ms. Harris stated she would be available to help and would let Mr. Williams know that as many of the MSCA members that could, would be there on Nov. 7th.

The last item Ms. Harris had to report was concerning the monthly planners the Board had approved to purchase. The approved expenditure amount is \$493.45. Ms. Harris stated that when she called the company to get the total amount for the order, with shipping, the total came to \$522.78. However, since receiving that quoted amount, MSCA received an advertisement in the mail stating it could receive a 25% discount on the order. Ms. Harris said she will check into that discount but did ask the Board for approval to spend the additional \$29.33, plus or minus a few dollars depending on the final quote. There was a general consensus for Ms. Harris to go ahead with the purchase. No motion was made.

Director Kilpatrick asked Ms. Harris if she wished to comment on the number of vendor applications that have been submitted. She stated that, as of Tuesday of this week, 75 vendors had signed up for Fall Festival. Mr. Kilpatrick stated that he has received an additional 8 or 10 applications; for an approximate total of 85 participants. As of Tuesday, MSCA has received \$900 in vendor fees; totaling 17 paid vendors. A few more are expected soon.

Board Member Julia Phillips departed at 7:16 p.m.

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

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

The CRA Board approved funding for additional Christmas decorations. The items wanted for purchase have been identified, bids have been received, and the order has been placed. These items, which include a new Christmas tree, should arrive by mid November and will be put on display by City employees. The amount of CRA funds spent was slightly over \$40,000.00.

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

President Mickey Rytman had the following to report:

The main stage will be relocated to Beech Avenue this year. Once again, the Florida Lottery is generously donating the use of their FL Lottery Stage for MSCA's use at the festival. Mr. Rytman stated that he has met with Wayne Steele, Public Services Director for the City of Crestview, and requested the installation of a new power pole behind Okaloosa Title to provide dedicated electric service to the stage. The request was approved and the power pole is now in place. This power source can be used for other events as well.

President Rytman also stated that he is proud of the MSCA and the Association Members. He encouraged everyone to come together and help each other to make the events happen.

7.) CONSIDER OTHER BUSINESS AS NECESSARY

No new business.

8.) ADJOURN MEETING

A motion to adjourn was made by Nathan Boyles and seconded by Frances 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 7:29 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