

Minutes of November 19, 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
Julia Phillips
LeVinuia Grimes
Nancy Bass
Pat Hollarn

Board Members Absent

Jane Shaw
Kathleen Bowman
Nathan Boyles
Will LaMar

Other Association Members Present

Linda Parker (additionally, the Alternate City Council Liaison)

Staff/City Liaison/Media/Visitors Present

Bill Kilpatrick, Main Street Program Director

1.) CONVENE MEETING

President Mickey Rytman called the Main Street Crestview Association Board of Directors meeting to order at 6:00 p.m. on November 19, 2009, in the Crestview City Hall Council Chambers. President Rytman welcomed Alternate City Council Liaison Linda Parker to the meeting.

2.) CONSIDER MINUTES APPROVAL OF 10-15-2009, BOARD OF DIRECTORS MEETING

The minutes from the Board of Directors meeting of October 15, 2009, were available for approval consideration. A motion to approve the minutes was made by Frances Gautney 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 November 19, 2009, to the Board and others in attendance, as follows:

The October 15, 2009, MSCA Checking Account Beginning Balance: \$20,529.27.

Total Revenue Received This Period: \$4,012.00.

Total Expenditures This Period: \$5,100.45.

The November 19, 2009, MSCA Checking Account Reconciled Balance: \$19,440.82.

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

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 those in attendance that an update of MSCA's work plan is not required this year by the Florida Main Street Program office. He said the last one submitted to the State office covered a three to four year period. Mr. Conner then reminded the committee chairpersons that he is available to work with them if any wish to make changes to their individual committee work plans.

Mr. Conner took just a moment to comment on MSCA's recent Fall Festival and to compliment the individuals that he worked with at MSCA's event tent. Aside from others that worked hard during the event, he specifically wanted to state that Board Member Frances Gautney and Volunteer Pearl Henderson worked very diligently throughout the event time period at keeping the popcorn machines going at full speed. Mr. Conner stated that everyone involved did a great job and he felt that the event was a great success.

Chairperson Conner's next item concerned the proposed new depot/downtown welcome center project. Mr. Conner stated that he had met with Administrative Services Director, Mike Wing, approximately 2 weeks prior to this meeting, and they had some discussion regarding the proposed project whereby Mr. Wing reminded Mr. Conner that on the agenda for the November 23, 2009, City Council meeting, there is an item listing for the scheduling of a workshop to discuss MSCA's request for a depot/welcome center to be built. The City Council was provided a list of three possible areas in which to construct a depot/welcome center, with the current site of the old Amtrack waiting station being the one of preference.

Organization and Membership Development Committee:

The Organization and Membership Development Committee Chairperson, Cal Zethmayr, began with an update on MSCA's new website. He stated that he has taken many pictures of the engraved bricks along the downtown sidewalks and these, as well as a clock, have been added to the website. Mr. Zethmayr reminded everyone present that he is still looking for pictures of the downtown area and of past events MSCA and others has sponsored. Mr. Zethmayr stated that old photographs, especially, are of great interest and asked that anyone with website usable photos to please contact him. Chairperson Zethmayr added that credit will be given on the website to anyone that provides photographs and Mr. Zethmayr also stated that he will be happy to go to anyone's home or office with his computer and scanner and scan their photos, negatives, and/or slides directly into his files so that the owners will not have to lose possession of their priceless photographs at any time. Mr. Zethmayr indicated he could be contacted at 850-240-4053 or by email at cvctv.info@cox.net.

Chairperson Zethmayr's next topic was concerning the window decorating contest. He stated that he will be distributing entry forms to downtown merchants next week and that he has the contest judges lined up, ready to judge the windows on Friday night, December 4th. Mr. Zethmayr said that he will have the photo plaques ready and will present them to the winners at the judging stand just prior to the official 5:30 p.m. start of the Christmas Parade on December 5th.

Mr. Zethmayr additionally shared some photographs he had taken of a model railroad display in Chattanooga, TN. The display he visited was created in "HO Scale". He shared that the name HO is derived from the fact that its 1:87 scale is approximately half that of zero scale, hence H0, and the term is pronounced "aitch-oh", that is, the letters "h" and "o", not "ho" nor "aitch-zero". Mr. Zethmayr stated the display in Chattanooga is very elaborate and he envisions a similar replica of Crestview at its creation. Chairperson Zethmayr stated that he has spoken with some members of the RailRoad Club in Shalimar and they are very interested in working on the display which should help to visually tell a portion of the history of Crestview. Mr. Zethmayr said he feels the display would be perfect for the proposed new depot/welcome center in downtown Crestview.

Design Committee:

The Design Committee Chairperson, Nathan Boyles, was not in attendance, so no report was given.

Promotions Committee:

Promotions Committee Chairperson, Cindy Harris, thanked everyone for all their hard work at the recent Fall Festival and reminded all of the upcoming Christmas Parade on December 5th, and asked for a list of volunteers to be block captains and help direct participants during line up at the parade.

Mr. Kilpatrick asked everyone to look at the parade map he had passed around before the meeting and decide what block or blocks they would like to work during the lineup effort and to ask any questions they may have at this point. The following Board Members volunteered to help: Ellis Conner, Frances Gautney, Ron Gautney, Nancy Bass, Mickey Ryman, and Cindy Harris. Mr. Gautney said that he would have members of the Spanish Trail Cruisers there to help and would also get with Tom

Moody and ask for Rangers to also volunteer to help with the parade. Some volunteers indicated their block preferences. Ms. Harris asked everyone to meet at 2:30 p.m. at the corner of South Main Street and MLK Blvd.

On the subject of the parade, Director Kilpatrick announced that Board Member Pat Hollarn and Wayne Steele, the city's Public Services Department Director, will be at the reviewing stand sharing the announcing responsibilities of the parade participants as they pass by the judges. Mr. Kilpatrick thanked Ms. Hollarn and Mr. Steele for their expected participation and specifically expressed appreciation for the help.

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

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

Director Kilpatrick stated that City Councilmember Charles Baugh stopped by his office earlier in the day to express his regrets for not being able to attend this month's MSCA meeting. Mr. Kilpatrick also informed the Board that Councilman Baugh wanted the following item brought up at the meeting, on his behalf, that he (Mr. Baugh) and Wayne Harris, Executive Director of the Crestview Area Chamber of Commerce, had recently met and they collectively agreed that it would be a good thing to continue to have the annual Triple-B-Barbeque event downtown but perhaps have it jointly sponsored by the Main Street Crestview Association and the Chamber of Commerce. After some discussion, a motion to authorize President Rytman to contact Chamber Director Wayne Harris to acquire more specifics regarding the information received from Councilmember Baugh and to seek written details from Mr. Harris regarding what the Chamber expects the responsibilities of the MSCA would be if the event was jointly sponsored and to determine as well how the profits and credit would be distributed between the two organizations was made by Ellis Conner and seconded by Pat Hollarn. The motion was approved by a vote of 11 ayes and 0 nays with 4 members absent.

Mr. Kilpatrick also wanted to relay another item to the Board from Mr. Baugh. He said Mr. Baugh wanted to express his appreciation to the volunteers for doing such a good job on the Fall Festival.

Director Kilpatrick informed the Board that there will be a quarterly meeting of the Florida Main Street Program on January 13, 2010, in Leesburg, and in the past, this Board has authorized the expenditure for one or two Board Members to attend if any are interested. Mr. Kilpatrick wanted to see if the Board would authorize the expenditure for the meeting in January. A motion for up to two Board Members to attend the meeting in Leesburg, with expenses to be reimbursed by MSCA, was made by Ellis Conner and seconded by Pat Hollarn. The motion was approved by a vote of 11 ayes and 0 nays with 4 members absent.

Mr. Kilpatrick asked the Board if it wished to hold or cancel the December, 2009, meeting, due to the holidays. A motion to skip the December meeting was made by Nancy Bass and seconded by Ellis Conner. The motion was approved by a vote of 11 ayes and 0 nays with 4 members absent. Discussion followed and there was general consensus by those present to hold a special meeting in January, 2010, if necessary, to iron out details regarding MSCA's possible partnership with the Chamber on the Triple-B-Barbeque event.

Director Kilpatrick's last item concerned a left over MSCA purchased gift card for a Fall Festival costume contest judge that was unable to attend the event. Providing a gift card has been a routine MSCA practice in prior years to express appreciation to the judges for their participation. Due to unforeseen circumstances, however, one of the judges this year could not be in attendance. The amount of the gift card (this year, from Applebee's) was \$30.00 and Mr. Kilpatrick offered to purchase it from the MSCA unless someone else in attendance at the meeting desired to do so or if some other decision was determined by the Board. A motion to sell the gift card to Mr. Kilpatrick for its face value was made by Nancy Bass and seconded by Frances Gautney. The motion was approved by a vote of 11 ayes and 0 nays with 4 members absent.

Vice President Gautney offered to obtain gift certificates from Hideaway Pizza to give to the Christmas Parade judges. A motion to allow Mr. Gautney to take care of this was made by Julia Phillips and seconded by Nancy Bass. The motion was approved by a vote of 11 ayes and 0 nays with 4 members absent.

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

President Mickey Rytman thanked everyone for all their hard work at the Fall Festival and the Veterans Parade.

Mr. Rytman briefly discussed the recent MSCA sponsored carnival. MSCA paid for radio and newspaper advertising; however, there was still very low attendance at this year's carnival. MSCA's portion of the carnival receipts was only \$667.00, before expenses. Mr. Rytman feels that it may be very hard to get the carnival company to come back.

7.) CONSIDER OTHER BUSINESS AS NECESSARY

No new business.

8.) ADJOURN MEETING

A motion to adjourn was made by Ellis Conner and seconded by Cal Zethmayr. The motion was approved by a vote of 11 ayes and 0 nays with 4 members absent. President Rytman declared the meeting adjourned at 7:06 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