

Minutes of January 21, 2010

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 (in at 6:04 p.m.)
Nancy Bass (in at 6:02 p.m.)
Nathan Boyles
Pat Hollarn
Will LaMar

Board Members Absent

Julia Phillips
Kathleen Bowman

Other Association Members Present

Linda Parker (additionally, the Alternate City Council Liaison)
Jerry Milligan (in at 6:30 p.m.)

Staff/City Liaison/Media/Visitors Present

Bill Kilpatrick, Main Street Program Director
Brian Laroche

1.) CONVENE MEETING

President Mickey Rytman called the Main Street Crestview Association Board of Directors meeting to order at 6:00 p.m. on January 21, 2010, in the Crestview City Hall Council Chambers. President Rytman welcomed Alternate City Council Liaison Linda Parker, and visitor Brian Laroche, to the meeting.

President Rytman took a moment to acknowledge the passing of Board Member LeVinuia Grimes and asked everyone present to observe a moment of silence. Mr. Rytman also stated that the Board may wish to consider providing a brick to be placed on Main Street, in her honor.

2.) CONSIDER MINUTES APPROVAL OF 11-19-2009 ASSOCIATION MEETING

The minutes from the Board of Directors meeting of November 19, 2009, were available for approval consideration. A motion to approve the minutes as presented was made by Ellis Conner and seconded by Ron Gautney. The motion was approved by a vote of 10 ayes and 0 nays with 4 members absent.

Board Member Nancy Bass arrived at 6:02 p.m. and Board Member Jane Shaw arrived at 6:04 p.m.
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3.) SECRETARY/TREASURER'S REPORT / REQUESTS / COMMENTS

Cindy Harris, Secretary/Treasurer, provided the treasurer's reports for the period of November 19, 2009 through December 31, 2009 and December 31, 2009 through the meeting date of January 21, 2010, to the Board and others in attendance, as follows:

Treasurer's Report #1:

Balance Forward from the November 19, 2009, Treasurer's Report: \$19,440.82.

Total Revenue Received for the Period from November 19 through December 31, 2009: \$1,930.00.

Total Expenditures for the Period from November 19 through December 31, 2009: \$1,575.78.

The December 31, 2009, MSCA Checking Account Reconciled Balance: \$19,795.04.

Treasurer's Report #2:

Balance Forward from the December 31, 2009, Treasurer's Report: \$19,795.04

Total Revenue Received for the Period from December 31, 2009 through January 21, 2010: \$375.00.

Total Expenditures for the Period from December 31, 2009 through January 21, 2010: \$122.85.

The January 21, 2010, MSCA Checking Account Reconciled Balance: \$20,047.19.

A motion to approve the two treasurer's reports, as presented, was made by Frances Gautney and seconded by Cal Zethmayr. The motion was approved by a vote of 12 ayes and 0 nays with 2 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 (kept at the MSCA office at City Hall) of each Board of Directors or General Membership meeting that has a full treasurer's report officially submitted and approved.

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

The standing committee chairperson's reports are as follows:

Promotions Committee:

Promotions Committee Chairperson, Cindy Harris, stated that she did not have anything regarding promotions to report at this time; however, she did have one item she wished to present to the Board for their consideration. Ms. Harris stated that she has many MSCA owned promotional items in storage at her residence and has knowledge of other MSCA items that are being stored by President Rytman on his property as well. Ms. Harris stated that she has obtained prices from two local businesses for the purchase of a storage building and she has also obtained quotes from two local self-storage facilities for rental of a storage unit. Ms. Harris stated that the downside of purchasing a building would be having a place to set the building up that would be readily accessible to MSCA members, as well as have it safe and secure.

Ms. Harris presented the following quotes to the Board of Directors for their consideration:

Purchase of an 8' x 10' Building:

Lowes of Crestview sale price: \$1,932.00.

Cody Trent Portable Buildings of Crestview sale price: \$1,699.00.

Both prices include the buildings being delivered and tied down securely.

Rental of a 10' x 10' Storage Unit:

Marquis Ranch Self-Storage, Industrial Drive, of Crestview: Rental of a 10' x 10' non-climate storage unit cost \$48.45 per month, which includes a 15% discount to MSCA for paying for a year in advance, and \$1,000.00 worth of insurance on the contents of the unit.

American Self Storage, E. James Lee Boulevard, of Crestview: Rental of a 10' x 10' non-climate storage unit cost \$61.00 per month, with the 13th month being free with advance payment of 12 month's rental. Insurance is extra; \$8.00 per month for \$2,000.00 worth of insurance on the contents of the unit.

Both are modern, secured facilities with 24/7 access to gate and unit.

Some discussion occurred with Mr. Conner being in support of obtaining a storage unit, whether by purchase or rental. Mr. Boyles expressed similar support, favoring rental rather than purchase, at this time. Mr. Zethmayr offered to speak with management personnel at other local facilities that rent storage units to try to get one to join MSCA and provide a matching price, or possibly even a lower price to MSCA to rent the unit from them. The Board was in agreement and would prefer to do business with a MSCA member. A motion to approve the rental of a storage unit, pending price comparisons that Mr. Zethmayr and Ms. Harris will work on together, was made by Ellis Conner and seconded by Pat Hollarn. The motion was approved by a vote of 12 ayes and 0 nays with 2 members absent. Ms. Harris stated that she would provide further information at a later Board Meeting.

Economic Restructuring Committee:

The Economic Restructuring Committee Chairperson, Ellis Conner, thanked everyone for their participation at the recent Christmas Parade. He stated that the weather was very cold that afternoon and evening and he appreciated all those that came out to volunteer their time to help make the 2009 Downtown Christmas Parade a success.

Design Committee:

The Design Committee Chairperson, Nathan Boyles, stated that he did not have a lot to report regarding the Design Committee, however, he has been working with Chuck Batson of Batson's Appliance Repair, to apply for a façade improvement reimbursement grant that is available through the city.

Organization and Membership Development Committee:

The Organization and Membership Development Committee Chairperson, Cal Zethmayr, began his report with a website update. Mr. Zethmayr plans to visit with the association's contracted webmaster John Colby, of ZJT Consulting, LLC, to discuss an addition to the MSCA website. Based on prior Board discussion and general agreement, Mr. Zethmayr said he plans to create 1 minute mini-commercials, to be placed on MSCA's membership page of the website, which will provide free advertising for the merchants that are business members of the MSCA.

Chairperson Zethmayr's next topic was concerning the 2009 Christmas Window Decorating Contest. MSCA had 9 downtown businesses participate in 2009; up 4 from 2008. Mr. Zethmayr stated that the contest went very well and was pleased with the merchants' participation.

Mr. Zethmayr's next item was the proposed new depot/welcome center/museum in downtown Crestview. Chairperson Zethmayr informed the Board that a planning workshop was held by the city last Wednesday, January 13, 2010. Mr. Zethmayr created a video that President Rytman presented to the City Council to give the Council an idea of some of the things that are being done in neighboring cities and ideas of what could be done in Crestview to promote local history. Mr. Zethmayr stated that he, Mr. Rytman, and several other MSCA members that were in attendance at the workshop, felt that MSCA representatives were there to merely exchange information with the Council and seek permission to pursue the idea further by obtaining detailed information regarding the use of the land owned by CSX Railroad to erect the building on, as well as work with city staff personnel on preliminary cost estimates for construction, and other necessary items. Much discussion occurred and Mr. Boyles suggested a MSCA subcommittee be appointed to prepare the presentation for the next meeting with the City Council. President Rytman stated that he was in agreement with Mr. Boyles, and Board Member Hollarn specifically stated she was in agreement with the suggestion. Crestview Historic Preservation Board Chairman, Jerry Milligan, stated that the HPB was also represented at the January 13th workshop by member Ann Spann. Mr. Milligan informed the MSCA Board that the HPB endorses the depot/welcome center/museum idea and wishes to work with MSCA to provide any assistance necessary to the project. Mr. Milligan further stated that he and some other HPB members would be happy to serve on the subcommittee. President Rytman stated that he welcomed the help of the HPB and felt that the two organizations should work together to form the subcommittee, and asked if any MSCA Board Members would be interested in serving on this subcommittee if created. A motion to appoint three members from MSCA to serve on this subcommittee, and a recommendation to ask the HPB to also appoint three members to serve on the subcommittee, was made by Ellis Conner and seconded by Nancy Bass. More discussion occurred and the Board was in agreement that Mr. Zethmayr, Mr. Conner, and Ms. Hollarn be appointed to serve. Mr. Milligan stated that he will speak with the HPB at its next meeting, in seven more days, and will ask for three of its representatives to work with the MSCA on the historic depot development project.

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

The City's Main Street Program Director, Bill Kilpatrick, also took a moment to acknowledge the passing of Board Member LeVinua Grimes. Mr. Kilpatrick stated that Ms. Grimes was a very good, active MSCA Board Member and that he had the privilege of knowing her for approximately 30 years or so. Director Kilpatrick also said that he was pleased that MSCA was able to send flowers during the family's time of grief. Mr. Kilpatrick asked that the Board and everyone present continue to remember the Grimes family in their thoughts and prayers.

Director Kilpatrick's next item was in reference to the possibility of the Board acquiring a MSCA owned bank credit card. Mr. Kilpatrick informed the Board that there are times when items need to be purchased by and for the MSCA, either locally or online, and individual Board members have, in the past, purchased these items by using their own personal credit cards and then presented receipts to Mr. Rytman or Ms. Harris, for reimbursement. Mr. Kilpatrick stated that it was his understanding that the MSCA could not be issued a debit card, apparently because of the bank's hesitancy or refusal to issue debit cards to a non-profit organization. Secretary/Treasurer Harris confirmed this statement, informing the Board that she was told by MSCA's bank, First National Bank of Crestview, that the organization could not have a debit card because there would be no paper trail of the debit transactions on the account. Mr. Kilpatrick then asked the Board, in the absence of the issuance of a debit card, if it would be interested in obtaining a bank credit card, in the name of the organization, and limiting the authorized use of the card to the three MSCA officers. After more discussion, a motion to obtain a bank credit card and limit the amount that any MSCA officer can spend, without additional Board approval, to \$1000.00, and to shop around local banks for the best offer of lowest interest rate and credit card fees, beginning with MSCA members, was made by Will LaMar and seconded by Nathan Boyles. The motion was approved by a vote of 12 ayes and 0 nays with 2 members absent. Further discussion also occurred concerning the comparison of other banks checking accounts as well, to see if MSCA monies could be put into an interest bearing account. Ms. Harris stated that she would look into this also.

Mr. Kilpatrick informed the Board that he received a call from Board Member Julia Phillips. Ms. Phillips asked Mr. Kilpatrick to let the Board know that she could not be in attendance at this meeting due to some personal health concerns. Mr. Kilpatrick stated that Ms. Phillips indicated she would try to be in attendance at the next MSCA meeting.

Director Kilpatrick informed the Board that Association Member (also former MSCA Promotions Committee Chairperson) Mary Mancini had recently dropped by his office for a brief visit. The purpose of Ms. Mancini's visit was to ask him to inform the Board of an upcoming scholarship fundraiser event for gifted musicians that will be held, in recognition of her late husband, on January 28, 2010, at Northwest Florida State College. Mr. Kilpatrick showed an informational flyer to the Board about the event and further stated tickets were \$20.00 each. He said if anyone is interested in acquiring further information about the event they may contact him or Ms. Mancini.

Director Kilpatrick reminded everyone of the now open Board Member position and asked that the Board consider filling the position soon; at least no later than the May 2010 General Membership meeting. Nancy Bass informed the Board that she had spoken with Association Member Viola Owens (from Hart Printing), and she said Ms. Owens had expressed an interest in becoming a Board Member. President Rytman indicated that the open position could probably be dealt with at the next meeting.

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

President Mickey Rytman passed around to the Board members a picture of a street clock and said the Board could consider purchasing the clock as a MSCA improvement project to have installed in the downtown area on Main Street. The cost of the clock is \$2,230.00. The Board Members collectively indicated that additional discussion of the project at a future meeting might be considered.

Mr. Rytman stated that he hopes the newly named subcommittee members of the MSCA and the future members from the HPB can move forward on the new depot project and he also hopes MSCA can continue to move forward with several other downtown improvement projects.

7.) CONSIDER OTHER BUSINESS AS NECESSARY

Bob Lynn presented MSCA with a flag from Military Appreciation Recognition Celebration, Inc. (M.A.R.C.) for the contribution MSCA made last year for the 2009 Military Appreciation Day event. Mr. Lynn reminded the Board that M.A.R.C will again be seeking sponsorship contributions in the near future for this year's event, which will be held on Saturday, May 15, 2010, at Old Spanish Trail Park in Crestview.

8.) 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 2 members absent. President Rytman declared the meeting adjourned at 7:24 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