

Minutes of April 15, 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
Cal Zethmayr
Ellis Conner
Frances Gautney
Julia Phillips
Nancy Bass (in at 6:06 p.m.)
Pat Hollarn
Viola Owens

Board Members Absent

Bob Lynn
Jane Shaw
Kathleen Bowman
Nathan Boyles
Will LaMar

Other Association Members Present

Derek Lott

Staff/City Liaison/Media/Visitors Present

Bill Kilpatrick, Main Street Program Director
Charles Baugh, Jr., Primary City 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 April 15, 2010, in the Crestview City Hall Council Chambers.

President Rytman welcomed Charles Baugh, Jr., Primary City Council Liaison and new MSCA member Derek Lott, of CCB Bank, to the meeting.

2.) CONSIDER MINUTES APPROVAL OF 03-18-2010 BOARD OF DIRECTORS MEETING

The minutes from the Board of Directors meeting of March 18, 2010, were available for approval consideration. A motion to approve the minutes was made by Ellis Conner and seconded by Pat Hollarn. The motion was approved by a vote of 9 ayes and 0 nays with 6 members absent.

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

Cindy Harris, Secretary/Treasurer, provided the treasurer's report for the period since March 18, 2010, to the Board and others in attendance, as follows:

Balance Forward from the March 18, 2010, Treasurer's Report: \$19,616.79.

Total Revenue Received for the Period since March 18, 2010: \$225.00.

Total Expenditures for the Period since March 18, 2010: \$1,128.05.

The April 15, 2010, MSCA Checking Account Reconciled Balance: \$18,713.74.

A motion to approve the treasurer's report, as presented, was made by Frances Gautney and seconded by Julia Phillips. The motion was approved by a vote of 9 ayes and 0 nays with 6 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 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, did not have anything to report himself, but asked Julia Phillips to bring the Board up to date on what she had learned regarding membership plaques.

Ms. Phillips brought along samples of the plaques that are being considered for purchase. The plaques come in two sizes; 5" x 7", which costs \$13.00 each and 6" x 8", which costs \$17.00 each. Ms. Phillips stated that these prices include engraving. Ms. Phillips said that Mr. Frost, owner of Uniform Connection and Trophy Shop, stated there would be no problem with using MSCA's logo. Ms. Phillips also stated that Mr. Frost is interested in becoming a member of MSCA and she will take him a membership application soon. Mr. Conner asked Ms. Phillips to have an actual plaque made with MSCA's logo. Ms. Owens volunteered to help design the plaque. Ms. Phillips will have a plaque made and bring it to a future meeting for further discussion.

Board Member Nancy Bass arrived at 6:06 p.m.

Organization and Membership Development Committee:

The Organization and Membership Development Committee Chairperson, Cal Zethmayr, reported on the two new MSCA members, Marquis Ranch Self Storage and CCB Bank.

Mr. Zethmayr informed everyone present that the next meeting of the Depot planning committee will be held on Friday, April 23, 2010, at 9:00 a.m. in the Crestview City Hall Council Chambers.

Mr. Zethmayr stated that he had recently spoken with Rodney James, of James Gang Amusements, regarding MSCA's fall carnival. Some discussion occurred and Ms. Harris informed Mr. Zethmayr that MSCA has a three year contract with the James Gang for the first full week of November, and that 2010 is the last year on this contract. Mr. Zethmayr stated that he, Mr. Rytman, Mr. Kilpatrick, and Chuck Powell with the Crestview Parks and Recreation Department, will work on this contract with Mr. James.

Design Committee:

The Design Committee Chairperson, Nathan Boyles, was not in attendance.

Promotions Committee:

Promotions Committee Chairperson, Viola Owens, began with the upcoming May 8th Sidewalk Sale and presented an ad copy for a newspaper ad that she sought Board approval to run, advertising the Sidewalk Sale for 6 editions of the Crestview News Bulletin. Ms. Owens stated the cost to run the 3"x8" ad in black and white is \$671.79, which includes a 20% discount for a non-profit organization. Upon announcement of this price, much discussion occurred and President Rytman stated that he would speak with the publisher of CNB, Jason Mobley, and ask if MSCA could get a further reduced price for this advertising. Mr. Zethmayr added that whatever amount of money MSCA spends with newspaper advertising, it should spend the same amount on radio advertising. Ms. Harris asked Ms. Owens if she had spoken with any of the downtown merchants that had agreed, in March, to pay \$30 each toward the insurance required to put the sidewalk sales on; there were 5 business owners interested in helping offset this cost. Ms. Owens said she had not spoken to them since those initial phone conversations. Ms. Harris reminded everyone that MSCA recently spent \$367.50 for the General Liability Insurance that will cover up to 4 sidewalk sales by the end of 2010. Ms. Hollarn stated that she thought Ms. Owens is right in wanting to advertize the sidewalk sale in this manner due to the turn back to shopping at yard sales, etc. As support for the sidewalk sale, Ms. Hollarn made a personal contribution of \$50 toward the advertising cost. Mr. Lott stated that CCB Bank would also support the sidewalk sale and would send in \$50 to help offset the cost as well. Mr. Lott then offered to distribute a flyer through the Chamber of Commerce and to speak with Mr. Mobley regarding the advertising cost at CNB for MSCA. A motion to advertise in the newspaper and on the radio as Ms. Owens and Mr. Zethmayr suggested, with a maximum cost of \$1,400.00, was made by Pat Hollarn and seconded by Ron Gautney. The motion was approved by a vote of 10 ayes and 0 nays with 5 members absent.

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

The City's Main Street Program Director, Bill Kilpatrick, addressed the Board regarding the Volunteers, Officers and Director's Liability Insurance stating that he has received one quote so far, late this afternoon, from the National office of the Main Street

Organization. Mr. Kilpatrick said that he will be looking at local quotes as well and will plan to provide further information to the Board at next month's meeting.

Director Kilpatrick stated that prior to tonight's meeting, he heard from Mr. Boyles, Ms. Shaw, and Mr. LaMar that they could not be in attendance.

Mr. Kilpatrick asked if the Board wishes to form a By-Laws Review Committee at this time or defer to another meeting. Mr. Conner suggested the Board wait until the May General Membership meeting to ask for volunteers for this committee.

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

President Mickey Rytman commented on the large turnout at the recent downtown Triple "B" event. Mr. Zethmayr further elaborated on the weekend's activities, which also included the Passport America RV Show.

7.) CONSIDER OTHER BUSINESS AS NECESSARY

Nothing additional was brought up for consideration under this agenda item.

8.) ADJOURN MEETING

A motion to adjourn was made by Ellis Conner and seconded by Viola Owens. The motion was approved by a vote of 10 ayes and 0 nays with 5 members absent. President Rytman declared the meeting adjourned at 7:05 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