

Minutes of June 17, 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

Ellis Conner, Vice-President
Cindy Harris, Secretary/Treasurer
Bob Lynn
Cal Zethmayr
Julia Phillips (in at 6:06 p.m.)
Nancy Bass
Nathan Boyles (in at 6:08 p.m.)
Viola Owens

Board Members Absent

Mickey Rytman, President
Frances Gautney
Jane Shaw
Kathleen Bowman
Pat Hollarn
Ron Gautney
Will LaMar

Other Association Members Present

Linda Lee Gutshall
Rae Schwartz

Staff/City Liaison/Media/Visitors Present

Bill Kilpatrick, Main Street Program Director
Teresa Davis

1.) CONVENE MEETING

Vice-President Ellis Conner called the Main Street Crestview Association Board of Directors meeting to order at 6:01 p.m. on June 17, 2010, in the Crestview City Hall Council Chambers.

2.) CONSIDER MINUTES APPROVAL OF 05-20-2010 ASSOCIATION MEETING

The minutes from the General Membership meeting of May 20, 2010, were available for approval consideration. A motion to approve the minutes was made by Bob Lynn and seconded by Nancy Bass. The motion was approved by a vote of 6 ayes and 0 nays with 9 members absent.

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

Cindy Harris, Secretary/Treasurer, provided the treasurer's report for the period since May 20, 2010, to the Board and others in attendance, as follows:

Balance Forward from the May 20, 2010, Treasurer's Report: \$17,651.42.

Total Revenue Received for the Period since May 20, 2010: \$155.00.

Total Expenditures for the Period since May 20, 2010: \$172.00.

The June 17, 2010, MSCA Checking Account Reconciled Balance: \$17,634.42.

A motion to approve the treasurer's report, as presented, was made by Viola Owens and seconded by Bob Lynn. The motion was approved by a vote of 6 ayes and 0 nays with 9 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.

Board Member Julia Phillips arrived at 6:06 p.m. and Board Member Nathan Boyles arrived at 6:08 p.m.

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, began tonight's chairpersons' reporting by asking if anyone has any projects that they would like to see considered by the CRA. Mr. Conner indicated he has wishes to approach the CRA regarding the lease of a billboard to direct traffic to Main Street Crestview by advertising the restaurants, stores, depot, etc., to promote downtown Crestview. Some possible locations for this billboard advertising as mentioned by Mr. Conner were: Hwy 331, north of Florala, AL, and possibly Hwy 55 from Andalusia, AL, which would direct traffic to the Gulf Coast beaches, through Crestview.

Organization and Membership Development Committee:

The Organization and Membership Development Committee Chairperson, Cal Zethmayr, reported that he recently received a phone call from MSCA President Mickey Rytman regarding some concrete poles Mr. Rytman had just seen being cut down, as they were no longer needed in their present location. Mr. Rytman and Mr. Zethmayr received approval for MSCA to obtain possession of the poles and to have them set for "over the street banner displays" in the downtown Crestview area. The poles are 31 feet in length and have a steel core and conduit in place for electrical wiring. Mr. Zethmayr stated that he hopes these poles will be installed by mid October this year so banners can be hung from them to advertise Fall Festival, as well as future events.

Mr. Zethmayr also reported on recent attempts to contact Rodney James with James Gang Amusements. Mr. James has not returned Mr. Zethmayr's phone calls. Mr. Zethmayr is looking into another amusement company for MSCA's Fall Carnival, but as of this meeting, MSCA does not have a contract for a carnival for this fall.

Mr. Zethmayr informed the Board and everyone in attendance that the L&N Depot Committee will meet Friday, June 25, 2010, in the Crestview City Hall Council Chambers, at 10:00 a.m. Mr. Zethmayr stated that the agenda for this meeting includes the planning for the hosting of the Panhandle Historic Preservation Alliance.

The next item Mr. Zethmayr addressed was the MSCA website; he stated that he would like to add one more banner to promote the L&N Depot. Mr. Zethmayr spoke with John Colby of ZJT Consulting, LLC, and learned that there will be a \$100 charge to add this page and create links back to the L&N Depot page. A motion to spend the \$100 for the website upgrade was made by Bob Lynn and seconded by Nathan Boyles. The motion was approved by a vote of 8 ayes and 0 nays with 7 members absent.

Mr. Conner asked Ms. Phillips to provide an update on the membership plaques that have been discussed at previous MSCA meetings. Ms. Phillips picked up a sample plaque that Mr. Frost made for MSCA's approval. Some discussion occurred where Ms. Phillips was asked to have Mr. Frost add a stem for the post to the lamp light and to center and enlarge the website address. Ms. Phillips said that she would take care of this and bring another plaque back for further approval.

Mr. Conner also asked Ms. Phillips to address the mural on the former Nice-Val Furniture Building on Main Street. Ms. Phillips had asked Teresa Davis, the artist that painted and donated the mural, to attend tonight's meeting and explain to the Board what the process would be to refurbish the mural. Ms. Davis stated that there has been some damage to the mural due to some items having been thrown at it, there is some paint balls damage, and some of the paint on the mural is peeling. Ms. Davis also stated that there are 4 windows on the side of the building that were covered over with stucco prior to her painting the mural; the stucco is starting to pull away from the building and within the next 6 to 12 months approximately, she expects pieces of the mural will begin to fall off of the building. Ms. Davis stated that she is confident that she can complete the repair work on the mural, however, before that work can begin, she feels that appropriate repairs will have to be made to the building itself to prepare the surface for her work on the mural. Some discussion occurred and Vice-President Conner asked if the building's owner was receptive to the mural being repaired. Ms. Phillips stated that the owner was very excited about the possibility of the repair to the mural. Design Committee Chairperson, Nathan Boyles, stated that the cost of the repair work that is needed for the building itself should definitely qualify for the matching funds offered by the CRA's Façade Improvement Program. Mr. Boyles also stated that he would be happy to meet with the building owner and help her complete the application. Mr. Conner asked Ms. Phillips and Mr. Boyles to continue to work with Ms. Davis and the building owner and report back to the Board at a future meeting.

Promotions Committee:

Promotions Committee Chairperson, Viola Owens, began by announcing the upcoming joint venture between MSCA and the North Okaloosa Arts Alliance (NOAA), "MAMS", Music & Art on Main Street, an event scheduled for Friday, July 9th, from 6:00 to 9:00 p.m. at the gazebo on Courthouse Terrace. Ms. Owens stated there is no cost for admission, or to participate; however, it is requested that participants donate one item to be given as door prizes at the event which will have art for sale and music to enjoy. Ms. Owens (423-1214) and Ms. Schwartz (585-5672) have requested a July 1st deadline for participants.

Design Committee:

The Design Committee Chairperson, Nathan Boyles, was in attendance but did not have anything to report; however, he did state that Mack Brooks has recently done a face lift on his barber shop and it looks very nice.

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

The Main Street Program Director, Bill Kilpatrick, addressed the attendees regarding the following:

- A) Director Kilpatrick stated that he had heard from Board members Mickey Rytman, Will LaMar, Pat Hollarn, and Jane Shaw letting him know that they could not be in attendance at tonight's meeting. Ms. Shaw had fallen recently and broken her arm. Mr. Kilpatrick asked everyone to remember her in their prayers so that she might have a speedy recovery.
- B) Mr. Kilpatrick informed the Board that he had recently received a new membership application and payment from Tom and Carol Moody for family membership in MSCA.
- C) Director Kilpatrick asked the Board if it might consider keeping the fee that MSCA charges for Fall Festival vendors (that have items for sale) at \$50, as it has been now for several years and if they would also consider keeping the Christmas Parade entry fees the same as they have been for the last several years also; Decorated Floats: \$40, Decorated Cars/Trucks: \$30, Antique car/motorcycle, etc.: \$20, and walking groups: \$10. A motion to keep the Fall Festival and Christmas Parade entry fees the same as they have been for the last several years was made by Bob Lynn and seconded by Nathan Boyles. The motion was approved by a vote of 8 ayes and 0 nays with 7 members absent.
- D) Mr. Kilpatrick recently spoke with Joan Jefferson, Florida Main Street Program Director, regarding MSCA, and has learned that indeed, MSCA will receive accreditation for 2010, as it has for many years in the past.
- E) Director Kilpatrick informed the Board that there had been an inquiry from the Crestview Area Chamber of Commerce as to whether MSCA would be attending the annual Officer Installation Dinner this year. Mr. Kilpatrick told the Board that he had checked with MSCA's officers and asked what their thoughts on attending and paying the \$300 cost and the officers unanimously agreed not to attend this year's dinner and save MSCA monies. Some discussion occurred and there was general agreement not to overturn the officer's decisions and to not attend the dinner.
- F) Mr. Kilpatrick presented some specific figures to the Board for General Liability Insurance for Officers and Volunteers, from both the National and the local levels. Due to the complexity of the issue, Vice President Conner asked Mr. Kilpatrick and Ms. Harris to work together to prepare a report to the Board to assist in allowing everyone to understand what is needed and give them a better opportunity to agree on the right decision for the organization and its officers. Mr. Kilpatrick and Ms. Harris agreed to work on this project and bring it to the Board for review at a later date and time.

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

President Mickey Rytman was not in attendance at tonight's meeting.

7.) CONSIDER OTHER BUSINESS AS NECESSARY

No new business.

8.) ADJOURN MEETING

A motion to adjourn was made by Viola Owens and seconded by Bob Lynn. The motion was approved by a vote of 8 ayes and 0 nays with 7 members absent. Vice-President Conner declared the meeting adjourned at 7:09 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