



**Board Meeting
December 21, 2016
Community Development**

Present: Scott Trotter (President) Beeg Johnson (Vice President), Vikky Ross (Treasurer), Mike Cannon (Secretary), Michelle Witthaus, Kaeli Dry, Wendy Price, Jonelle McCoy

Not Present:

Excused: Angela Brooks

Guest:

Staff: Courtney Kramer (Executive Director)

- I. **Call to Order and welcome of invited guests.** Scott brought the meeting to order at 4:04 pm
- II. **Approval of the Meeting Minutes from November 1 Board Meeting, Finance Report, Committee Reports, ED & EPM Report.** Board approved as presented.
- III. **Public Comment.** None

No public comment

- IV. **Special Presentation**
 - a.
- V. **Old Business**
 - a. **Request from Historic Preservation Commission for BDL representative to join the HPC.** Scott informed the HPC that he would go for a few months but doesn't think that he'll commit long term to the organization. Jonelle suggested that we actually rotate HPC meetings between board members. Scott will go back to the HPC and see what they think about that scenario.
 - b. **Approval of BDL's 2017 Budget.** Department of Labor ruling changed our employee expense. We also saved some money by snagging the Red Lion for the Price is Right event. Courtney informed us that we have about two years' worth of employee expenses in savings. We may consider a discussion in February to see about possibly taking half of our



savings and invest in downtown (information/data or projects). Beeg asked if we had anything in the budget for the National Main Street Conference. Courtney suggested that we skip the 2017 conference and wait until 2018 when the Main Street Conference moves to the west coast. Budget approved as presented.

- c. **Approval of BDL's contract with Pacific Empire Radio for management of the Car Cruise and Show and Shine for Lewiston's Hot August Nights.** Two outstanding items with the contract before it can be approved. BDL would like 'First right of refusal' of the trademark if the trademark were to ever come up for sale. The other outstanding item is trying to find a replacement value for the \$15 concert voucher that went to the car registrants for the car show (total of \$4,500 dollar value). Other car shows around the region do not necessarily provide a voucher or incentive to participate. Possible to give us \$4,500 in radio trade? Help find us a sponsorship to replace that value? Can we ask for the radio advertising in lieu of the 4500 dollar tickets? Courtney will ask PER the question and see what kind of a response we get. Regarding the trademark. Vikky spoke with Mark Bolands bankruptcy attorney and the trademark is currently up for auction on December 30th, 2016. It is in Mark Boland and PER name but the state cannot diffusively say which one owns it. The attorney suggested to not get into a legal dispute with John Taylor (PER) regarding the trademark and that we should request a 'First Right of Refusal' if it were to ever come available. The trademark will not be under John Taylors name, it will be owned by Pacific Empire Radio.

VI. New Business

- a. **BDL 2017 Price is Right Downtown-Friday, February 24, 2017.** Doors will open at 5. Will have a post-game show party this time. Will re-open the cocktail hours during the post party. Katz band will play at the after party.
- i. **Committee Member Recruitment.** Current committee is Ericka, Katie Hollingshead, Amana Koenig, Kaeli, Michael Jones (Red Lion), Misty Bailey. Committee is looking to seek out some help.
 - ii. **Board Assistance with Table and Ticket Sales.** Need to make sure that we are not hitting up the same people for tickets. After the board & committee table tickets sold, we will only have roughly 12 tickets left to sell. Courtney will email a 'ticket tracker' to the board so we can all see who we are approaching for ticket sales and who we sell tickets to. February 7 is the last date to sell tickets for the event. Everything should all be on the website. Individual tickets are \$50 but if you buy a table, you get one ticket for free.



- iii. **Board Assistance with Sponsorships and Prize Donations.** Potentially will go after a Veterinarian for a sponsorship (spay and neuter your pets!) Would like board members to make two phone calls for a prize donation for the event. Beeg suggested that he would provide 'rec-mobile' at a \$275 value and two family pool passes at \$110 each. 5 people can use the pool per pass. Michelle will also ask the aquatic center. Vikky is working on Cornerstone Interiors for prize donation. Courtney – Ampersand for cooking classes and dinner at Seasons Bistro. Mike will ask Lew Buono from Domino's for a prize donation and Clarkston Golf and Country Club as well. Jonelle- Fourth Wall and Wild at Art. Need a confirmation by January 3rd. Board members to follow up on the spreadsheet.
- b. **Membership Development Initiative.** Courtney would like the board to give her input on how membership recruitment has gone in the past. What we can do differently. What can we do better? In order to be a member, the member does not need to be located downtown. Courtney would really like to figure out how we can directly and indirectly benefit someone's business. Kelsey Kunkle is a sales trainer. He might be someone that we can talk to about membership development and recruitment. Pier to pier conversations between members and non-members may be an option for recruitment. Having a review or letter from a business.
- c. **Election of Officers for 2017**
 - i. **Bylaws Conflict with December Election.** According to our by-laws, Monday March 27th would be the time to enact our officers. In article 4 Section II. Would like to see if we can amend our by-laws. We can also do an interim election.
 - ii. **Proposed Slate of Directors Standing for Election to BDL Office.**
 - 1. Beeg Johnson – President
 - 2. Mike Cannon – Vice President
 - 3. Jonelle McCoy – Secretary
 - 4. Angela Brooks – Treasurer.
 - 5. Motion was made to elect the incoming officers. Motion approved as presented.
- d. **Board Development.**
 - i. **Board of Directors Recruitment.** Would like to fill some gaps. Courtney has had a few people come up to her that had some interest in being a board member. Misty Bailey, Nathaniel Tucker, and Keena Willette has some interest. We currently have three



vacancies. Would also like to seek a downtown property owner. Dan Rudolph Jr might be a consideration. Mike will approach.

- ii. Committee Leadership Discussion. Will have that conversation in January.

VII. Good of the order

- a. Neo Café has fallen behind on their dues. Would like to reach out to them as far as business retention to see if we can help their business in any way. Courtney will reach out.

VIII. Adjournment

Adjourned at 5:00 pm