

BOARD OF DIRECTORS MEETING MINUTES

Tuesday, April 17, 2018 at 5:30 P.M.

In Attendance: Linda Dibble, President
Katrina Rowe, Vice President
Meredith Fischer, Interim Treasurer
Deborah Ham Hemphill, Secretary
Debbi Lehr, MSG Executive Director
Tara Addeo
Suzanne Carreau
Kim Sperry
Terry Lapan arrived at 5:40 pm

Absent: Lloyd Higuera (Town Board Liaison)

Guests: Kathy LaPlante, Tom Dallaire, Jean Barrett, Jessica Sanders

- Call to Order** at 5:31 P.M. by Linda Dibble, President.
Determination of a Quorum – yes
Linda Dibble moved that the agenda be approved, and Kim Sperry seconded the motion. Unanimously carried.
- Public Comment** – None
- For Possible Action -**
Meredith Fischer moved that the minutes for the March board meeting be approved and Tara Addeo seconded the motion. The motion carried. Suzanne Carreau abstained from voting as she was absent from the last board meeting.
- Treasurer Report -**
Debbi Lehr announced that the Nevada State Department of Economic Development sponsored all attendees at the National Main Street Conference. See pages 6 through 16 of the board packet including Profit & Loss Budget vs. Actual, Profit & Loss by Class, Deposit Detail and Expenses by Vendor Summary all for March 2018.
Meredith Fischer moved that the budget be approved and Suzanne Carreau seconded the motion. Unanimously carried.
- Town Manager/Town Liaison Report** – The Board referred to the report on page 17 and 18 of the March Board Packet.
Tom Dallaire thanked the state for covering his expenses to attend the National Main Street Conference. Tom highlighted the Maintenance Yard is almost complete and that the water and sewer has started at the gas station. He further stated a contract has been signed and the work is expected to be done by August 14th. He shared the town council would like the August wine walk to include the gas station. The town is also still working with NDOT regarding the drain, the Kingslane project is progressing and the alley way at French's and Buckaroos is still under discussion. There is no dedicated right of way and John Gardner still owns it. The town is still working on dedicating the alley between the two businesses perhaps for horseshoes or bocce ball. The storm drain must be redone under the alley and the design committee may want to get involved with this project

6. **MSG Executive Director Report** – The board referred to the report on page 19 of the April board packet.
Debbi Lehr shared that she has been working on volunteer rosters and applications. She has been on the road to the National Main Street Conference as well as the Rural Round Up. She also shared that the wine walks are moving along and growing. There are new owners at the Historian Inn and new businesses, Just A Drop, in the Stratton Center and Ricky's Head Space. Debbi shared that the Association of Fundraising for Non-Profits will be meeting April 25th at the Atlantis in Reno from 12 to 2:45pm in case anyone is interested in attending. Main Street will be ordering bright colored t-shirts (neon green) for volunteers to have and be visible at future events. The Great Race is coming back to Gardnerville on June 23, 2019. Main Street will be helping to recruit volunteers and stuff bags. Debbi has also been busy building the website and doing public relations for the Volunteer recognition event coming up.
7. **BOD Training**
 - a) 5 and 10-year work plans and why they are important. See pages 22 through 25 of board packet. The board needs to work on measurement of the work plans. The 10-year plan is old, and the board may need to have a two-hour meeting to update the strategic plan. The board is charged to bring the plans to their committee meetings and work up thoughts and ideas to update the plans.
8. **Committee Reports** – See minutes submitted to the Board packet.
 - a. **Design Committee Report** – See page 26.
Sweep the Town will be April 28th. Debbi was praised for her advertising of the event.
 - i. **Heritage Park Gardens Sub-Committee Report** - See pages 27 & 28.
May 5th is the annual open house and plant fair. It was suggested that a May pole be set up for the children who might attend. Children events are still being planned.
 - ii. **Flower Sub-Committee Report** – See pages 29 & 30
All hanging pots have been sold. The return on flower pots has been good and all 56 pots should get out to businesses.
 - b. **District Vitality Committee Report** – See pages 31 and 32 of the board packet. Sweep the town posters will be placed around the town on brooms. We are hoping to get 10 brooms from Home Depot and we have 20 buckets from Daisy Joy-Bankofier.
 - c. **Organization Committee Report** - No meeting minutes. The committee is ready for the volunteer recognition event. Board members and the Town Manager are expected to recruit attendees.
 - d. **Promotion Committee Report** - See page 32a of board packet. Pens and bags are being ordered as promotional items.
 - i. **For Possible Action:** Discussion to approve, approve with modifications or deny pricing for entry. See page 33. Suzanne Carreau moved that the entry fees for the Freedom 5-K be increased as proposed. Tara Addeo seconded the motion. Unanimously carried.
 - (a) **Coffin Races Sub Committee report** – see minutes on page 34.
The committee is talking about promoting coffin races via face

book and emails.

i) For Possible Action: Discussion to approve, approve with modifications or deny pricing for marketplace. See page 35. Deborah Ham Hemphill moved that to approve the marketplace pricing for the fall festival be \$45. Kim Sperry seconded the motion. Unanimously carried.

(b) Wine Walk Sub-Committee Report – See pages 36.

Wine Walk minutes will be more detailed. Organization of each wine walk is coming along. The permit for the event allows for wine and beer only.

i) For Possible Action: Discussion to approve, approve with modifications or deny revised Wine Walk Policy. Deborah Ham Hemphill moved that the Wine Walk Business Participation Policy be approved as written. Tara Addeo and Meredith Fischer seconded the motion. Unanimously carried.

9. **Old Business**

a & b) See page 40 through 42 summarizing Gardnerville History facts that board members submitted. The board reviewed this material to come up with one to five lines about Gardnerville. Debbi Lehr shared examples with the board on screen as well as materials gathered from the national conference.

10. **Affiliation Reports:** Debbi Lehr and Deborah Ham Hemphill gave a brief overview of the national conference. The Chamber hosted all the sheriff candidates. The business showcase was successful. Debbi Lehr attended the Rural Round Up. Tonopah is growing, they even have a new brewery in town. There were lots of cute shops and the town is doing a great job marketing their businesses.

11. **Adjournment** - Linda Dibble adjourned the meeting at 6:42 P.M.

12. **Next Meeting Date:** June 19, 2018 at 5:30 P.M.

Minutes respectfully submitted by Deborah Ham