
BOARD OF DIRECTORS MEETING MINUTES

Tuesday, March 20, 2018 at 5:30 P.M.

In Attendance:

Linda Dibble, President	Tara Addeo
Katrina Rowe, Vice President	Terry Lapan
Meredith Fischer, Interim Treasurer	Kim Sperry
Deborah Ham Hemphill, Secretary	
Lloyd Higuera (Town Board Liaison)	
Debbi Lehr, MSG Executive Director	

Absent: Suzanne Carreau
Guests: Tom Dallaire and George Keel

- Call to Order** at 5:35 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** -
Linda Dibble moved that the minutes for the February board meeting be approved and Kim Sperry seconded the motion. Unanimously carried.
- Treasurer Report** -
See pages 7 through 17 of the board packet including Profit & Loss Budget vs. Actual, Profit & Loss by Class, Deposit Detail and Expenses by Vendor Summary all for February 2018. Debbi Lehr had to do several adjustments/reposts so therefore they showed up as negative numbers. Also some reimbursements were cashed at a late date so were not reflected until recently. Debbi Lehr is still in the process of reconciling the financials from the previous year. Percentages that the various committees have spent are still in the process of being represented in the current budget.
Meredith Fischer moved that the budget be approved and Terry Lapan seconded the motion. Unanimously carried.
- Town Manager/Town Liaison Report** – The Board referred to the report on page 18 of the March Board Packet.
Tom Dallaire reported on this agenda item. Tom highlighted sections C (Kingslane Sidewalk project) and D (Toiyabe Storm Drain Project) While discussing these issues he talked about improving the storm drain, redesigning the S curve, and two more public workshops being scheduled soon. Lastly Tom talked about a project with a local boy scout troop that will be helping to build checkerboards for use in the Heritage Park Gardens in Gardnerville. The board also mentioned interest for a dog park for the community.
- MSG Executive Director Report** – The board referred to the report on page 19 of the March board packet.
Debbi Lehr shared that the Main Street California Conference that she and Suzanne Carreau attended was awesome this year. See the write up on pages 48 – 50 highlighting their experience

at the conference. Other new business was Debbi attending the Reno-Tahoe Territory meeting. The group is getting ready for the Round Up and more non-profits are coming to the meeting. Debbi has been updating the MSG website homepage. There are flyers for all events this year and a volunteer recognition button for the upcoming event. She is creating a vacancies page indicating vacant properties in the district and building other pages such as The Friends of MSG page. Volunteer nominations have been requested via Biz Blast and email so that businesses can nominate volunteers for recognition.

Kathy LaPlante from Main Street National will be returning to meet with our board in April between the 16th and the 18th. Board members are expected to get back to Debbi regarding their availability on those days. Board members will be expected to meet for one and one-half days during that week.

A new graphic design t-shirt business is opening across the street from our MSG office space. They are already talking about supporting the coffin races. Debbi and Meredith Fischer made a presentation to the Board of Commissioners and got lots of compliments.

7. BOD Training. See pages 20-23 of the board packet. _

- a) Expiration, renewal, and/or nomination of Board Members and Executive Officers in June.

Debbi Lehr shared that at each board meeting when necessary we will conduct board training. At this meeting we reviewed from our bylaws the qualifications and terms of directors. Board members need to write a letter if they wish to remain on the board for another three years and, if they hold an executive office, and wish to continue in that role for another fiscal year. She requested letters by our April meeting since Linda will not be at the May meeting.

- b) For possible action: See pages 24-25 of the board packet.

Discussion to approve revised Mission Statement. The board reviewed the revised mission statement changing “the town, county, business and community” to “our stakeholders” and to drop the "economic" from "economic district vitality". Meredith Fischer moved that the changes made to the Mission Statement be approved. Tara Addeo seconded the motion. Unanimously carried.

8. **Committee Reports** – See minutes submitted to the Board packet.

- a. **Design Committee Report** - No meeting

Another bench has been adopted and there is interest in a second bench.

Sweep the Town is coming up and MSG is in the process of collecting brooms

- i. **Heritage Park Gardens Sub-Committee Report** - See pages 26 & 27. March 24th is a work day in the garden. There will be an Open House and Plant Fair on May 5th.

- ii. **Flower Sub-Committee Report** – See pages 28 & 29

All baskets have been sponsored except for 5. One couple is sponsoring 10 baskets. REMAX is also sponsoring 10 baskets.

- a) For possible action: Discussion to approve Adopt-A-Pot price increase from \$40 to \$45/pot and two or more remaining \$40/pot. Katrina Rowe moved to increase cost. Kim Sperry seconded the motion. Unanimously carried.

- b. **District Vitality Committee Report** – No meeting. Next meeting on 3/22

The board viewed the finalized MSG video with interior and events shots added in.

The Board loved the photography. It was also reported that potentially a bakery will be housed in the Historian Inn.

c. Organization Committee Report - See page 51

i. Ballots/Nominations

The committee is focusing on the volunteer recognition gala next month at old Rancho Grande, now Gibson's Roadhouse. Cocomoe's is creating the pub menu and providing the food. Hopefully the event will be a huge success, otherwise if the turnout is poor then such an event will be re-evaluated. Board members are encouraged to nominate one business and one volunteer.

ii. Accomplishment List

Committee Chairs of the 4 committees are expected to comprise a list of all their accomplishments for the past year and turn it in by April 1st.

iii. For Possible Action: See pages 32 through 38 of board packet.

Discussion to approve travel policy postponed for next meeting.

d. Promotion Committee Report - See page 39 & 40

Promotional items are already being secured for the Freedom 5-K race.

i. Coffin Race Sub-Committee Report – See page 41

There are new members on the committee.

ii. Wine Walk Sub-Committee Report – See pages 42 & 43

Wine Walk brochures have been revised as to how businesses can pair with another business if they are not an MSG member.

a) For Possible Action: Discussion to approve revised wine walk policy

Wine Walk Policy discussion was postponed for next meeting.

9. Old Business

a) Budget-there were no inquiries from the Town of Gardnerville regarding budget.

10. New Business

a) CAMSA Recap

Debbi Lehr and Suzanne Carreau attended the California Main Street Alliance Conference. Debbi reported that they learned about telling a story about your town in two sentences or less. She gave examples from California towns. Board members were asked to research Gardnerville's history and to come up with 2-5 sentences about what Main Street Gardnerville is for our elevator speech and send information to the Organization Committee. Other examples of events or projects that were shared were signage, parklets, mosaics, Beer Trails passport and Victorian bike racks.

11. Affiliation Reports: Debbi Lehr shared that through the Reno-Tahoe Territory we hear about what is coming to the area. They have a website that we can access that is free to MSG. The website gets hits from South America and Canada.

12. Adjournment - Linda Dibble adjourned the meeting at 7:11 P.M.

13. Next Meeting Date: April 17, 2018 at 5:30 P.M.

Minutes respectfully submitted by Deborah Ham

After the meeting was adjourned there was a visitor who identified himself as George Keel. He praised the Town of Gardnerville and MSG for all their vision and all the volunteer hours given to the community.