



BOARD OF DIRECTORS MEETING MINUTES

Tuesday, January 16, 2018 at 5:30 P.M.

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

Absent:

Guests: None.

1. **Call to Order** at 5:35 P.M. by Linda Dibble, President.
Determination of a Quorum - yes

2. **Public Comment** - No comments.

3. **For Possible Action** -
Minutes for the November board meeting were discussed. Katina Rowe moved to accept the minutes as written and Tara Addeo seconded the motion. Minutes approved unanimously.

4. **Treasurer Report** -
Meredith Fischer asked if there were any questions from the board regarding the November and December financial statements reflected on pages 7 through 10 and 12 through 15 respectively of the January board packet. The packet included the Profit and Loss Budget vs. Actual November/December 2017, Profit & Loss by Class November/December 2017, Deposit Detail November/December 2017 and Expenses by Vendor Summary November/December 2017.
It was asked, "What is the quarterly fee for Tim Rubald for the website/email revision?"
Kim Sperry moved to approve the November Financials and Suzanne Carreau seconded the motion. Unanimously carried.
Linda Dibble moved to approve the December Financials and Tara Addeo seconded the motion. Unanimously carried.

5. **New Business**
Debbi Lehr will go to all three events.
 - a) California Main Street Conference Attendee (February 21-23 in Pleasanton - Suzanne Carreau is interested in being the second attendee and Katrina Rowe and then Linda Dibble as the backup.
 - b) National Main Street Conference Attendee (March 25-29 in Kansas City, Missouri) - Deborah Ham Hemphill is interested in being the second attendee, with Linda Dibble as a backup.

- c) Rural Roundup (April 11-13 in Tonopah, Nevada) via bus - Tara Addeo will possibly, but will not know until last minute. Discussed having just one representative attend this year and in future. Debbi Lehr, Linda Dibble and Tara Addeo described what takes place at the Round Up. There are symposiums and clinics that emphasize beautification, how to market in the rural areas. It is put on by Nevada Magazine and Reno/Tahoe Tourism with lots of good speakers.
6. **Town Manager/Town Liaison Report** - The Board referred to the Town Manager Monthly Report on pages 16 in the January Board Packet. Regarding the Heritage Park right of way and the High Sierra Fellowship Church and event center going in, the church will be very accommodating and work with Heritage Park so that there are no conflicts with events.
6. **MSG Executive Director Report** - The Board referred to Debbi Lehr's report on page 18. Debbi shared that MSG has been getting lots of media coverage via social media, television and newspapers and a call from Nevada Magazine. Regarding the State and National Main Street community meetings held January 10-11, 2018, we provided a sign-in sheet for those persons who came to the meeting. It was suggested that we send them all thank you notes for attending, which Debbi stated she was already in progress. Those persons can potentially be recruited as volunteers. Debbi Lehr highlighted The Power Point that Kathy LaPlante presented at the community meeting regarding the Main Street Approach for Economic Transformation Strategies including the four-point approach: transformation strategies, outcome measurement and impact, market understanding and work planning, and implementation The presentation also included key tools to work on each approach and how our Design, District Vitality, Organization and Promotion Committees function to support the four-point approach.

The survey that was sent out to the community from which 385 responses received indicated that we were a family and elder friendly community (Aging in Place) as well as Health and Wellness.

Kathy La Plante emphasized that MSG should change from members to investors and we might like to consider forming a group of MSG mentors. In further reviewing the survey results, the community shared that we need to continue to improve the downtown area, by improving buildings, restaurants, and recruiting a greater business mix. The community wants to see a brewery, a coffee shop/bakery and more entertainment. As a board we lack some benchmarking, and, for instance, we need to capture how much retailers make because of participating in the wine walks. We may need to do some personal/face-to face interviews with folks to capture more information such as total buying and total sales. The goal is to collect some of this information as early as March.



7. **Committee Reports -**
 - a. **Design Committee Report -** No meeting
 - i. **Heritage Park Gardens Sub-Committee Report -** See page 19.
Vicki Bates submitted a report.
 - ii. **Flower Sub-Committee Report -** No meeting
 - b. **District Vitality Committee Report -** No meeting
 - c. **Organization Committee Report -** No meeting
 - d. **Promotion Committee Report -** No meeting
 - i. **Coffin Race Sub-Committee Report -** No meeting.
 - ii. **Wine Walk Sub-Committee Report -** No meeting

8. **Old Business**
 - a. Action Plans - the board finalized a Board retreat date for January 27th from 8:00 am until noon at the town office. Prior to the retreat each committee is to meet and review their action plans to revise as needed and determine how many items in each action plan goal fit into the categories of Family Friendly, Aging in Place and Health and Wellness as well as MSG Administration. The Action to change the name of the Action Plans to Work Plans was made. Meredith Fischer moved to approve the name change and Suzanne Carreau seconded the motion. Unanimously carried.

9. **Affiliation Reports:** Tara Addeo attendee the Chamber of Commerce breakfast. The Wa She Shu Casino is holding a party with an open bar. Debbi Lehr is attending the Leadership and Reno/Tahoe Territory meetings. Tara Addeo, Katrina Rowe and Terry Lapin attend the Chamber of Commerce meetings. MSG should invite The Friends of Main Street to regularly attend our meetings. We need board members to go to The Association of Volunteers in Douglas (AVID) on the third Thursdays of the month at noon and the Champions of Douglas on February 5th. The District Vitality Committee will send member(s) o this meeting. Lastly it was reported that Lisa Granahan from the state will be working with MSG regarding matching programs for facade grants.

11. **Adjournment -** Linda Dibble adjourned the meeting at 7:31 P.M.

12. **Next Meeting Date:** February 20, 2018 at 5:30 P.M. Minutes respectfully submitted by Deborah Ham