

Board of Directors Meeting
August 25, 2015 -- 5:30pm at the Kreger House

Date:	August 25, 2015
Called to Order:	5:33pm
Adjourned:	6:18pm

ATTENDEES

<u>Title</u>	<u>Name</u>	<u>Attendance</u>
Executive Director	Courtney Miller	X
Chairman/BI Chair	Barry Silverstein	X
Treasurer	Harry Ellman	X
Secretary	Amanda Yow	X
Director	Elina Costello	X
Director	Kim Rovinski	X
Director	Lisa Dunn	X
Director	Maureen Movold	X
Director	Merrily McDonald	X
Director	Susan Siegel	Absent
Village Council Liaison	Mike Seltzer	Absent

Others in attendance: Gail Beke, Fred Gallasch

AGENDA

<u>Topic</u>	<u>Action</u>
1. Adoption of Minutes	Maureen moves, Amanda seconds
2. Adoption of Agenda	Amanda moves, Maureen seconds
3. ED Report	.

<ul style="list-style-type: none"> 4. Chair's Report 	<ol style="list-style-type: none"> 1. Vision/Mission Planning process <ul style="list-style-type: none"> ○ Still need to set a date/time for the Vision/Mission meeting at Harry's house 2. One Stop Shop <ul style="list-style-type: none"> ○ Last month at the board meeting Barry presented a packet of information regarding the demographics of Franklin. ○ It included what certain groups like to buy and not buy, etc. 3. Social Media Workshop <ul style="list-style-type: none"> ○ Business owners on the board should leave a voicemail for Elina if there are any subjects you would like Jessie Metzler to address during the Social Media Workshops ○ As of right now the subjects are "Intro to Social Media", "LinkedIn", and "Facebook, Twitter, and Pinterest".
<u>Topic</u>	<u>Action</u>
<ul style="list-style-type: none"> 5. Treasurer's Report 	<ol style="list-style-type: none"> 1. Finances <ul style="list-style-type: none"> ○ Presented General Ledger for 7/23 - 8/20
	<ol style="list-style-type: none"> 1. Committee Reports <ul style="list-style-type: none"> ○ Promotions/Design <ol style="list-style-type: none"> 1. Franklinsien Frenzy <ul style="list-style-type: none"> • Need to schedule a planning committee meeting • Need to get the event permit approved. ○ Organization <ol style="list-style-type: none"> 1. Golf Raffle <ul style="list-style-type: none"> • The raffle license has been taken care of. • Pebble Beach has agreed to the package, they'll overnight the package

- 6. Committee Reports

- to us
whenever
we order it.
Going to
wait to
order it
because it is
valid for 1
year after its
bought.
- Barry is
going to
reduce the
ticket limit
to 225
people to
increase
chances and
promote
sales.
- 2. Corporate
Sponsorship
 - We are going
to roll out a
corporate
sponsorship
program in
the 4th
quarter,
hopefully.
 - A program
where we
can invite
different
companies
to support
us and get
different
packages for
different
level of
support
- 3. Labor Day Round-
up
 - Table near
Frank Yanke
possibly --
Gem of a
Night
tickets, Golf
Raffle
tickets, MSF
Newsletter
handouts.
 - Checked in

	<p>with Charlie about a stand up banner, possibility of getting a tablecloth printed with our logo on it.</p> <ol style="list-style-type: none"> 4. Gem of a Night <ul style="list-style-type: none"> • Going ahead with mailing postcards to previous attendants ○ Business Improvement <ol style="list-style-type: none"> 1. Merchant Mixer - establish host and date <ul style="list-style-type: none"> • Farmhouse Coffe offered to host between 9/12 and 9/27
<ul style="list-style-type: none"> • 7. New Business/ • Public Comment 	<ol style="list-style-type: none"> 1. Debit Cards <ul style="list-style-type: none"> ○ Everyone who is a signing authority needs to sign papers for Courtney to be on the bank account.