



Board of Directors Meeting
September 28, 2015 -- 5:00pm at the Kreger House

Date:	September 29, 2015
Called to Order:	5:06pm
Adjourned:	6:12pm

ATTENDEES

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

Others in attendance: Gail Beke, Don Claye

AGENDA

- | <u>Topic</u> | <u>Action</u> |
|--------------------------|---|
| 1. Adoption of Minutes | Merrily moves, Lisa seconds |
| 2. Adoption of Agenda | Amanda moves, Harry seconds |
| 3. Social Media Workshop | <p>First session October 14</p> <ul style="list-style-type: none"> • First meeting was cancelled due to extenuating circumstances, but we will be using the second session's date for the first session. • First meeting will be held at the Kreger House, on Wednesday Oct 14 at 6pm. |

4. ED Report

Meeting Coordination/ scheduling--- project management

- Discussed possibility of using a project management software----- Trello
- Would allow for a community board type set--- up that the board members/ committee members could use to keep updated as to where certain tasks stand and what progress has been made.
- Discussed possibility of using digital meetings --- -Google Hangout
- There has been growing concern with the board members not being able to attend certain meetings because everyone's schedules varies. It has been suggested that for certain meetings the board use a digital/online meeting place to discuss these things so board members do not have to be present at each meeting.

Business Cards/Envelopes

- Courtney would like to order new business cards.
- Discussed the possibility of having blank/general cards that the board would use. General consensus was that Courtney should have her own cards and maybe some general ones for the board members

Office Phone

- A new phone is necessary, current one is outdated.
- Board agreed that a new phone is necessary.

Mission/Visioning session

- The Mission and Vision statement for MSF needs to be updated to maintain its status. It has been discussed for months but never really moved forward because of length of time it would take.
- We will be combining the Mission and Visioning session with the October and November board meetings to alleviate the scheduling conflicts.

MSF/MSFF "merge"

Few options presented as options for the merge.

- Harry suggests to change the name of MSF Fund to MSF and then dissolving the current MSF, as it would be the cheapest option.

5. Treasurer's Report

Finances

- Presented general ledger as of September 25, 2015

6. Committee Reports

Promotions/ Design

Franklinstein Frenzy

- Franklinstein Frenzy will be held directly following the MSF BoD meeting

MY Magazine Ad Support

- Board approved providing funds to sponsor a single page spread ad in MY magazine for any of the interested businesses in Franklin

Small Business Saturday

- Talked about the possibility of using this in place of Sip, Shop and Stroll
- Also a possibility of doing both

Organization

Golf Raffle

- 21 tickets sold as of the 9/29/15

Corporate Sponsorship Committee

- Too many board members absent to create the sponsorship committee

Labor Day Roundup, community events

- Need more planning for large events. Possibly having standard pieces for a layout (banner, tent, tables, etc) and then optimizing it as needed for different events

Gem of a night

- Final numbers/input; Julie Yolles Publication Auction raised \$2,649, made \$3,115 total
- Julie Yolles published a story about Gem of a Night on September 1 in the Birmingham Eccentric
- MSF will be subscribing to that publication for \$5 a month so that we can receive hard copies of that newspaper when we are featured in it.

Business Improvement

Merchant Mixer--- establish host and date

- Farmhouse Coffee and Ice Cream offered to host.
- Board members suggested bringing in a new business to do the merchant mixer
 - Harry will contact one of the merchants he has a connection with to see if they would like to host
- Business transition/ retention/involvement

7. New Business/Public Comment

None

8. Adjournment - 6: 30pm

Merrily moves, Amanda seconds