



**BOARD of DIRECTORS MEETING AGENDA  
November 17, 2015 at 5:00pm**

	Information	Discussion	Action
I. Call to Order			
II. Approval of Agenda			<b>x</b>
III. Approval of minutes from October 16, 2015 meeting			<b>x</b>
IV. Roll Call			
V. Chairman's Report			
a. Social Media Workshop – third session November 18	<b>x</b>		
b. Workplan		<b>x</b>	
VI. Director's Report			
a. BBCC meeting	<b>x</b>		
b. Newsletter	<b>x</b>		
c. ED Schedule	<b>x</b>		
VII. Treasurer's Report			
a. Finances	<b>x</b>		
VIII. Committees			
a. Committee Reports			
i. Promotions/ Design	<b>x</b>		
1. Franklinsite Frenzy	<b>x</b>		
2. Small Business Saturday/ Sip Shop and Stroll	<b>x</b>		
3. January meeting		<b>x</b>	
4. Franklin 2020 update	<b>x</b>		
ii. Organization			
1. Golf Raffle	<b>x</b>		
2. Fall Fundraising/ Corporate Sponsorship Committee		<b>x</b>	
iii. Business Improvement			
1. Merchant Mixer – establish host and date		<b>x</b>	
IX. New Business/Public Comment			
X. Adjourn			<b>x</b>

Next meeting December 22, 2015

Board of Directors Meeting  
October 20, 2015 -- 5:00pm at the Kreger House

<b>Date:</b>	October 20, 2015
<b>Called to Order:</b>	5:00pm
<b>Adjourned:</b>	5:30pm

**ATTENDEES**

<b><u>Title</u></b>	<b><u>Name</u></b>	<b><u>Attendance</u></b>
Executive Director	Courtney Miller	X
Chairman/BI Chair	Barry Silverstein	X
Treasurer	Harry Ellman	Absent
Secretary	Amanda Yow	x
Director	Elina Costello	X
Director	Kim Rovinski	Absent
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:**

**AGENDA**

<b><u>Topic</u></b>	<b><u>Action</u></b>
1. Adoption of Minutes	Lisa moves, Merrily seconds
2. Adoption of Agenda	Merrily moves, Maureen seconds
3. Chairman's Report	<ul style="list-style-type: none"><li>1. Social Media Workshop<ul style="list-style-type: none"><li>◦ Fairly successful, looking forward to session # 2 on 11/11/15 and 3 on 11/18/15.</li></ul></li><li>2. Mission/Visioning Workshop<ul style="list-style-type: none"><li>◦ First session to directly follow board meeting, next one will be held following next board meeting on 11/17/15.</li></ul></li><li>3. Newsletter<ul style="list-style-type: none"><li>◦ Need to form a committee to put together a new newsletter following</li></ul></li></ul>

	Franklinstein. Talk about new business, pictures of events, etc.
• 4. ED Report	<p>1. BBCC - Birmingham/Bloomfield Chamber of Commerce</p> <ul style="list-style-type: none"> <li>◦ Monday 10/26/15 Courtney will sit down to discuss partnership and promotion.</li> </ul> <p>2. Michigan Downtown's Association conference – Courtney is attending 10/23 + 10/24 in Kalamazoo</p>
• 5. Treasurer's Report	<p>1. Finances</p> <ul style="list-style-type: none"> <li>◦ Presented general ledger for September 29, 2015 - October 16, 2015</li> </ul>
• 6. Committee Reports	<p>1. Promotions/Design</p> <ul style="list-style-type: none"> <li>◦ Facebook promotions</li> <li>◦ Merrily suggests boosting FB posts for \$2 or \$5 per day to reach more people with the MSF FB posts</li> <li>◦ Amanda makes motion to approve spending, Lisa seconds</li> <li>◦ Franklinstein Frenzy <ul style="list-style-type: none"> <li>1. C&amp;G Advertisement \$287 to have a quarter page in The Eagle Maureen makes motions to approve spending, Amanda seconds</li> <li>2. Small Business Saturday/Sip Shop &amp; Stroll</li> <li>3. Advertising opportunities Neighborhood Seen Magazine \$250 per month for the MSF Banner Lisa makes a motion to approve spending contingent upon a written agreement that it is not a 6-month commitment, Maureen seconds</li> </ul> </li> </ul> <p>4. Organization</p>

	<ul style="list-style-type: none"> <li>◦ Golf Raffle</li> <li>◦ Fall Fundraising/Corporate Sponsorship Committee</li> <li>◦</li> </ul> <p>5. Business Improvement  Merchant Mixer - establish host and date  Farmhouse is hosting, date to be established</p> <p>Business  transition/retention/involvement</p>
<ul style="list-style-type: none"> <li>• 7. New Business/</li> <li>• Public Comment</li> </ul>	none

## Main Street Franklin Quickbooks '14

## General Ledger

As of November 11, 2015

Type	Date	Num	Name	Memo	Split	Amount	Balance
Comerica Checking							9,657.17
Check	10/21/15	Visa	Home Depot	Numbers for Signs	Franklinstein Frenzy	-10.49	9,646.68
Check	10/21/15	Cash	Change for Pumpkin Roll		Franklinstein Frenzy	-100.00	9,546.68
Check	10/21/15	1304	YPS Digital	Franklinstein Frenzy	Printing and Copying	-78.00	9,468.68
Check	10/22/15	Visa	Kroger	Hot Dog Rolls	Franklinstein Frenzy	-13.78	9,454.90
Check	10/22/15	Visa	Home Depot	Numbers for Signs	Franklinstein Frenzy	-14.69	9,440.21
Check	10/23/15	1299	Serra Produce	Pumpkins	Franklinstein Frenzy	-130.00	9,310.21
Deposit	10/26/15			Deposit	Franklinstein Frenzy	300.00	9,610.21
Check	10/27/15	1300	Courtney Miller		Contract Labor	-1,000.00	8,610.21
Check	10/28/15	1301	Music in Motion	DJ for Franklinstein	Franklinstein Frenzy	-300.00	8,310.21
Check	10/28/15	1305	Eydis Magazine	November coop ad	Advertising	-200.00	8,110.21
Check	10/28/15	1296	MY Magazine		Advertising	-200.00	7,910.21
Check	10/29/15	Visa	Vistaprint	Thank you notes, B..	Printing and Copying	-122.95	7,787.26
Check	10/30/15	1303	Lisa Dunn	Hot Dogs, Pizza	Franklinstein Frenzy	-68.96	7,718.30
Check	11/02/15	1302	Uncle Buck's Party		Franklinstein Frenzy	-403.87	7,314.43
Check	11/02/15	1306	C&G Publishing	Advertisement	Franklinstein Frenzy	-282.00	7,032.43
Deposit	11/02/15		Franklinstein Frenzy	Deposit	Franklinstein Frenzy	109.00	7,141.43
Check	11/02/15	Visa	Facebook	Sponsored Ad	Franklinstein Frenzy	-2.15	7,139.28
Check	11/02/15	Visa	Office Max	Printer ink and env..	Supplies	-90.08	7,049.20
Check	11/06/15	Visa	Verizon Wireless		Telephone, Telecom..	-59.75	6,989.45
Check	11/06/15	1307	Courtney Miller		Contract Labor	-1,000.00	5,989.45
Total Comerica Checking						-3,667.72	5,989.45

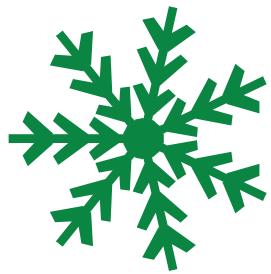
Sip, Shop, and Stroll is an annual event in Franklin that is sponsored by Main Street Franklin. This year's event is scheduled for December 10 from 5-8. To prepare for this event:

1. Plan a special sale for December 10 from 5-8, and have food and beverages for customers during that time.
2. Storefronts should be decorated by December 1, adding to the community feeling, and making the Village more festive for visitors, inspiring them want to come back and shop for the Holidays!
3. Because the event is in the evening, we are asking that businesses have the entrances to their buildings illuminated. MSF is collecting money to purchase lighting that can be used throughout the Village. If you would like to purchase lights, please contact Courtney .
4. MSF is advertising the event on our Facebook page, we will be eblasting it to our listserv, we have a full-page ad in Neighborhood SEEN Magazine, and will be placing the event on numerous community calendars in the area, so be ready!

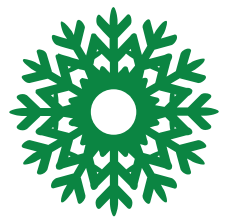
It is our hope that you will choose to participate, however, if you are unable, please consider at least decorating and lighting your store to add to the unified community feel of the Village during this event. If you would like to help in the planning and execution of this event, contact Courtney.

Thank you for being a part of the Franklin Community!

[Courtney@mainstreetfranklinmi.com](mailto:Courtney@mainstreetfranklinmi.com) or (248) 505-6923.



Main Street Franklin  
presents...



# Sip, Shop, & Stroll

in Historic Franklin



**Thursday, Dec. 10th - 5pm to 8pm**

- ❄ Historic storefront wrapped in holiday finery
- ❄ Marvelous collection of shops
- ❄ Holiday gifts galore
- ❄ Beverages & tasty treats to warm your spirit

*Experience*

## Historic Franklin

Where quaint stores are tucked into century-old buildings and a community of shopkeepers pride themselves on treating every visitor like a friend.



**DON'T FORGET!**

Bring your own lantern or flashlight!

[www.MainStreetFranklinMI.com](http://www.MainStreetFranklinMI.com)