

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

Date:	October 20, 2015
Called to Order:	5:00pm
Adjourned:	5:30pm

ATTENDEES

<u>Title</u>	<u>Name</u>	<u>Attendance</u>
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

<u>Topic</u>	<u>Action</u>
1. Adoption of Minutes	Lisa moves, Merrily seconds
2. Adoption of Agenda	Merrily moves, Maureen seconds

<p>3. Chairman's Report</p>	<ol style="list-style-type: none"> 1. Social Media Workshop <ul style="list-style-type: none"> ○ Fairly successful, looking forward to session # 2 on 11/11/15 and 3 on 11/18/15. 2. Mission/Visioning Workshop <ul style="list-style-type: none"> ○ First session to directly follow board meeting, next one will be held following next board meeting on 11/17/15. 3. Newsletter <ul style="list-style-type: none"> ○ Need to form a committee to put together a new newsletter following Franklinsite. Talk about new business, pictures of events, etc.
<p>• 4. ED Report</p>	<ol style="list-style-type: none"> 1. BBCC - Birmingham/Bloomfield Chamber of Commerce <ul style="list-style-type: none"> ○ Monday 10/26/15 Courtney will sit down to discuss partnership and promotion. 2. Michigan Downtown's Association conference - Courtney is attending 10/23 + 10/24 in Kalamazoo
<p>• 5. Treasurer's Report</p>	<ol style="list-style-type: none"> 1. Finances <ul style="list-style-type: none"> ○ Presented general ledger for September 29, 2015 - October 16, 2015
	<ol style="list-style-type: none"> 1. Promotions/Design <ul style="list-style-type: none"> ○ Facebook promotions <ol style="list-style-type: none"> 1. Merrily suggests boosting FB posts for \$2 or \$5 per day to reach more people with the MSF FB posts <ul style="list-style-type: none"> • Amanda makes motion to approve spending, Lisa

• 6. Committee Reports

- seconds
- Franklinsstein Frenzy
 - 1. C&G Advertisement
 - \$287 to have a quarter page in The Eagle
 - Maureen makes motions to approve spending, Amanda seconds
 - 2.
- Small Business Saturday/Sip Shop & Stroll
 - 1.
- Advertising opportunities
 - 1. 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, Marueen seconds

2. Organization

- Golf Raffle
- Fall Fundraising/
Corporate Sponsorship
Committee

3. Business Improvement

- Merchant Mixer -
establish host and date
 1. Farmhouse is
hosting, date to be
established
- Business transition/
retention/involvement

- 7. New Business/
Public Comment