



BOARD of DIRECTORS MEETING AGENDA
March 23, 2016 at 8:30am

- I. Call to Order
- II. Approval of Agenda
- III. Approval of minutes from January 26, 2016 meeting
- IV. Roll Call
- V. Director's Report
 - a. Localhop sponsor
 - b. Economic Vitality workshop
 - c. Newsletter
 - d. Business Survey
- VI. Treasurer's Report
 - a. Finances
- VII. Chairman's Report
 - a. Mission/Vision Statement (Action)
 - b. Merge update
 - c. Evaluation update
- VIII. Committee Updates
 - a. Design
 - i. Paint the Town (with Promotions)
 - ii. Complete Streets update
 - b. Promotions
 - i. Merchant incentives for advertising w MSF
 - c. Economic Development
 - i. Zip code capture
 - d. Organization -
 - i. Volunteers!
 - ii. New map
 - iii. New residents
- IX. New Business/Public Comment
- X. Upcoming meetings and events
 - a. Merchant Happy Hour – March 31, 5-6pm
 - b. Paint the Town meeting– April 5, 5-6pm
 - c. Social Media Workshop – April 5, 6-7pm
 - d. Next meeting - Set date
- XI. Adjourn



Main Street Franklin

Board of Directors Meeting
January 26, 2016, 5:30pm at the Kreger House

Date:	January 26, 2016
Called to Order:	5:42
Adjourned:	7:02

ATTENDEES

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

Others Present: Bill Finnicum/ Director, MSFF

AGENDA

Topic	Action
1. Adoption of Agenda	Harry moved, Barry seconded. Motion carried.
2. Adoption of Minutes	Lisa moved to approve the agenda as presented, Harry seconded. Motion carried.
3. ED Report	<p>a. Newsletter update</p> <ul style="list-style-type: none">- Courtney has received articles from almost everyone that was assigned. Newsletter will be assembled in the next couple of weeks. <p>b. Date for Social Media Workshop</p> <ul style="list-style-type: none">- The Board chose March 2, April 5th, and May 3rd as dates for scheduling the next Social Media Workshop with Jessie Metzler. <p>c. The Main Street Oakland County Annual Evaluation is scheduled for February 16th.</p>

	<p>- Courtney presented the following proposed schedule: 8:00am-Meeting with MSF Executive Director 9:00am-Meeting with MSF Chairman 10:00am - Meeting with MSF Board of Directors 11:00am-Meeting with MSF Committee members 12:00pm-Meeting with Village Administrator 1:30pm-Meeting with business & property owners 2:30pm-Preparation of report 3:30pm-Sharing of results d. Promotions Marketing subcommittee meeting is scheduled for Friday. Any wanting to offer input on print and Social Media Marketing are welcome to attend.</p>
4. Treasurer's Report	<p>Harry reported that he has nearly completed the process for converting MSF financials to Quicken. He stated that it should be set up by next week.</p>
5. Chair's Report	<p>a. Meeting Dates and Frequency The following meeting dates for 2016 were approved by the Board: January 26 March 29 April 26 May 31 June 28 July 26 August 30 September 27 October 25 November 29 All meetings will be held at 5:30 at the Kreger House unless otherwise indicated.</p> <p>Barry moved approval of the meeting schedule. Harry seconded. Motion carried.</p> <p>b. Courtney presented the board with a list of list of skills necessary for volunteer work with Main Street Franklin in the coming year, based on the proposed work plan. - Board members agreed that the focus should be on seeking volunteers on the short term, instead of long term. - The level of specificity that should be indicated when seeking volunteers is discussed. It is concluded that tasks should be listed in a broad sense, with specific examples listed below.</p>

	<p>- The workplan will be reviewed and the list revised to be more specific, and based on a timeline.</p> <p>Workplan – The board reviewed the 2016 workplan and agreed that some tasks can be condensed and places a specific timeline on each task.</p> <p>Barry stated that the list should be more of a matrix for the upcoming 2015 Main Street Oakland County Annual Evaluation.</p> <p>Elina moved approval of the amended 2016 workplan, Harry seconded. Motion carried.</p>
7. New Business/ Public Comment	<p>Paint the Town 2016 -</p> <p>The board discussed getting the planning for the Paint the Town event underway. Bill Finnicum agreed to be the event coordinator, and would like to schedule a kick-off meeting for February 9th at 5pm at the Kreger House.</p>

Harry moved to adjourn at 7:02, Barry seconded. Motion carried.



Main Street Franklin is a local volunteer organization that is here to support Business Development within the Village. Please help us improve our effectiveness and programming by completing the following survey.

- 1) How can Main Street Franklin help you with your business?
- 2) What types of seminars or training would you be interested in attending?
- 3) What day of the week works best for training/ workshops?
- 4) Have you attended any of Main Street Franklin's educational workshops?
- 5) What time of day works best for you to attend a workshop?

6) Do events in Franklin have a noticeable effect on the traffic in your business?
If so, which event(s)?

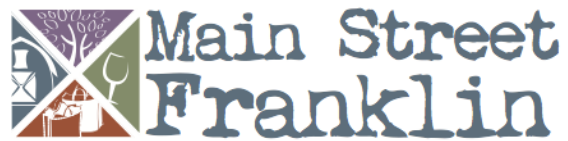
7) Would you be interested in cooperative advertising with Main Street?

8) What type of new business would you like to see in Franklin?

9) What is the best way to contact you?

10) Would you like to be more involved in Main Street Franklin?

Thank you! I will return to pick up on Thursday, February 18th. Forms can be returned to Courtney@mainstreetfranklinmi.com, or leave at the Village Offices (32325 Franklin Road) for Main Street.



Mission Statement Draft:

Main Street Franklin's goal is to create a unique destination with businesses that create a one-of-a-kind experience while still maintaining downtown Franklin's neighborhood charm. MSF strives to create a safe, walkable, attractive downtown while preserving and promoting the historic character of the village.

BUTZEL LONG

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March 17, 2016

Courtney Miller
Executive Director
Main Street Franklin
32325 Franklin Road
Franklin, MI 48025

Dear Courtney:

I'm writing in follow up to our discussions about the requirements for forming a new nonprofit organization, to be qualified as a 501(c)(3) charitable organization, and transfer of assets from an existing nonprofit organization that is currently classified under 501(c)(6).

Generally speaking, forming a new nonprofit involves:

- i filing as a nonprofit corporation with the state,
- i drafting some governing documents (bylaws, start-up resolutions for appointment of officers and opening bank accounts),
- i obtaining an tax identification number,
- i Internal Revenue Service exemption application, and
- i Michigan charitable registration.

Then there would be assignment of assets and funds to the new organization, and dissolution documents for old nonprofit(s). For a 501(c)(3) organization, this includes Michigan Attorney General consent to dissolve, but this is not required for a 501(c)(6) organization.

As to some specifics of the transactions:

IRS filing; timing

It only takes days to form an entity, but considerably longer to prepare the Internal Revenue Service exemption application. There is an expedited process for small nonprofits—those that expect under \$50,000 in annual gross revenue for at least 3 years, and have under

Courtney Miller
Executive Director
Main Street Franklin
March 17, 2016

\$200,000 in total assets. That involves just a couple page form, and approval in just weeks (or less).

For larger organizations the IRS form is much more complex (26 pages, plus exhibits and attachments). IRS approval can take quite a while—sometimes as long as 6 months or more, although exemption once granted is retroactive to date of formation. In my recent experience the IRS has been getting faster, but I would still estimate 4-6 months for IRS processing and approval, longer if the IRS has follow up questions. It can depend on (i) how well-organized your information is, including board composition; (ii) whether you have a detailed purposes/mission statement already set out; and (iii) whether you have detailed budget done (the IRS application requires 3 years).

I typically suggest that the new entity develop a detailed purposes statement, plus have a brief bio on each board member (you must select at least 3 board members), plus do a 3 year budget (or at least a really good 1-year budget and inflate it by 5% for years 2 and 3). Having all that will help speed up the process.

Fees, costs

\$50-100 state filing fees.

IRS short form has \$400 filing fee; long form has \$850 filing fee.

Our fees depend on how whether this is IRS short-form or long-form, and whether the IRS has follow up questions or needs additional information. We would estimate \$2,500-\$5,000 in legal fees, and would advise you at each step of the process to keep track of status and costs.

Other information

The exemption application is IRS Form 1023, but it's long, with lots of attachments and schedules, some sections and questions that aren't applicable, and certain information needed before beginning the form. The tax identification number is obtained using Form SS-4 (which can be done online), and the organization will also need IRS Form 2848 (Power of Attorney), but we can prepare both of these as part of the exemption filing package.

I understand you are providing this information to Oakland County for the purpose of seeking funding for the project. Let me know if you or they have any other questions or need additional information. If you determine that you wish to proceed, we will provide an engagement letter with our standard terms for representation.

BUTZEL LONG

Courtney Miller
Executive Director
Main Street Franklin
March 17, 2016

We appreciate the opportunity to discuss this, and look forward to talking again.

Very truly yours

Mark R. Lezotte

BUTZEL LONG



HELP WANTED

MAIN STREET FRANKLIN IS CURRENTLY LOOKING FOR TALENTED PEOPLE LIKE YOU TO VOLUNTEER! WORK IS ON A PROJECT BASIS - NO LONG TERM COMMITMENT REQUIRED!

CONTACT COURTNEY FOR MORE INFORMATION:

COURTNEY@MAINSTREETFRANKLINMI.COM

WE ARE SEEKING PEOPLE THAT HAVE EXPERTISE IN THE FOLLOWING AREAS:

Event planning

to assist and lead in the execution of Main Street Franklin events.

Photography

for documenting Main Street Franklin events

Fundraising

to lead and assist in fundraising campaigns.

Real Estate or Economic Development experience

to join our Business retention and recruitment committee and support economic development in Franklin.

Graphic design

for Main Street Franklin publication design and map design.

Technical Writing

for creation of the Newsletter, orientation materials for volunteers and board members, and promotional materials for Main Street Franklin.

Grant Writing

to seek funding for improvement/beautification projects.

Marketing and Communications

for creating our marketing plan and our plan for presence at non-MSF events, as well as the creation of Promotional Materials for Main Street Franklin, community outreach, and local merchant relations through print and Social Media.

Website and Database Management

for management of our website and organizational databases.

**Contact Courtney at
(248) 505-6923**

or

**courtney@mainstreetfranklinmi.com
for more info!**

Main Street Franklin's goal is to create a unique destination with businesses that create a one-of-a-kind experience while still maintaining downtown Franklin's neighborhood charm. MSF strives to create a safe, walkable, attractive downtown while preserving and promoting the historic character of the village.

Main Street Franklin

Paint the Town

... a brush with historic Franklin Village

1-5 pm

- Discover your inner artist & paint at stations throughout the Village, staffed with art educators
- Observe & learn as local artists paint
- Shop at Sidewalk Sales throughout the Village
- Watch as your paintings become a Franklin art quilt, as they are hung on the Northern side of the Market Basket for display & silent auction

May 21, 2016

Rain or Shine!



Main Street
Franklin

BIRMINGHAM BLOOMFIELD

ArtCenter

FOR MORE INFORMATION, Please Visit www.MainStreetFranklinMI.com

YOU'RE INVITED....

Franklin Merchant Happy Hour

Join us for Happy Hour

Thursday, March 31 5-6pm
The Franklin Grill.

A great opportunity to mix and mingle
with other Franklin Businesses!
For more information, contact Courtney
at (248) 505-6923
or courtney@mainstreetfranklinmi.com



Main Street
Franklin