

MINUTES

Mills 50 Board Meeting @ Funkey Monkey Tuesday, August 4, 2009

Board members present at Meeting:

Nicole Rader
Kristine Iverson
Alicia Kerns
Byron Price
Eddie Nickels
Michael Vance
Tim Welch
Jeff Thompson
Michael Hodges
David Martens
Tolan Twin-lee

Absent from Meeting:

Wendy M

6:15pm - Meeting called to order

- Kristine announced that Mills/50 is officially a 501c3 nonprofit

Organizational Committee Update - Nicole

- Nicole updated on Mills Park development from Justin Pellini. Developer speaking to two large medical companies and tenants and if project moves forward will contact other interested parties. Still in a bit of holding pattern.

- Nicole read list of organizations that are members of Mills/50

- **Design Committee Update** - Jeff: Completed forms for Pauline for the City Evaluation of the design committee. Jeff heading grant for Mayor's Matching Grant to request funds for street banners. Kristine and Jeff attending grant workshop. Nicole to write grant.

- Kristine attended the tree planting on Shine Avenue as a representative of Mills/50.

- Danny pursuing grant for \$10,000 for bike rack.

- Kristine turned in Mainstreet funding report to receive 4th payment from Mainstreet funding. Kristine explained that original agreement with the City was for 5 years of funding. The City is now only guaranteeing one more year of funding.

- Board agreed that short term projects to focus on bike racks and banners. Should be around Christmas before we see banners. Goal of 20 poles, 10 on each side of Mills Avenue. Photographs have been sent to Pauline for City to approve the sites. Need to find engineer to design how they will work/hang. Some liability, may want to consider payment for services.

- **Promotions Committee Update** - Byron: Sent out constant contact blast to all volunteers in database asking them to view website for upcoming events.

- Business members can post their events.

- 1st Coffee talk on Sept. 4th at 8:30am at Seven Sisters Coffee. Coffee hour is a networking event to attract a different niche of small business owners from the district and giving them the opportunity to meet each other. Able to pass out business cards. First Fridays. Suggestion that Coffee be free to members as an added benefit.

- Mills/50 has offered to help Ella @the Cameo, a female music event. Mills/50 is a sponsor/partner.

- Dave suggested to consider a walking tour, similar to Ivanhoe Rows Stroll to promote businesses. Food/Wine.

- Vietnamese festival in September on New Moon.

Website Committee Update - Tim: Key for us is engaging consumers that want to come back. Website is getting double digit visitors each day. Goal to retain them. The search sites with the highest referrals to website are: Google, Bing and mostly emails.

- Suggestions to start asking businesses to post Mills/50 link on their websites.

- Blogs on Tasty Chomps & The Daily City
- Most web views are of the Calendar, Board minutes and Membership Packages.
- Website being built into Membership Packages. For instance, they can let Mills/50 know about their event and post to calendar.
- Kristine reviewed membership benefits for small businesses.

Kristine updates on City:

- Pauline would like us to get a National Mainstreet Accreditation.
- Board member self evaluations due to Pauline. Meetings to take place on 8/18 at the Center from 6-7pm.
- Board retreat 8/30 Sunday noon - 5pm @ The Center
- Bank account in good standing
- Kristine requested a subscription to OBJ. She's checking on discount and whether any member businesses would share a copy.
- Discussed whether Kristine should attend conference in Spring. Looking into raising money or finding sponsor to help send her. Jeff motioned to start a donation drive to send Kristine to the national Mainstreet Conference. Motion passed.

Meeting adjourned at 7:15pm.