

ROUGH DRAFT
Benicia Main Street
Board of Directors Meeting
Tuesday, May 17, 2011 at 5:00 PM
Commission Room at City Hall

MINUTES

Members present: Bonnie Silveria, Jerry Hayes, Helaine Bowles, Cindy Cooper, Maria Saulsbury and Frank Cassese

Staff present: Nancy Martinez, Deborah Meyer and Carla Gallagher

- I. The meeting was called to order at 5:07 PM.
- II. The agenda and the minutes of 4-19-11 were approved.
- III. Financial Report
 - A. Reviewed financial reports.
 - B. There will be a strategic planning meeting Monday, May 23 at 5:00 PM in the library.
- IV. Director's Report
 - A. Sponsorships are now at \$21,975.00.
 - B. Ghost Talk on Saturday had 54 attendees. We captured 24 email addresses.
 - C. Kristin has resigned and the job of office manager has been posted.
 - D. Each board member was given a ballot for their top three choices of new board members. Final approval by the board will be at the June board meeting.
- V. Committee Reports
 - A. Organization
 1. Reviewed the budget and profit & loss reports.
 2. Working on the revised employee handbook.
 - B. Fundraising Committee
 1. The last Ghost Walk had 20 people. Attendees are given a survey with a self addressed, stamped envelope and we are receiving more responses. Responses are positive.
 2. Marché Benicia has a few booth space openings. The Lamorinda and Marin Petanque Club will be demonstrating the French game.
 3. Benicia Fine Art & Jazz
 - a. KSFO dropped the car program; we would need to pay for advertising that is not in the budget. So we have "Art of the Car" fine auto display instead. Those who display a car will get one free admission ticket to Fine Art & Jazz.
 - b. Rellik Tavern will supply beer pourers using DBI products.
 - c. Soroptimists will staff the wine booth.
 4. A Great Dog Day By The Bay
 - a. Dog Discs of The Golden Gate will be doing demos.

**Benicia Main Street
Board of Directors Meeting
Tuesday, May 17, 2011**

Page 2

5. We will book the vendors for the September Firemen's Muster in honor of Ron Rice. The booth fees come to Benicia Main Street.
- C. Promotions Committee
 1. Gave Rob Machado an overview as he was the only member present.
 2. There will be no charge to enter the Scarecrow Contest this year.
- D. Design Committee
 1. A letter to Gina Eleccion was approved requesting 15 lantern style lights and 19 gooseneck style lights as well as asking for signage updates in City Park.
 2. Jerry Hayes will be getting in touch with power washing contractor.
 3. Jerry Hayes gave a report on the Bike Rack Task Force meeting.
- E. Economic Restructuring Committee
 1. Reviewed handbook to make sure we are in compliance.
 2. The welcome packet given to new merchants will be revised.
- VI. Upcoming Events
 - A. The next Ghost Walk is Friday, May 20. We will check to see if more Ghost Talks should be scheduled.
 - B. Farmers Market attendance is over 3,000 weekly. We will remind farmers they are to be behind the brass tabs on the street. There was a request to give local restaurants farmers phone numbers so they can arrange produce deliveries.
- VII. Other
 - A. The Criterium Bike Race will be held on June 12th.
- VIII. The meeting was adjourned at 5:50 PM.