

**BENICIA MAIN STREET
BOARD OF DIRECTORS MEETING
January 20, 2015 at 5pm**

Board members present: Helaine Bowles, Jerry Hayes, Mike Caplin, Rosaria Crivello-Sweeney, Lorie Campbell, Laura Kohl, and Bonnie Silveria.

Staff present: Nancy Martinez and Deborah Housman

I. Meeting was called to order at 5:00pm.

II. Consent calendar – Approved. Additionally, minutes approved for November 2014 and December 2014.

III. Financial Report – Only change was to profit and loss concerning increase in Farmers Market expenses; it was not security expense but actually Adobe expense included twice.

2014 ended the year less than the previous year: 1) Ticket sales were down for wine walks; plans are in the works to increase ticket sales with a competition amongst participating businesses. If they refer 5 ticket buyers the business receives 2 tickets to do with as they wish. 2) Income from last year's Ghost Walks was down \$1,700 due to issues/cancellations with past investigator. 3) See's Christmas Candies almost \$7,000 behind from previous year. Some companies that usually bought cases did not do so this year. Currently still selling Christmas candies; money will be recouped and show in 2015 profit and loss.

IV. Director's Report – Chamber Installation dinner is this Friday and BMS has a table. Sponsor letters have been sent to Corporate and Individuals. Already \$5,000 in sponsorship funds has been received. Nancy applied for \$9,000 in grant funds from Union Pacific to go towards maps and Waterfront Festival.

Restaurant Week is this week. A number of people have inquired if they have to pay for the passport; will discuss whether to do that next year or just leave as a promotion.

Hired a new Sunday store clerk from S-Club; she is working out fine.

Hired House of Floyd and The Cheeseballs for the Waterfront Festival. Nancy is looking into hiring Benicia Chamber Band to open the festival on Saturday.

Next month start Strategic Planning again.

Visitors to the Depot totaled 16,000+; up roughly 3,000 from year before.

V. Committee Reports

Organization – Helaine said she will buy 2 Wine Walk tickets for the board member that refers the most people to buy tickets.

Fundraising – Nancy said the new Ghost Walk investigators did a good job. There are plans to have a press tour and extend an invitation to merchants to go on a tour for free, so if they like it they will promote it to customers.

Nancy explained that Wine Walks and Beer Crawls are for retailer participation and not restaurants as restaurants cannot hold two ABC licenses at a time. They would have to relinquish their regular license for the day to participate, which is a hardship.

Promotions – Committee talked about Restaurant Week, Pamper Me, and Art & Galleries Month. Committee is thinking of new ideas to improve the Art & Galleries Month in April.

Design – No city staff in attendance last meeting. Committee talked about street paving, faded street signs, dying tree at the foot of First St., and having a clean-up day in either Spring or Fall.

Economic Restructuring – California Main Street Assoc. suggested to Nancy to use questions that are mandatory for reporting this year as a project for the ER committee.

Meeting adjourned at 5:40pm.