

JULY 17, 2018

BENICIA MAIN STREET BOARD MEETING MINUTES

BOARD MEMBERS PRESENT: PRESIDENT MIKE CAPLIN SEC/TREAS. JERRY HAYES AND PAST PRES. HELAINE BOWLES. BOARD MEMBERS CHRISTINA STRAWBRIDGE, TONI HAUGHEY, LAURA KOHL, LORIE CAMPBELL, and CITY REP. ANNE DUNLEAVY, EXECUTIVE DIRECTOR NANCY MARTINEZ AND BOOKKEEPER BONNIE SILVERIA.

MEETING CALLED TO ORDER AT 5:06 PM BY PRESIDENT CAPLIN.

AGENDA AND MINUTES — MOTION TO ACCEPT AGENDA AND JUNE MINUTES MADE BY C. STRAWBRIDGE – SECOND J. HAYES. MOTION PASSED.

FINANCIAL REPORTS –REVIEWED AND FILED FOR AUDIT

DIRECTOR’S REPORT- DIR. MARTINEZ REPORTED ON THE FOLLOWING ITEMS: WINE WALK SURVEY – SOCIAL MEDIA IS BEING INCORPORATED INTO PARTICIPAT’S OUTREACH. A WINE WALK WILL BE HELD ON “SMALL BUSINESS SATURDAY (NOVEMBER). THE 3RD AND 4TH OF JULY EVENTS WERE SUCCESSFUL. STAFF IS NOW REVISING PARADE APPLICATION. WATERFRONT FESTIVAL IS NEXT EVENT. TODATE 40 VENDORS PLUS 10 FOOD VENDORS ARE CURRENTLY SIGNED UP TO PARTICIPATE. SIGNUPS FOR VOLUNTEERS IS NEEDED. QUESTIONS WERE ASKED ON HOW ZIP CODES WERE BEING CAPTURED AT GATE. HELAINE AND NANCY EXPLAINED HOW THIS WAS BEING DONE. THIS LEAD INTO A DISCUSSION ON NEED FOR BOARDMEMBER VOLUNTEERS FOR ALL EVENTS. TASTE OF FIRST EVENT IS NOW BEING ORGANIZED. IT WILL BE HELD ON TUESDAY, AUGUST 21ST. TODATE 11 RESTAURANTS HAVE SIGNED UP TO PARTICIPATE. STAFF IS REVIEWING OCTOBER EVENTS WITH SOME CHANGES TO BE MADE. BOARD TO BE INFORMED IN NEAR FUTURE.

ORG- PRES. CAPLIN GAVE REPORT ON MEETING. FINANCIALS WERE REVIEWED. DISCUSSION REGARDING 3RD OF JULY PARADE. VETERANS ON MOTORCYLES WERE NOT GOOD PARTICIPANTS. THEY WENT AGAINST ASSIGNED LOCATION IN PARADE. THEY WILL NOT BE ALLOWED IN NEXT YEAR’S PARADE. UPCOMING FUNDRAISERS WERE REVIEWED. NOVEMBER WINE WALK WILL BE ANNOUNCED AT BOARD MEETING, (WHICH WAS DONE BY DIRECTOR MARTINEZ SEE ABOVE IN DIRECTOR’S REPORT).

PROMOTIONS- OCTOBER’S EVENT PLANNING IS UNDERWAY. SCARECROW CONTEST WILL BE THEMED THIS YEAR – “SUPER HEROS AND THEIR VILLIANS” HAS BEEN CHOSEN AS SUGGESTED SCARECROW DECORATION. HOPEFULLY THIS WILL INCREASE PARTICIPATION. NOV. 17 IS THE DATE

FOR ANOTHER ART SCAVANGER HUNT (THIS IS BY REQUEST OF MERCHANTS). ZOMBIE BEER CRAWL IS SCHEDULED FOR OCTOBER.

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DESIGN – MEETING CANCELLED

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BOARD COMMENTS – C. STRAWBRIDE COMMENTED ON HER UPCOMING “FASHION RUNWAY WEEKEND” IT IS THE 10TH ANNIVERSARY FOR THIS EVENT. IT WILL BE HELD ON FRIDAY SEPTEMBER 28TH AND SATURDAY SEPTEMBER 29TH.

MEETING ADJOURNED – 5:45 PM

REPECTFULLY SUBMITTED
BONNIE SILVERIA, PAST PRES.