



Main Street Milton

Board of Directors' Meeting

September 19, 2018, 5:30 p.m.

MINUTES

The Main Street Milton, Inc. Board of Directors meeting was called to order at 5:35 P.M. on September 19, 2018. Present at the meeting were Mr. Vernon Compton, Secretary, Mrs. Jennifer Micklos, Mr. Derek Pivnick and Ms. Cassandra Sharp, Interim President. Also present was Mr. Edward Spears, MSM Executive Director and Mr. Stephen Prestesater, MSM Events Coordinator. These minutes are a synopsis of the actions taken at the meeting and are not intended as verbatim minutes.

- I. The meeting was called to order by Ms. Sharp at 5:35 p.m. She asked the two new Board members present to introduce themselves again. Ms. Sharp also requested playing of the Channel 5 video that featured Milton and MSM staff.
- II. Mr. Compton made a motion to approve the agenda as presented. Mr. Pivnick seconded the motion, the motion passed unanimously.
- III. Mr. Compton made a motion to approve the minutes from the previous meeting as presented. As the new members were not present at the previous meeting, Ms. Sharp seconded the motion. The motion passed unanimously.
- IV. Mr. Spears presented the financial report. Discussion of insurance policies followed. Mr. Pivnick made a motion to accept the report as presented. Mr. Compton seconded the motion. The motion passed unanimously.
- V. Mr. Spears presented the proposed 2018-2019 budget. Mr. Spears advised that the increase represents the increase in City funding for the commercial façade program. Mr. Compton made a motion to approve the budget. Mr. Pivnick seconded the motion. The motion passed unanimously.
- VI. The Chair led a discussion of the use of social media for MSM business. Discussion followed. Main topic was that no one should post on the official MSM page without discussing with the Chair or Executive Director. Some Board members may be called upon due to their expertise to comment from time to time. For posts from the outside on MSM's pages, it was agreed that all would report any issues to the Chair or Executive Director immediately. Mr. Spears added that he would poll the other Main Street programs to see which had a formal written policy and report back. No action was required for this item.

- VII. Chairwoman Sharp gave an overview of the history of the Main Street Service Area and how it has evolved throughout the years. The Board reviewed the various maps. As the maps did not reflect current technology for accuracy, updated maps were requested for the Board. The Board discussed the various CRA Boundaries in the City of Milton. Mr. Compton made a motion to amend the MSM boundaries to the 3 current CRA Boundaries, minus the City Park on the east side of the Blackwater River (Russell Harbor landing). Mr. Pivnick seconded the motion. The motion passed unanimously.
- VIII. Mr. Spears gave an overview of the 2019 Business Improvement Program (Commercial Façade Program). The application was reviewed. Discussion followed. One of the main changes noted for this cycle was the addition of a deadline for the first cycle. If funds remain after the first cycle, a second cycle will be held in 2019. Mr. Pivnick made a motion to approve the program. Mrs. Micklos seconded the motion. The motion passed unanimously.
- IX. Chairwoman Sharp discuss the need to paint the flower pots along Caroline Street in advance of the first Main Street Market. This project is a BOD Volunteer project. The Board agreed that Sunday, 9/30 at 7 a.m. would be the painting party.
- X. The Chair noted that this meeting is to serve as the mandatory Annual Meeting as described in the Bylaws. All current members agree to continue to serve on the Board if elected. Mr. Spears noted that each Director would have to select a term (1,2 or 3 years) in order to establish the stagger needed to rotate 1/3 of the Board annually. Ms. Sharp agreed to serve a 3-year term; Mr. Compton agreed to serve a 2-year term; Mrs. Micklos agreed to serve a 2-year term; Mr. Pivnick agreed to serve a 3-year term. Mr. Compton made a motion to approve the Board and terms. Mr. Pivnick seconded the motion. The motion passed unanimously.
- XI. Ms. Sharp gave an overview of the Ghost Walk Event that will be in its 18th year. She stated approximately 1,200 – 1,500 people participate annually. There are some 50-70 volunteers with tours taking place every 7-10 minutes. She requested that MSM be a host site (the final stop) and provide refreshments. The Ghost Walk will be on October 26-27th. Mr. Compton and Ms. Sharp disclosed that they are on the Santa Rosa Historical Society Board, but have no financial interest in the organization or the event. Mr. Pivnick made a motion to approve MSM's participation. Mrs. Micklos seconded the motion. The motion passed 3-0-1 with Mr. Compton abstaining.
- XII. The Chair called on Stephen Prestesater to give an overview of the membership flyer. It was noted that all memberships would expire in October and the new membership drive was to commence in October. Discussion followed. Various changes to the flyer were noted. A final version would be sent when completed.
- XIII. Mr. Spears gave the Executive Director's Report. He advised that he has been giving a series of prepared speeches about the organization and its work to various community groups. He advised on the status of the new website. He suggested the Board schedule a strategic planning retreat in the fall to develop a new 5-year strategic plan. He advised that he had received a request from the Garden Club for MSM to sponsor the MGC Christmas Tour of Homes. He advised of the various sponsorship levels and recommended the \$300 level. Mr. Compton made a motion to that effect. Mr. Pivnick seconded the motion. The motion passed unanimously. Mr. Compton recommended Mr. Spears seek out Melissa Simpson as she has several high quality aerial pictures of the downtown area.

- XIV. Old Business – The Board discussed businesses on Willing Street and current vacancies. They requested an update on research for any grants MSM may wish to pursue. The Board also requested Board polo shirts and name tags for all members and staff.
- XV. New Business – Mr. Spears reminded all of the upcoming Main Street Market and Rhythm and Ribs Festival.
- XVI. The Board agreed to hold a special meeting following the New/Potential Board member meet & greet on September 20.
- XVII. With no further business to transact, the meeting was adjourned at 7:35 p.m.

Respectfully submitted, Mr. Vernon Compton, Secretary