

# Downtown Belmont Development Association

## Board of Directors Meeting Minutes

City Hall Centennial Room

September 21, 2017 @ 8:00 a.m.

### Members present:

<input checked="" type="checkbox"/> John Church - Chair	<input checked="" type="checkbox"/> Julie Seligman	<input checked="" type="checkbox"/> Christina Moose
<input checked="" type="checkbox"/> Patricia Farmer	<input checked="" type="checkbox"/> Shelley DeHart	<input type="checkbox"/> Doug Gadd
<input checked="" type="checkbox"/> Ryan Schrift	<input type="checkbox"/> Adrian Miller (SD alt.)	<input checked="" type="checkbox"/> Ted Hall
<input checked="" type="checkbox"/> Angela Street		

Staff present: Vicki Davis – Downtown Director, Janet Schafer- Planning Technician, Jamie Campbell- City Clerk

Meeting was called to order by Chairman John Church at 8:02 am.

### Adoption of Minutes

In consideration of the August 17, 2017 minutes, a motion to approve was made by Schrift, seconded by Seligman, and unanimously approved.

### Financial Report-

Monthly financial report: In the absence of the board treasurer, Davis reviewed the financial report and reminded the board that in addition to the one outstanding check, the board has reserved up to \$1,000 for end-of year accounting fees.

Concert Series final budget: Schrift brought up that The Party in the Parks series only had sponsors for 2 of the 4 events and asked about the potential to increase sponsorship revenue in the future. Davis agreed that more sponsors were needed and suggested that soliciting sponsorship be a board-wide effort. Moose pointed out that rain impacted the revenue for 2 of the events as well, resulting in a lower than expected turnout and sales, particularly for The Extraordinaire’s concert on June 30th. Church inquired about purchasing rain insurance for these events and Davis stated she will compare the cost of rain insurance with other cities. She will also consult the national and state level Main Street organizations to see if there are any program for board of director’s insurance that can be a separate policy and not included in the concert budget. Church also suggested exploring the possibility of the board of directors being added to the City of Belmont’s insurance.

Campbell entered at 8:07 am

### Concert Series proposal -

Moose disbursed and discussed the proposal outline provided by Adrian Miller with the recommendations from the combined interest group for the 2018 “Friday Night Live” and fall concert series “Party in the Park.”

- As a member of the sub-committee, Farmer recommended concluding the summer concert series on July 4<sup>th</sup> because the attendance to events after this date significantly decreases.
- The board discussed the possibility of the shagging groups obtaining sponsors for these events as well and the possibility of forming a subcommittee to include the shagging groups for the fall concert series.

- Davis suggested separate budgets for the Friday Night Live series and the Party in the Park series.
- In response to the discussion of asking the City for funding, Davis suggested that the Promotions Committee bring back a draft budget to the DBDA board in their October meeting with any specific funding request to be presented at the November City Council Meeting.
- The DBDA will coordinate these events and Schrift suggested a matching program for funding from sponsorships.
- Seligman suggested that the Police Academy be considered as one option to handle beer and wine sales for the events.

Patricia Farmer made a motion that the DBDA will coordinate the concerts and create a subcommittee to handle these with a recommendation to do 8 concerts total; 5 Friday Night Live events and 3 Party in the Park events. Seligman seconded this motion and all members present voted in favor.

### **Committee Reports –**

Promotions: Belmont Christmas Village

- Moose stated that the Downtown Partners met to discuss the Christmas Village on Wednesday, September 13th.
- The Promotions Committee will begin working on sponsorship ideas, coordinating volunteers, and securing entertainment.
- Davis stated that holiday promotions are essential to the vitality of downtown businesses. Davis stated the possibility of carriage rides being included at the Christmas Village event, and extending the carriage rides through the holiday season for a charge.
- Downtown businesses can also promote their holiday hours during the Christmas Village event.
- Campbell requested information to be sent to her so that she can promote this on social media. Seligman mentioned that she can promote the event on WBTB with their Turkey Day 5k promotions.

Church made a motion to take on the Belmont Christmas Village event, with a maximum financial commitment of \$2,500. This was seconded by Moose and there was a unanimous vote to approve.

**Chair Report**— No information to report.

**Staff Report**- No information to report.

**New Business**- No information to report.

### **Adjournment**

Having no other business, Chairman Church adjourned the meeting at 9:07 am, seconded by Seligman, and unanimously approved.