

January 16, 2014 Broadway Minutes

In attendance: Barb Braun, Wendy Rowand, Kyla Heddlesten, Anthony Heddlesten, Javier Perez, Jan Welch, Lindsay Hocker, Bob Bohannon.

Absent: Laurie Belman

1. Minutes: No November minutes to approve.
2. Treasurer's Report: Javier made a motion to approve the treasurer's report, seconded by Lindsay. Report approved.
3. Board Workshop: Javier, Bob and Wendy attended. \$500 was given to Broadway. Bob will send out copies from the meeting. We can review and discuss at another meeting. Table to next meeting.
4. Broadway banners: City took down 3 and used parts to salvage other banners. Bob is working with Ben M. regarding new banners. Previous cost of banners was \$2600 for approx.. 27 banners. Looking to design new banners. Lindsay suggested checking with Stecker (Jon Robinson) for comparison. They would design at Stecker. City will take care of approximately \$2500 of the cost with their grant.
5. Committee/Team reports
Spring Party (Laurie, Javier and Wendy) - the committee needs to start planning this. Lindsay will help if needed. Wendy will contact Laurie to see if she has anything in mind.
Wine Walk (Anthony, Bob, Jan, Javier, Laurie and Eric) Anthony or Bob will schedule the first meeting for the committee in February. Deb and Paul Magnuson have offered their place for the after party again this year. Wendy said she had distributed 3 Welcome Bags, but no one was home, so just hung on doorknob (note from Broadway inside each).
Also, sold 2 Welcome Bags to Sharon Davis (21st St). Check given to Bob B.
6. Review brainstorming meeting results: Kyla is going to look into doing a Holiday Tour of Homes and a Fall/Octoberfest neighborhood event. Lindsay is willing to do a mini flyer of upcoming Broadway events once we have a date set for Wendy to use in Welcome Baskets.
Barb, Javier, and Lindsay are going to meet regarding marketing/ a marketing plan. Lindsay will look into some info we could use for marketing, such as the value that comes from historical significance.
7. Old business: Constant Contact balance is getting low. There is a 3% discount if we pay ahead. The cost is \$210. This item was approved, though Anthony thought we could do it in house for no \$. Barb didn't want to have to convert everything to a new format. Board decided to renew this year and possibly look at changes in the future.
8. New business: Anthony resigned effective 01/16/14, will still co-chair wine walk event.
9. Correspondence: None
10. Adjourn. Kyla made a motion to adjourn, seconded by Janice.