



MSF Board Meeting 3/13/2023

Called to order at:

6:06 pm

In attendance

Mark, Lisa, Kendra, Wendy, Anne, Kathy, Erin, Vanessa, Stephanie

- Treasurer's Report – Balance is – \$3,772.98
- Membership Director – Co-Directors vs. Membership Committee
 - Kathy Patterson will be the Membership Director
 - She will set up a membership committee
 - Erin moved, Mark seconded – Motion passed
 - Anne Quinn and Tami Bath will serve on the committee but not as board members
 - Membership forms are created and will be on the website next week
 - Vanessa will email the membership list to Kathy, Anne and Tami – including previous years and contact information for donors/donations
 - Board members: Possible resignation coming, touching base with board members that have not been in attendance
 - Membership mailing vs membership director contact – Usually sent via an email. Trying to make it payable online. Should be in the email how to pay. Wendy to send out via constant contact to all downtown businesses contacts that we had by Saturday, hopefully have a link to pay online.
 - Clean up constant contact information. Minutes available on website.
 - Lisa will email the flyers to Wendy to be sent to the people who have signed with the newsletter.
- Committee Assignments for both shop hops and events
 - 2 members per shop hop
 - 4-6 for larger events
 - Membership committee will ask members
 - Erin Rickman to create a spreadsheet to track
 - Starting with May Shop Hop
- Review Shamrocks & Shenanigans Shop Hop
 - Weather was not super cooperative
 - Short time to plan it
 - Minimal participation in the scavenger hunt
 - Map participants must be open from 5-8 moving forward
 - Front page article in record herald
 - Will discuss online advertising and budget for advertising
- New Procedure for Shop Hop/Event Info Packet



- 2 Manilla envelopes with Business member name
 - Envelopes will have all the items needed for those participating the Shop Hop
 - Envelopes to be filled by the Shop Hop Committee
 - Procedure to be in the packet
- Designated day for Drop off
 - Designated day for info packets to be dropped off
 - Pick up prizes for pick up
 - Hard Deadline for drop off of the prizes so that it can be in the basket and then it can be posted for the Social. Friday prior to Shop Hops is the deadline. This is also the deadline to confirm participation in the Shop Hops. Email confirmation to mainstreetfayettewch@gmail.com
- Egg-stravaganza Shop Hop April 7, 5-8 pm
 - Erin to contact business that have not responded
 - No prizes needed this time
 - Businesses need to provide the information for the prizes to be put in the eggs
 - How many eggs total hidden? Minimum of 100. All prizes will be inside stores. 5 stores to put a nicer items for a larger prize. Recommendations 10% off purchase, \$ amount purchase, free item with purchase, Denise has the eggs. Email Mainstreetfayettewch@gmail.com with participation items, minimum of three can do more and if they would like to do a larger items. Subject is Eggstravaganza. Deadline is March 31.
 - Lisa to do the Flyer and Map via the MSF Canva
 - Do we want to have Jesse come again? Yes, Costume to be decided with what is available at the costume shop
 - Joe Guard to do the photos for the future shop hops
- Court House Cupcake Walk – Saturday, April 15 – 11-3 pm, Band 3-5pm
 - Band Sweet Beats - \$1400 – Court house steps
 - Close down Main Street
 - MSF will provide all cupcakes – Bake off Between bakeries – Prizes for the 3 cupcakes – customers to vote
 - Box to take cupcakes home
 - Provide minimum of a \$25 gift or more for the raffle.
 - Working on Sponsorship \$ Big Raffle Prizes
 - \$35 for tickets, Save the date will go out tomorrow via Instagram and Facebook. Square will be attached to the MSF website. 150 tickets
 - Cupcake eating contest
 - Cupcake recipe in to get extra entries into raffle. Card for every \$10 spent another entry for the raffle. To raise money with a .pdf of the recipes
 - Swag bags at registration.
 - Click photo camper
 - More details to follow.
 - Joe will be doing the main photos for the event
 - 2 food vendors possible



- Committee meeting Wednesday March 15, 2023 at 5:00 pm at Back en Thyme open to members

- **Prioritization/Strategy**
 - Next event
 - Getting caught up and slightly ahead of the events
 - Drive traffic into the store
 - Budget – table until May

- **Other Business/Miscellaneous**
 - Board members to make a log list of their positions and their log ins and jobs.
 - Revisit the monthly newsletter and responsibilities
 - Board Pictures to be rescheduled
 - Next board meeting is April 10 at 6:00 pm above the BMV

Wendy Moved to adjourned, Lisa seconded

Meeting adjourned.