Newkirk Main Street Inc.

Board Meeting Agenda

June 21, 2021

1. **Revision of Minutes from April Board meeting:** Corrections, comments, approval
2. **Minutes from May Board meeting:** Corrections, comments, approval
3. **May Treasurer’s Report:** Corrections, comments, approval
4. **Old Business**
   1. **Charlie Adams Day** – please review task list items that do not have a volunteer responsible for completion and volunteer sign-up. The next CAD planning meeting will be held at the NMS office July 14th at 6 pm.
   2. **Discuss:** after researching several options and discovering that outsourcing of website and social media management is beyond the financial capabilities of NMS, applications that assist with such were researched. Since then NMS has started using Canva Pro at a cost of $12.99 a month for original social media content creation and scheduling of those items. Canva Pro is a graphic design program that can be used not only for management of social media but business cards, posters, invitations, and presentations. This program has been utilized the last 3 years to create the annual presentation to the city. The NMS office is currently waiting to hear back on a possible nonprofit discount program for this application.
   3. **Discuss and vote** – combining welcome efforts with the Chamber of Commerce; currently each organization holds separate events with participation from both organizations. Combining would eliminate duplication of efforts, allow for easier scheduling, and make for a better show. This would require replacing the current welcome banner with a banner that includes the Chamber logo in addition to the NMS logo. The current banner has the old NMS logo.
5. **New Business**
   1. **Discuss and vote:** Design and Promotion committee action plans for 2021-2022 need approved for submission with the annual agreement to OMSC July 30. *(Available as a separate handout at meeting)*
   2. **Discuss**: possibility of removing primary responsibility of CAD from the promotion committee and forming a sub-committee to take this responsibility
6. **Reports**
   1. Office Report & Time Sheet
   2. City Sales Tax Report
   3. Reinvestment Report
   4. Volunteer Hours
   5. Committee Minutes / Reports: EV committee has not met since April
7. **Upcoming Events**
   1. June 23rd at 12pm – Lunch Mob at Capone’s Hoagies
   2. June 26th at 10am – Tie Dye fourth of July
   3. July 5th – NMS office closed Independence Day observance
8. **Other Business**
9. **Next Meeting** – July 19th
10. **Adjourn**