**MidTown Tosa**

**BOD Meeting Minutes**

**Tuesday, January 15, 2019 at 7:30 am**

**Ray’s Growler Gallery**

**Attendees**

BOD

* Michael Gardner, Ray’s, BOD President & Treasurer
* Jeff Roznowski, Community Member, BOD Secretary
* Dr. Sara Mahalko, AlignLife
* Jesse Dill, Ogletree Deakins
* Cindy Seemann, Design Vision

Guests

* Jen Dunnington, Anytime Fitness

**7:35 am - Meeting called to order**

1. Minutes from December 18, 2018 approved (Sara motion, Jesse seconded)
2. Treasury Update - Michael
   1. Bank balance is $5,422.37
   2. Three invoices paid to Sara ($21.91, copies), Jesse ($115, permit), Jeff ($429.54, Chamber items)
3. Membership update
   1. We stuffed envelopes after the meeting for our 2019 membership appeal mailing
4. Holiday Window Decorating Contest
   1. Great participation and windows (approximately 15)
   2. Need to change voting procedure: consider limiting the places to vote at; perhaps use facebook polling
5. MidTown Festival & 5K
   1. Date is July 20, 2019
   2. Sara received 1 bid for T shirts (Steve Smith, who we used in 2017); he could produce shirts within 24 hours of event; use last year’s quantities; have a colored shirt; price of $6.20 seems good; we’d like to receive 1 other bid
   3. Sara has about a dozen yard signs leftover; we could reuse by changing the date
   4. Jeff provided 3 bids for timing and scoring: CARRS ($867, used them last time), Silver Circle Sports Events ($1300), Absolute Race Timing ($1000); need to confirm pricing and availability for Absolute but that is who we would like to select
   5. Jen will lock in the caricature artist
   6. Discussed at length sponsorship levels. Agreed on:
      1. Presenting sponsor at $1500 (could be one of larger businesses, Sendiks, Colectivo, Rays, North Shore); would make individual appeal
         1. Includes start/finish banner, shout outs, booth, name onT shirt, name on yard signs, web presence
      2. $600 Sponsor level
         1. Includes booth, name onT shirt, name on yard signs, web presence
      3. Cindy will lead sponsor soliciation with e-blast by 2-15-19 and phone followups a week later
      4. After the meeting, Sara provided via email sponsor levels proposed in 2018; please read and provide comment
   7. Cindy suggested having library director attend our meetings to provide help and volunteers for event; she will followup with Pete Loeffel
6. Wauwatosa Chamber Showcase Exhibit Booth: Jan. 17
   1. Jeff has booth material ready to go (picture display, newsletters, master plan, can coozie and stick sign handouts, candy)
7. Board Terms
   1. Jesse suggested we move board elections to later in year (from May) due to potential disruption to July Festival
   2. We will continue with May annual meeting for 2019, Michael will check dates of May 1 or 8 for Ray’s
      1. Consider other MidTown venues: Colectivo?
   3. We will move out 2019 expiring board terms (Sara, Tim, Jeff) to December and host a mini meeting/end of year holiday event at that time, with 2019 board elections also at that time
   4. Future annual meetings (2020) will be held in December
   5. Jeff will review by-laws and propose changes for all this at February meeting
8. Banners
   1. We did not have time to discuss but the plan is to do this in 2019
9. Next meeting
   1. Tuesday February 19, 7:30 am, Ray’s

**8:30 am – Meeting adjourned**