**MidTown Tosa**

**BOD Meeting Minutes**

**Tuesday, December 18, 2018 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

**7:37 am - Meeting called to order**

1. Minutes from November 27, 2018 approved (Sara motion, Jesse seconded)
2. Treasury Update - Michael
   1. Bank balance is $5,988.82.
   2. Michael provided detailed balance sheet and P&L, including breakout for 2018 Festival; also provided P&L for 2017 with breakouts for Festival and 5K
   3. We agreed to modify Festival P&L to show $75 income (taken from $300 membership fees) for each exhibitor who is a member, to more accurately distribute that revenue
   4. Financial report accepted (Sara motion, Jesse seconded)
3. Membership update
   1. For 2018, we have 13 $300 members and 2 $150 menbers
      1. $300: Swan, Anytime, Align, Ray’s, MidTown Dental, Galbraith, Tosa Dental, Shine, Cody, Ogletree, MidTown Grill, Sendiks, Roznowski
      2. $150: Lalli/Club Tap, Malloy
   2. Wonderkind just added their $300 membership
   3. We will plan to do our 2019 request for membership in January
      1. Stuff envelopes at board meeting; Jeff to draft request letter and check if Jen can do labels
      2. Also add a colored insert to request sponsors for festival and 5K
4. Holiday Window Decorating Contest
   1. Great participation again, with 13 businesses, including Tosa Ped late entry
   2. Tim reported post meeting that only MidTown Grill and Steinkellners turned in ballots, with those 2 businesses receiving all the votes; need to re-think voting process for next year
   3. We will award prizes to both of them; Michael will create certificates and Tim will deliver prizes
5. MidTown Festival & 5K
   1. Date is July 20, 2019
   2. Jesse distributed updated task list, draft budget and race route options
   3. Board had preference for first route option; already reviewed by police, includes parkway, avoids Ludington
   4. Budget: plan on significanty less on marketing ($250), more on timing ($1000), perhaps Sendiks can donate food and bags, increase entry fee to $30 ($10 for kids), with higher amounts for later entries
   5. Jeff will investigate cost of bibs and try to lock in CARRS (Bill Schauder) for timing
   6. Sara will research T shirt pricing
   7. Will expand sponsor solicitation beyond just wellness
6. Tosa Chamber
   1. Board voted to join Chamber ($125 per year) and have a table at Jan. 17 Chamber Showcase ($195) to increase PR for our association (Jeff motion, Jesse seconded)
7. Library programming
   1. Children’s library looking for businesses to speak with children during summer programming; Jeff will make buisnesses aware of this opportunity
8. Banners
   1. We did not have time to discuss but the plan is to do this in 2019
9. Next meeting
   1. Tuesday January 15, 7:30 am, Ray’s

**8:30 am – Meeting adjourned**