**MidTown Tosa**

**BOD Meeting Minutes**

**Tuesday, March 19, 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

* Mark Crego, MidTown Dental
* Jen Dunnington, Anytime Fitness

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

1. Minutes from February 19, 2019 approved unanimously (Sara motion, Jesse seconded)
2. Treasury Update - Michael
   1. Payments made of $175 to the caricature artist for the festival and $500 to Absolute Timing for the 5K
3. Membership Update
   1. 3 new $300 Members (Swan Pharmacy, Ray’s, Jeff Roznowski), 1 $150 Supporter (Phelan); Michael will supply complete list of all who donated and then Jeff will do a followup e-blast to the others
4. Bylaws Proposed Changes
   1. Approved unanimously (Jesse motion, Sara seconded)
5. MidTown Madness Festival and 5K
   1. Date: July 20, 2018
   2. Timing/Scoring: Jeff
      1. Signed contract with Absolute Timing
      2. Jeff is setting up online registration with “Run Sign Up” ; Michael supplied bank/payment information. Once setup, will communicate via facebook, web page and emails
      3. Race day registrations are handled with our volunteers and handing registration sheet to Absolute staff to enter runner data
      4. They do NOT provide a sound system (clarified what was reported at meeting)
      5. $30 registration fee for adults ($10 for kids) will be through June 30. $35 July 1 through July 19. $40 ($15 kids) on race day
      6. Need to determine packet pickup on Friday July 19. Anytime (Jen) and Design Vision (Cindy) offered their space. Suggested 2 hours late pm, early evening (e.g 5 pm to 7 pm)
   3. T shirts: Sara
      1. We selected a blue color for the T shirts
      2. Looking at only 1 size for kids (medium)
   4. Sponsors: Cindy
      1. Cindy has locked in 5 $600 sponsors: MidTown Dental, AlignLife, Tosa Dental, Anytime Fitness, Design Vision. She will solicit other businesses
      2. Michael will approach Sendiks about the $1500 presenting sponsor. Perhaps lower the amount as we anticipate Sendiks providing food and water
   5. PR/Marketing
      1. Jeff will check with Run Tosa Run to see if they will allow our flyers in their race packets
      2. Jen will talk to Tosa Connection about an ad
      3. Other ways to promote:
         1. Posters, yard signs, e-blasts to neighbors, NAC e-blasts, NextDoor, Running Stores, Running Calendar web sites, past participants, city web page, Chamber, West Now Community Newspaper, Facebook, Library, other races, neighbors
         2. After the meeting, Jeff retrieved our list of entrants from 2017 and will do e-blast to them
         3. Need to design poster; Sara displayed what we did last time
         4. April will be month to ramp up publicity and begin to recruit volunteers
   6. Other
      1. Music from last year not available; Jen and Jeff had suggestions and followup will be made
      2. Cindy will work with Library on logo, based on previously used MidTown Madness Banner
      3. Jesse reminded that we will need to put flyers on doors along route; we should reserve July 13 to do that
      4. Jeff suggested we approach Club Tap about having a corn roast. He will followup; Lions Club could also do this
6. Master Plan Zoning proposal
   1. Draft changes ready for April 8 Plan Commission. Jeff will forward this to the board. Please try to attend on April 8 to speak in favor and/or write email
7. Banners
   1. Mark encouraged us to pursue this to add vsibility to our efforts. All agreed.
8. Next meeting
   1. Tuesday April 16, 7:30 am, Ray’s

**8:30 am – Meeting adjourned**