**MidTown Tosa**

**BOD Meeting Minutes**

**Tuesday, May 21, 2019 at 7:30 am**

**Ray’s Growler Gallery**

**Attendees**

BOD

* Michael Gardner, Ray’s, BOD President & Treasurer
* Jeff Roznowski, Community Member, BOD Secretary
* Jesse Dill, Ogletree Deakins
* Mike Wichman, Sendiks

Guests

* Jen Dunnington, Anytime Fitness
* Jen Ferguson, City of Wauwatosa, Economic Development Manager

**7:30 am - Meeting called to order**

1. Minutes from April 16, 2019 approved unanimously (Jeff motion, Jesse seconded)
2. Treasury Update – Michael
   1. Bank balnace $7391.18
      1. Does not include $185 receipts from 5K registrations
      2. Does not include $1743 payment due to City for 5K Permit (made this week)
3. Membership Update
   1. Current paid Member List for 2019:
      1. $300: Swan, Ray’s, MidTown Dental, Tosa Dental, Align Life, Cody & Co., Anytime, Ogletree Deakins, Jeff Roznowski
      2. $150: Phelan, Firefly
      3. $40: NailShop
   2. After the Festival, we will distribute member perks and also do another e-solicit for membership
4. Master Plan Zoning approval process
   1. Public Hearing May 21; we sent letter of support; Update: only 2 speakers: 1 person spoke against the zoning; Michael Gardner spoke in favor
   2. Community Affairs Committee May 28
      1. Please come to the meeting to speak in favor or send email of support to city clerk Carla Ledesma, cledesma@wauwatosa.net
5. MidTown Madness Festival and 5K
   1. Date: July 20, 2018
   2. Registration: 6 signups to date
   3. Route
      1. City application has been submitted
      2. Police ok with course (contact: Chad Geiszler)
      3. Update: May have issue with Milwaukee County over use of Meno. Parkway as part of route; Jesse working with Ryan Broderick from the County
      4. Marty Malin measuring the course; complete in 1 month
   4. PR
      1. Did not place ad in Tosa Connection but it was listed in the event calendar
      2. Did not provide a flyer in Run Tosa Run race packets
      3. Other listings include: Tosa Chamber and NAC weekly e-blasts, City events listing, NextDoor, Striders and Running in USA online calendars, past participants, Facebook
      4. Mike Wichman will work with Sendiks Design team to create a flyer/poster
   5. Volunteers, particularly along course
      1. High School Key Clubs – Jeff to ask
      2. Neighbor Associations – Jeff to ask
      3. Anytime (Jen) will ask at the club
      4. Library – Pete Loeffel
      5. Jesse will check with Marty on locations along route where we need volunteers
      6. Also need volunteers for race day registration and maybe festival grounds
   6. T Shirts: need any updates from Sara
   7. Insurance: Michael Gardner handling
   8. Photographer: Sara to check with Brian Malloy
   9. Sponsors:
      1. $1500 Presenting: BMO and Sendiks said no; Michael to check with North Shore
      2. $600: currently have Anytime, Design Vision, AlignLife, MidTown Dental, Tosa Dental
         1. Need status update from Cindy; pending that update, Jeff will do e-solicit
      3. Sendiks can do in-kind: bags, water, fruit, etc.
   10. Awards:
       1. Michael working with RCB Awards: small trophy for 1 M/F, medals to top 3 M/F in 10 year age groups; ribbons for kids; will cost about $100-$200
   11. Festival
       1. Ray’s will have wine this year
       2. 1 Food truck confirmed, looking also at JJ’s Fish; MidTown Grill to have food
   12. Banner: can be hung on large business sign as long as doesn’t cover business’s names
   13. Exhibiting: need status/update from Cindy; pending that, Jeff can do e-solicit; $50 for booth, free if $300 member; Uniquely You and Henna Tattoo person interested so far
6. Next meetings
   1. Tuesday, May 28, 8 pm, City Hall, Community Affairs Committee, Zoning
   2. Thursday June 6, 7:30 am, Ray’s, Festival & 5K Update
   3. Tuesday June 18, 7:30 am, Ray’s, Board Meeting

**8:30 am – Meeting adjourned**