

MSF Board Meeting

Minutes 4/10/23

Welcome and Roll Call.

Present – Kathy Patterson, Kendra, Lisa Faber, Mark, Erin, Wendy Smalley

- Accolades
 - Kathy Patterson, Denise Shadburn, Lisa Faber, Amber & Steve
 - Cupcake walk committee – Lisa, Denise, Melissa, McKenzie, Jenny
- Treasurer's Report
 - Current balance is \$13, 412.21
 - Liability - \$1,400.00
- Membership/Sponsorship report
 - John Hinderer – Gold member Sponsor \$4.000 +
 - Easy oil – Cupcake Eating contest - \$300.00
 - Awesome Real Estate - Partnership
 - Mid Atlantic – will be participating in one of our events and is a partnership
 - Volunteers from Merchant's bank for the Cupcake Walk – work the registration table
 - Other banks have been contacted to see if we can get more help
 - Lisa requested a master list of Donors to put it in the google drive and put it on the website
 - Zoo tickets and clipper tickets have been donated.
 - Tickets from Melvin Stone and Halliday lumber for the Red's Game
 - Farmers Market has contacted us because we do not have the Non-Profit category. Approved to allow them to join for \$50.
 - Waiting on a list of members that have paid. Lisa will look and see who has paid via the website.
 - Membership needs to be paid by the end of April.
 - DORA Discussion and map discussion. To show the Dora stops that are participating as well. Erin suggested to enlarge the star and place something inside for Salty Broads and Back-en-Thyme – or place the participating businesses on the back of the map.
 - Reminder email to be sent out.
- Committee Assignment for Board Member
 - Shop Hops /events – Board Members need to decide shop hop committee they want to be on.
 - Erin – Little Monster Mash, O' Christmas Tree
 - Lisa – On everything
 - Kathy – Little Monster Mash, Mom's the Bomb and Marvelous Dad, Cocktail Walk, Downtown Live
 - Mark – Marvelous Dad, Downtown Live
 - Wendy – Cocktail Walk, Rockin Downtown
 - Lists of members should be on the Google Drive

- Pet Friendly downtown – Fill the downtown dispensers with Poop bags – Red Bowls everyone should have a red bowl. Wendy will take this job on and contact businesses to see who needs bowls. We have left over red bowls.
- Review Egg-Stravaganza
 - Need to figure out how evaluate the events and track it
 - Each business got some eggs and some we put out on the ground
 - Need more eggs – Put out 160 eggs
 - Discussed back up photographers to have in the back pocket
 - Vendors were happy
 - One store dissatisfied
 - 19 businesses participated
- Update on Court House Cupcake Walk
 - Online Activity – 183 new invites to people who have interacted with the page don't actually like the page
 - 97 sold, 53 still available
 - Tickets on sale in person at City Building. They will have the information Flyer
 - Push it on facebook that tickets are still on sale,
 - Email participants with a copy of the map.
 - Post the event sponsors and make sure you share and talk it up.
 - Did businesses receive the email about the event
 - Need a card for the business account so we can pay for ads
 - Businesses should create the same event for their own pages – to aid with the metrics for Social Media
 - Erin will get the list and contact the participating businesses to update the page and the events to their pages
 - Kendra will get the checks from Vanessa for the bakers
 - Do we have signage for the sponsors for the events? Yard Sign from the Print Shop – Sponsored by with Logo – Not going to happen for this event. John Hinderer is bringing a car and magnet and a sandwich board will be provided for the Cupcake Eating Contest. All donors need to be listed. Next time we will do Yard Signs.
 - 5 food trucks
 - Vendors will be there
 - Kathy recommends you say to bring a chair to avoid issues
 - Put in the swag bag the dates for cocktail walk ticket sales
- Next Shop Hop/Events
 - Mom's the bomb – Joe Denen is to get back with us about a Parachute drop from the ladder truck. There should be prizes attached. There will be bath bombs at each participating story
 - Marvel'ous' Dad – Jesse is dressing up as a Marvel Character. Experience that a dad can Participate with a child. Erin Suggested Jeff Underwood for Minute to win it games
 - Reserved advertising – on the boards at the Point and by First State for as many of the events as we could. Boards to be Created at Print Shop.

- Sam Mincy, Doug Humphry and Kristy Hadden as entertainers for future events. Unsure where they will be located
- Priority/Strategy
 - Every board member needs to be present
 - Doodle – For the group meeting – Wendy will create the Doodle and send it to Mainstreetfayette email so it can be sent to the board members
- Other Business
 - Spam Emails and trying to block FB users that are trying to spam people
 - Board Pictures – Doodle for that as well
 - Fair Advertisement in the programs – ¼ page \$125, ½ page \$175, full page is \$295. We could run the rack cards or the next event. Deadline for the decision is April 15, 2023. Erin Moves that we run a ¼ page add. Kendra seconds. Motion passes.
 - Fax Flyer to WVNU morning show to get it on the air.
 - Humane Society Donation – Wendy to get the sponsorship info for the golf outing
 - Chamber Admin assistant day – coupon for the Cocktail Walk. Kendra moves, Kathy seconds. Motion passes
 - Constant contact our pre-pay is running
 - Look at our service industries to entice them to join. Kendra will talk to Erin about this.

Kathy Moves to adjourn, Lisa Seconds.

Meeting adjourned 7:38 pm