

DOWNTOWN *Divas*

MINUTES

Crescent City Downtown Divas Board of Directors Meeting

6 Degrees of Celebration ~ 783 3rd Street Crescent City ~ California 95531

Monday, June 12, 2017 6:00 PM

CALL TO ORDER President Gavin-Tygart called the meeting to order at 6:03 PM

ROLL CALL

The following board members were present:

- | | |
|---------------------------|-------------------|
| ★ President Gavin-Tygart | ★ Member H. Kime |
| ★ Vice President McDonald | ★ Member Johnston |
| ★ Treasurer M. Kime | ★ Member Clinton |

ACKNOWLEDGEMENTS None

CONSENT CALENDAR Minutes, May 8, 2017

On a motion by Vice President McDonald and seconded by member H. Kime, and unanimously carried, the Downtown Divas approved the May 8, 2017 meeting minutes.

REPORTS/PRESENTATIONS

Financial Report: Treasurer M. Kime presented financial report. Current balance as of 5/2/17: \$7065.14

COMMUNICATIONS None.

PUBLIC COMMENT PERIOD None.

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OLD BUSINESS

1. **Farmers Market: Opening Day recap**
 - a) Schedule walk-thru: opening & closing, etc

We missed conducting a the walk through training prior to opening day.

Training/walkthrough will include details on each aspect including barricades the night before, opening and closing procedures to that everyone knows the complete system. Training scheduled during the next Farmers Market on June 21, 2017 at 8:30 AM. It would be helpful if there a map showing sign placements. President Gavin-Tygart will look through old photos to see if she can resend sign placement copies.

- b) Paint door, numbers and roots

Member H. Kime will Spray roots bumps, refresh numbers and paint door.

- c) Kitchen use: for food vendors

The CC Downtown Divas should be advocating for commercial kitchens to be available for upstart new food businesses. President Gavin-Tygart reached out to the Food Council. They referred to Trees of Mystery, as they are working on a food truck opportunity but only for their location at this time. Research local availability and pricing. Sydney to reach out to Eureka news about their commercial kitchen program and report back.

- d) Other

New vendor, Crescent Seafood will be bringing fresh seafood, ceviche, smoked fish, etc.

TUPP gave us \$500 for signage, which can be used for barricade signage, street signs and market signs. Treasurer Kime will get pricing on better barricades and signage. TUPP money will be used to improve sandwich board and signage. Treasurer Kime will check on Amazon for plastic sandwich boards (5). Treasurer Kime will print stickers to fit the boards. TUPP gave us \$500 for signage, which can be used for barricade signage, street signs and market signs. Treasurer Kime will get pricing on better barricades and signage.

Market match coins. Market match can only be used for fresh fruits and vegetables. President Gavin-Tygart will create a sign for each market vendor defining the uses for EBT and the uses for Market Match. EBT can be used for any unprepared/uncooked food. Market match must be used for fresh veggies and fruits only.

Create a special invite to downtown businesses to our market. Get lunch, coffee, etc. President Gavin-Tygart will make them. Member H. Kime will deliver them.

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2. Live From Downtown

a) Recap from June 2nd

Discussed I Street for kid zone. Concerns with wind at that location as it didn't work well for Tsunami Lanes. Decided to make the Plaza the Kid Zone. Kids' activities and snacks in the Plaza.

Need to change the way we present/promote LFD and focus more on our artists and vendors rather than trying to accommodate all the businesses. Goal is to pack 3rd street with vendors.

Discussed encouraging artists and vendors to use a popup, banners, colorful signage, etc. to create a fun and interesting atmosphere. We cannot continue to allow them to just set up a table in the middle of the street with no tent, banner, etc. Need to look polished and professional, not unprofessional.

Treasurer Kime will reach out to Port o' Pints regarding LFD beer invoices.

Member Clinton will reach out to DNCCC to see if they will provide a sign saying: "This way for more Live from Downtown?"

Member H. Kime will provide a sandwich board on 2nd street indicating more LFD this way.

July maintain patriotic theme.

Member Johnston reported Keith Jones and his Dixieland Band will perform.

Treasurer Kime will compile list of hotels and assign to each member to place posters and rack cards.

Whoever mans the Diva table initiating the treasure hunt, will tell participants they must have all clues to get a prize.

Discussed the hot pink flags to be placed at all participating business locations during LFD. Will order flags that have printed OPEN and then Treasurer Kime will print LFD logo on corner of each. Order these ASAP. On a motion made by Vice President McDonald and seconded by Member H. Kime, and unanimously carried to establish a \$1200 budget to purchase flags and poles. President Gavin-Tygart will report back with final information so that they can be ordered ASAP.

(i) Backup

Cash boxes need to be fully stocked prior to being distributed for LFD, including wristbands, Diva dollars, tickets, signage, etc. If Diva table needs help, that is the priority.

(ii) Security

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Security. It was decided we don't as many security volunteers and that they can "float".

(iii) LFD ending time

Consensus to keep year round hours for LFD are 5:00 PM to 7:30 PM.

b) 7/7/17 planning: Clinton

(i) Recruiting artists

Need a concentrated effort to reach more vendors. VP McDonald will research ways to reach out of town vendors. Suggest contacting artists vendors in the hot valley and invite them over to the cool coast during the summer months. VP McDonald is currently reaching out to local artists.

(ii) Maps

Member Clinton shared program booklet, artists and map from Ashland's Art event. It was decided to create an artist's rendering of LFD route. Member Clinton to reach out to Rachel Patterson about creating it.

c) Business reception recap

Signage to be placed throughout the LFD area "Live from Downtown this way!" More Live from Downtown keep going", etc. President Gavin-Tygart and Member H. Kime to work on design and pricing and report back.

Following up on our business reception, it was decided to set a work day and have people sign up. Saturday afternoon we would be able to utilize the Boy Scouts. President Gavin-Tygart to schedule.

d) August (anniversary) and September themes

Decided to limit clue locations to 8. Member Clinton will choose the 8 to participate for July. LFD August Anniversary theme Patchy Fog & Drizzle will perform KFUG Treasurer Kime to reach out to see if they would provide live coverage. September Children themed. Member Clinton suggested we include a children's parade with decorated bikes, skates, etc. Tabled for further discussion.

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3. **Board Business**

- a) Vision Statement - discussion & next steps

President Gavin-Tygart will resend vision statement. Board members are to reexamine and report back.

- b) Bylaws Revisions - discussion & next steps

Finalized By laws make revisions. Member Clinton will make final revision and send to President Gavin-Tygart to finalize for vote at next BOD meeting.

4. **Fundraising:**

- a) TOP 3

Pink LFD flags**

Advocacy incubator for food trucks and other businesses.

Beautification

Bathrooms

Helping artists

Arch signage Downtown

New businesses

NEW BUSINESS

5. **Donations**

- a) Specific projects

Vice President McDonald requested the Downtown Divas will donate a raffle prize for the 4th of July Deck Party. All members agreed to donate to the Diva basket. Vice President McDonald to provide donation letters and receipts.

- b) Partnership with the city

Donations: flowering baskets. Require Letter from the City letter of intent for their partnership regarding flowering baskets with specific locations, costs, phases, etc.

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Member H. Kime reported the City has established a \$4000 budget for the year... hardware, and basket costs. \$150/ basket inclusive. Labor and materials. By the Downtown Divas providing a \$1000 donation, the City has guaranteed to have them installed by July 4. K to H on 3rd Street. The City has committed to a watering schedule of 3 times/week.

On a motion by Treasurer Kime to partner with the City to purchase flowering hanging basket, seconded by Member Johnston and unanimously carried, with Member H. Kime abstaining.

Board members may solicit others to donate to the flowering baskets project. Include that beautification is part of our mission. A donation to the Downtown Divas is tax deductible. The money will only be used for this project. We are advocating for them with the City, going to council meetings, meeting with Eric Weir, etc.

Downtown signage on HWY 101. Member H. Kime reports signage similar to the new City way-finding are in the works and that the City is working with Cal Trans. The 2017/18 budget includes highway signage and the City is working with Cal Trans on this project.

(i) - Conflict of interest

Conflict of Interest. Discussed conflict of interest concerns with Member H. Kime being on the Downtown Divas Board, and also a City Council member. Always error on the side of caution with these matters to avoid any perception of conflicts.

6. Marketing

Discussion on whether to move forward on the pop up tent and branding. In order establish a precedent for vendors and to have a better visual statement, it is a good idea to purchase now. On a motion by Member H. Kime and seconded by Vice President McDonald, and unanimously carried, to purchase a personalized canopy, table and cover for \$1547.18 if turn around time is reasonable. (quote included with minutes). President Gavin-Tygart will find out turn around time.

a) Posters

(i) LFD

Marketing Rack card next time printing, make mission smaller and add LFD map.

(ii) FM

b) Radio

(i) LFD

President Gavin-Tygart has scheduled Press Release and PSAs with radio and newspaper. Not sure why we aren't being promoted.

Radio advertising discussed a budget of \$300

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(ii) FM

Radio advertising discussed a budget of \$250 for season

BOARD UPDATES

ADJOURNMENT

Being no further business before the board, the meeting was adjourned at 8:43 PM.

Respectfully submitted, President Gavin-Tygart
JULY 2, 2017

Mission: The Crescent City Downtown Divas are a grassroots, 501 (c) 3 nonprofit organization, sharing a vision about our Downtown. We are committed to building a positive force by promoting our Downtown as a vibrant destination for residents and visitors to gather, shop, work and enjoy.