



MINUTES

Crescent City Downtown Divas Board of Directors Meeting

6 Degrees of Celebration, 783 3rd Street ~ Crescent City, California 955331

Monday, December 11, 2017 5:45 PM

Call to Order President Gavin-Tygart called the meeting to order at 6:30 PM

Roll Call The following board members were present:

President Gavin-Tygart
Vice President McDonald
Member H. Kime
Member Johnston
Member Clinton

Treasurer M. Kime was absent

ACKNOWLEDGEMENTS None.

CONSENT CALENDAR None

REPORTS/PRESENTATIONS

Financial Report, Balance ending 11/30/17 \$8395.38. The new reporting format was well-received by the Board. Further discussion will follow when Treasurer M. Kime is present.

OLD BUSINESS

1. **Farmers Market:**
 - (a) 2017 Season Final Number. President Gavin Tygart and Treasurer M. Kime will review and present final numbers at January regular BOD meeting.

2. **Live from Downtown: it's First Friday!**
 - (a) Recap from December 1st
 - i). DIC Feedback. With Treasurer M. Kime absent and since she was the DIC for December, discussion was opened up to all having input. V. President McDonald recapped Artists' participation. Some Artists did not do well and felt there was not enough traffic. Fudge vendor, among others, did well and would return.
 - ii) Numbers. Need more discussion regarding combining LFD with parade, how to partner and/or split to different events. Alcohol or no alcohol sales.



- (b). Updating & Printing: Posters and Rack Cards - 2018
 - i). Posters. New posters with 2018 dates to be distributed in January. Quantity: 1200, Size: 8.5x11, laminated. President Gavin Tygart brought up utilizing existing posters by applying an overlay with new dates. Will offer sample of this prior to printing. Get printing quote from Custom Dezin and DNOS.
 - ii). Rack Cards. 2018 dates to be distributed in January. Final quantity: 2100 (700 sheets, 3-up = 2100) Get printing quote from Custom Dezin Graphics and DNOS.
 - iii). Map updated Artwork. On a motion by President Gavin Tygart, seconded by Member H. Kime, and unanimously carried, the Downtown Divas voted to spend not more than \$50 for Rachel Patterson to provide updated map artwork. Member Clinton recused herself from the vote.
- (c). Appreciation reception and date for LFD. Discussed potential dates in the Spring. On a motion by V. President McDonald, seconded by Member H. Kime and unanimously carried, the Downtown Divas voted to hold an Appreciation for LFD Partners on Wednesday, 3/28/18 from 6:00 to 7:30 PM. The event will include all partners, including musicians, artists, vendors, and volunteers. Add to February BOD meeting agenda to work on invitation list.
- (d). Other.
 - i). Discussed how to manage clean up next year for LFD, specifically December parade event. Ideas: 1) utilizing vendors that are fundraising could be clean up volunteers 2) Hire a clean up crew 3) Volunteers that decorate (church group?) could help clean up, 4) DNHS group - AVID.
 - ii). Daly's, Diva tent, and anything else needs to be cleaned up night of before leaving.
 - iii). To avoid theft, camouflage our merchandise under tables and cloths at end of event. President Gavin Tygart will follow-up to see if merchandise is covered under insurance and the deductible amount.

3. Board Business

- (a). Conflict of Interest forms completed and returned.
- (b). Upcoming calendar items. All upcoming dates, including BOD meetings, LFD dates and FM dates included on agenda.
- (c). To discuss: Should we open Farmers Market this year on Wed. 5/30/18 rather than Wed. 6/6/18? President Gavin Tygart will reach out to Paul/Ocean Air regarding starting FM early. Last FM of the year falls on Halloween. We should plan something fun.



Board Meetings 2018

- January 8
- February 12
- March 12
- April 9
- May 14
- June 11
- July 9
- August 13
- September 10
- October 8
- November 12
- December 10

LFD: it's FF! 2018

- February 2
- March 2
- April 5
- May 4
- June 1
- July 6
- August 2
- September 7 - Anniversary
- October 5
- November 2
- December 6

Farmers Market 2018

- Opening Day:
May 30 or June 6

- Ending Day
October 31??

NEW BUSINESS

4. Board Business

- (a). Annual board Meeting January 15, 2018
 - i). Strategic Plan for 2018. Bring work from the Strategic planning retreat
 - ii). Year end financial reports: FM and LFD
 - iii). 2018 Budget
 - iv). Diva Board Membership and Committees
 - A) 1 new board member installed: by February/March.
HOMEWORK: Each board member bring 3 potential candidates for board membership to retreat
 - B) Second layer: by February/March- Diva Committee(s) 3 - 6 persons
- (b) Board Violations: Began discussion and will discuss more at retreat
- (c) Grant Writer/PT executive director. Discussed possibility of being able to hire a Part-time ED that can fund the position through a grant.

ADJOURNMENT

Being no further business before the board , the meeting was adjourned at 6:43 PM.

Respectfully submitted, President Gavin-Tygart January 15, 2018

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.