



**MINUTES**

*Crescent City Downtown Divas Board of Directors Meeting*

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

The Crescent City Downtown Divas are a grassroots 501 © 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. The Crescent City Downtown Divas have taken on the task of re-energizing and revitalizing Downtown Crescent City through beautification projects, long term improvements, and Community Family events, such as Live from Downtown: it's First Friday and our Downtown Crescent City Farmers & Artisans Market.

**Friday, September 14, 2018 8:15 AM**

**Call to Order:** President Gavin-Tygart called the meeting to order at 8:15AM

**Roll Call**

- ★ President Gavin-Tygart
- ★ V. President C. McDonald, arrived 8:30 AM
- ★ Treasurer M. Kime
- ★ Secretary Clinton
- ★ Member Johnston
- ★ Member H. Kime, arrived 8:22 AM

**CHANGES TO THE AGENDA:** A change was made to the Agenda adding item (d) New Fundraisers under NEW BUSINESS.

**CONSENT CALENDAR :** On a motion by Treasurer M. Kime, seconded by Member Johnston, and unanimously carried, the board approved the meeting minutes of July 9, 2018.

**REPORTS/PRESENTATIONS**

**Board Meeting Format:** President Gavin Tygart proposed a change to Board Meetings as follows:  
Traditional meeting every other month which would be kept to 1 hour and held in the morning.  
Alternating every other month would be a brief board meeting followed by a strategic planning meeting. This meeting would be held in the evening with an approximate 2 hour time frame.  
President Gavin Tygart asked that board members think about it and she will send out a questionnaire to each board member outlining preferences. Agendize for October Board Meeting.

**Financial Report:** Treasurer M. Kime, June 30, 2018, ending balance \$12966.09 & July 31, 2018, ending balance \$12142.12.

**LFD Report:** Secretary Clinton, acting as September Diva in Charge, reported on the success of September's Disco Dance Party. Reported that 2 good volunteers plus the D.I.C. is the perfect number of workers inside the Diva Tent. Recommends 2 tills for busy events with one person outside the tent for checking ID's and applying wristbands.

**FM Report:** President Gavin Tygart reported because our market is a Certified Market, there will be a quarterly State fee starting in June. Our fee for June is \$118.00. Suggestion that the Board consider raising vendor fees to cover the certified market fee.

President Gavin Tygart is working on POP Report to be able to share with partners.  
This year the last market day falls on Halloween. Agendize for October Board Meeting to discuss special plan/ activity/decoration/costumes, etc.



## OLD BUSINESS

### 1. **Board Business: Discussion and possible approval.**

(a) Downtown Public Restrooms: President Gavin-Tygart noted that a decision needs to be made about what percentage of LFD proceeds will go into 1) general fund, and 2) restroom fundraising fund. As LFD is our largest continuous fundraiser, Gavin-Tygart brought up exploring ideas where we could establish a fundraising account through Wild Rivers Foundation. It would cost some fees, but would enable others to contribute, and would help establish the Downtown Diva Organization. Treasurer M. Kime will report on the average annual income for LFD help establish the percentage to contribute to the restroom fundraising fund.

President Gavin Tygart is working with City Manager, Eric Weir to establish a budget and timeline. Estimated cost is \$60 to \$70 thousand.

President Gavin Tygart remarked that in our effort to fundraise, we need to focus on becoming more lean and looking at our expenditures. She suggests we reevaluate spending money on thank you/recognition events. It was decided the board would focus on sending handwritten, personal Thank You notes to acknowledge and thank our supporters and volunteers. Each Board Member should create a list of volunteers, supporters and partners to receive a Thank You note. NOTE: We will continue with Wine & Whine events as a recruiting effort.

(b) HWY 101 South Banner: Member H. Kime is working with Jason Wylie on details for the banner. The cost will be less than the original \$1500 as thought and City is happy to install. Treasurer M. Kime is tasked with getting quotes on windproof banner. Prepare for October agenda. Banner will hang from May to October and will include: Farmers Market, First Friday and Downtown. Member H. Kime will have hard numbers and additional details and information for October Board Meeting Agenda and will have prepared and delivered to President Gavin Tygart at least 1 ½ weeks before meeting.

## NEW BUSINESS

### 2. **Board Business: Discussion and possible approval.**

(a) Purchase Request Tablet: Secretary Clinton requested the Board purchase a device to utilize for Square purchases during events. After discussion it was decided to borrow a device from NorthCoast Health Screening for October LFD. Member H. Kime was tasked with researching cost and present 2 different options for next Board Meeting.

## NEW BUSINESS Continued

(b) Beautification: Tree wells project. Member H. Kime presented on the ongoing tree well plan, the Planning Commission has the subject on their agenda for September 27, 2018 and suggested the Diva Board Members attend. Member H. Kime reported on the volunteer effort, the inadequate plan, the liability of using bricks/rocks, and her feeling that the Diva Board should be involved in the tree well plan at this time. President Gavin Tygart responded that the Diva Board should tread lightly now to avoid bad publicity and wait until such time the City and other partners are meeting to develop a long term plan which includes the tree wells. Future ideas would include an "Adopt a Tree Well" plan and an ongoing plan for working with volunteers.



(c) Retreat options: President Gavin-Tygart presented a couple of options about the Board's annual retreat in January. She is seeking venues and has looked at the Requa Inn in Klamath and the Lodge at Riverside Inn in Grants Pass. Also presented the idea of a local VRBO with catering. The Board's preference is for an out of town venue. President Gavin Tygart will continue to research and return with options and prices to finalize by November.

(d) New Fundraisers:

1. Chills Halloween Party, October 20, 2018. On a motion by Member H. Kime, seconded by Treasurer M. Kime, and unanimously carried, the Board voted to host the Chills Halloween party on 10/20/18. Need Security for the event.

2. Diva Dash - Include in 2019 planning calendar at annual retreat. (Note: utilize signage similar to recent Run for the Seals event)

**PUBLIC COMMENT PERIOD:** Public comment is limited to three (3) minutes.

**ANNOUNCEMENTS:**

**ADJOURNMENT** Being no further business before the board the meeting was adjourned at 9:18 AM.

**Meetings**

**Board Meetings 2018**  
October 8  
November 12  
December 10

**LFD: it's FFI 2018**  
October 5: 4-9pm  
November 2  
December 6 4 PM-

**Wine & Whine**  
September 27: Mel  
October 25 - Sydney  
No November  
December 27? -

**LFD Meetings:**  
September 21 8:15 am  
October 12 8:15 am

**Other Events/Meetings:**  
Chills: October 20  
Retreat: January 4/5/6  
-2019

**Farmers Market 2018**  
Last Day October 31