



ANNUAL BOARD MEETING MINUTES

Crescent City Downtown Divas Board of Directors Meeting

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

Monday, January 15, 2018 5:45 PM

OPEN SESSION

Call to Order President Gavin-Tygart called the meeting to order at 5:26PM

The following Board Members were present:

President Gavin-Tygart

V. President C. McDonald

Treasurer M. Kime arrived at 5:35PM

Member Johnston

Member Clinton

Member H. Kime

ACKNOWLEDGEMENTS None

CONSENT CALENDAR

On a motion by Member Clinton, seconded by Vice President McDonald and unanimously carried, the board approved the meeting minutes of November 13, 2017 with the addition of financial numbers from November LFD, and the meeting minutes from December 11, 2017.

REPORTS/PRESENTATIONS Financial Reports were received. Ending balance as of 12/31/17 is \$8001.09. There was discussion regarding including coverage for merchandise under our insurance policy. President Gavin-Tygart reported the deductible would be more than the value of the merchandise; therefore, it would not make sense to add the additional insurance coverage.

PUBLIC COMMENT PERIOD: Public comment is limited to three (3) minutes. None

OLD BUSINESS

1. **Farmers Market:**

(a) Treasurer M. Kime presented financial records reflecting final numbers for 2017.
Final net income: \$2654.59.

(b) Discussed the need to make some improvements to the market house to make it more secure.

2. **Live From Downtown: It's First Friday!**

(a) Recap from December 1st

i). DIC Feedback. Better tracking of Diva Dollars. Count and sign till in and out.

ii). Final Numbers. Treasurer M. Kime will report at next board meeting.



- (b). Printing: Posters & Rack Cards
 - i) LFD Poster 8.5 x 11 - 1200 color high quality, thick enough paper (to be backed by another poster and then laminated)
 - DNOS \$ \$380/1000. Deb Stover said she would outsource it and donate some.
 - Custom Deziqn \$380/1000.
 - ii) Rack Cards 700 copies (rack cards 2 up and folded invitation in the 3rd spot)
 - DNOS \$532 plus cutting charge of \$50.
 - Custom Deziqn \$539 plus cutting charge of \$30

On a motion by Member H. Kime, a second by Treasurer M. Kime and unanimously carried, the board voted to have DNOS print both the posters and rack cards. President Gavin-Tygart and Treasurer M. Kime will work together to update artwork/dates for posters, rack cards and invitation. Member H. Kime will price and purchase for reimbursement laminating sheets for posters and schedule a work day for laminating. It was decided to cut off the dates on the large banner poster.

iii) Map update Artwork by Rachel Patterson. President Gavin-Tygart will schedule with Rachel a time to make updates to the map to be included on rack cards and invitations.

- (c) Appreciation reception March 28, 2018 6:00 - 7:30 PM: President Gavin-Tygart has spread sheet started with businesses and some vendors. Board members are to email to her contact information for all artists, musicians, vendors and other partners to finalize invitation list. Preference is to mail invite to a mailing address. If that is not available, can be emailed or a verbal invitation via text or messenger. Member Clinton to create invitation.

3. **Board Business**

- (a) Retreat recap

SWOT

Strengths: Love and respect for each other

Weaknesses: Spread thin, new to boards, procrastination, time management

Opportunities: Branding (get better at it)

Threats: Communication, haters (misinformed/misguided)

Establishing a short-term & 3-5 year plan

Create an overall timeline.

Create a budget

Assign areas of responsibilities

Appoint work groups based on major goals and assign work to be completed by breaking it down. create hard deadline dates.



Values

We will not be detoured in moving forward!

- Integrity
- Responsible
- Honesty & Trust
- Empowering Women
- Our work CAN and WILL benefit the entire community (circles back to shopping/spending locally)
- Non-ego driven

Don't look back, we're not going that way!

The Work

Beautification Downtown

- Hanging baskets will continue. Double baskets this year on 3rd & H Streets.
- Front street will have singular baskets and we will work with city to watch for potential bad areas for baskets to hang.
- Potential for fundraising to explore expanding in 2019

Connie List:

- Bears Downtown - lease from GP
- Marine animal themed art (jellyfish, octopus, crab) downtown
- Follow the Tsunami, downtown stations and pathway
- Rock pathway on Front Street, created on Cultural Center lawn
- Downtown entrance archway on 3rd (not new - prior discussion)
with lights at Christmas
- Light strings on 3rd Street and add more as we grow (not new - prior discussion)
- Business décor window competition (first prize each month)

Tree Wells

Agreement to partner with the city to start the process. Create a specific committee to decide what this looks like. Hold meetings with downtown business/property owners. Get the ball rolling with a hard deadline for a level one progress step.

Heidi stated we should make sure that any plantings are low maintenance.

Lighting

3rd Street needs to be brighter. Heidi will ask city about replacing all current light poles with LED. . . . maybe non-burned out bulbs could be moved to outlying areas for now (cost benefit)

When working on tree well plan find out about tree wells being powered with future/existing trees being lit.

BKG-T to inquire with Monte Mendenhall at Pacific Power if there are any grant projects we could apply for.

DOWNTOWN *Divas*

LFD

Feb 2: Wear Red

March 2: Treasure Abounds Downtown (include a treasure hunt for kids) – reminder it is Jaycee Tournament weekend

April 6: DNCCC/meet the Easter Bunny/Decorate eggs - other partners library, 2nd street gallery

May 4: Mothers Day, progressive raffle, hand massage along the way, coffee, Avreal 'spritiz"... plethora of ideas. Library wants to incorporate Star Wars, "May the 4th be with you" could have a fun spin with Moms.

June 1: Chili cook off. Who to invite? Pay to taste and vote. Raffle prizes.

July 6: Challenge all businesses downtown to decorate windows. Hold a contest. (featured in triplicate, blast on radio... may be theme of parade - if doable)

Aug 3: Fair weekend. Costume contest?

Sept 7: Anniversary Party: Disco themed, flash mob. DJ in the middle of the street, blasting both directions - no band...

Oct 5: Pumpkin contest? carnival? hay bale maze in plaza? (incorporate with FM), cornstalks

Nov 2: Clam Chowder competition (nautical/mermaid theme)

Dec 7: Winter Wonderland

Create a blanket policy for businesses and vendors. (on agenda under new business)

Charging vendors \$10/15 food vendors

Artisans. First time free, then \$5.00

Marketing/Branding

Trip Advisor listing

Insta-gram & Twitter presence

Facebook event page

Branding - PSA - 2 weeks prior

Pink Umbrella's for Divas

Diva gear - t-shirts & hats to sell. Good for FM and LFD sales and have 1 each check out sample at each DD business location.

Tip for tip little notes



FM

Opening day: May 30th

Task: inviting and getting small family farms to participate. More eggs, beef, dairy...

Inviting Daycares to opening day: face painting, balloon guy, etc...

Once a month hold special markets with ideas like: Beer tasting. Wine Tasting. Food demos.

Port O Pints serving pretzels and root beer floats

Booth rent increase (on agenda under new business)

Connie List:

Comment book or binder to be available at FM (Connie) **This has been discussed and addressed (last year), we will continue as we have been by writing on the back of the rent sheet**

FM shopping bags & RS number? (Connie) **Already have bags**

Have individual business cards at FM table for contact info (Connie) - **Add as Agenda item for discussion**

4. Live From Downtown: it's First Friday!

(a) Create a blanket policy for businesses and vendors.

New Vendor Agreement will be effective March 1, 2018 and will include:

- Vendor fee and a policy regarding fundraising. Limit to a maximum of two outside vendor fundraisers per month.
- Vendors fundraising within LFD must promote the event as Live from Downtown: it's First Friday. In return for fundraising, will be given a task to help with the event ie. Removing no parking signs, picking up trash, etc. (Make a list of jobs and assign to vendors fundraising)

LFD policy and other communication with vendors will establish expectations including how to represent the event and will include photos of a professional, colorful set-up.

New vendor policy, rules/guidelines will be approved and updated at February BOD meeting.

(b) Upcoming February LFD, Wear Red

Photobooth/Kissing booth. President Gavin-Tygart will decorate. Member Clinton suggested taking some photos ahead of time in booth and post on FB event page. Member H. Kime to remove all leftover Christmas decorations and finish cleaning snow off windows before 1/20/18. Sorority will be decorating for Go Red for Women weekend of 1/20/18.

Member H. Kime will also deliver February décor from last year either to 6 Degrees of Celebration or the Daly's Building before work meeting of 1/24/18. Member Johnston is Diva in Charge for February. Member Clinton will create Facebook event page. President Gavin-Tygart in charge of all PR to media. Scheduled LFD work meeting for January 24, 2018 at 8:00 AM at Johnston's/Daly's.

(c) Volunteer Care

It was decided to not laminate Diva Dollars and write date and to whom when given out. Member H. Kime might have a date stamp to use; otherwise, just write date on each one. Treasurer M. Kime will develop a spread sheet for tracking.

President Gavin-Tygart will establish budget line item for providing water and a small snack for all volunteers each month. Additionally, President Gavin-Tygart is working on a budget for all spending.



(d) Charging vendors \$10/15 food vendors

On a motion by Member H. Kime, a second by V. President McDonald and unanimously carried the board voted to charge vendor fees as follows: Effective March 2018:

\$10 vendor fee for food vendors

\$5 vendor fee for Artisans. New Artists get the first month free.

No fee for Children's activities

(e) DIC sign up for 2018

February 2018 - Sheri

March 2018 - Sydney

April 2018 - Mel

May 2018 - Heidi

June 2018 - Connie

July 2018 - Billie

Member Clinton will update DIC checklist to include new Diva Dollar system, clean up night of event, brief debrief immediately following event, and Money boxes counted and signed before and after event (night of).

(f) Continue work on creating a method of tracking attendees

(g) Defining LFD responsibilities. Continue to define and outline responsibilities. Reviewed business list and reassigned contact person. Work on getting more performing arts at LFD.

(h) A planning meeting for the next month will be scheduled for the week immediately following LFD.

March LFD dates:

Prior to leaving town, Heidi is to drop off all March/rainbow/gold, etc. décor off to Billie.

2/7 8AM at PNWPT - planning meeting. Include Melodee Fugate/DNCCC, Shane/Library and Barbara Burke/Gallery of Arts. Member Clinton will invite DNCCC and Library. V. President McDonald will invite Barbara.

2/17 All set-up and décor completed

(i) President Gavin-Tygart indicated her desire to not be in charge of food/beverages and rather focus on logistics, and public relations. Member Clinton will transition to food/beverage vendors beginning March LFD.



5. **Farmers Market**

(a) Booth rent increase

On a motion by Member H. Kime, a second by Treasurer M. Kime, and unanimously carried, the board agreed to increase FM prices as follows:

Vendor space, is one parking space and is \$8.00 per Market or \$6.00 per week for the Month if paid in full on the first Wednesday of the month. \$24.00 in months when there are 4 Wednesdays or \$30.00 in months when there are 5 Wednesdays.

A Pull through space is \$12.00 per Market or \$10.00 per Market if paid in for the month full on the first Wednesday of the month. \$40.00 in months when there are 4 Wednesdays or \$50.00 in months when there are 5 Wednesdays.

(b) Set clean up date for Saturday, May 12th. President Gavin-Tygart will contact the City to set up this date to partner potentially with other service groups.

6. **Board Business**

(a) Improve how we publicize our mission, goals, business development, economic growth.

HOMEWORK: give some thought to this and prepare to discuss further at the next couple of meetings.

(b) Board Secretary Position

On a motion by President Gavin-Tygart, a second by V. President McDonald and unanimously carried, the board elected Member Clinton as Board Secretary.

(c) Further discussion of participating in the community project of art on utility boxes will be continued to the next board meeting.

(d) Other:

Future agendas:

Review of by-laws for inclusion of board annual financial commitment, establish a minimum commitment.

Establish criteria, define qualifications, skills, values of those invited to the Diva Organization.

Establish candidates for Day to Day Divas and a way to define the leaders.

Finalize how to move forward with different levels, including written description, qualifications, policy.



ADJOURNMENT

Being no further business before the board , the meeting was adjourned at 7:28 PM.

Respectfully submitted, President Gavin-Tygart February 12, 2018

Board Meetings 2018

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

Ending Day
October 31

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.