

# Mount Airy Main Street Association

## Minutes for the June 15, 2004 Meeting



**MOUNT AIRY**  
MARYLAND  
*A Main Street Community*

### Attendance

Jody Aud	Sandra Dion	Jay Neuman
Celia Bernido	Jim Gangawere	Cassandra Lidin-Lamon
Chris Bernido	Ben Gue	Rob Moffut
John Cherry	Ron Isemann	Pat R.
Melissa Clark	Aaron Lubick	Tina Swanson
Chris DeColli	Amy Lubick	

### 1. Opening

Meeting opened by Amy Lubick and Chris DeColli at 7:10 pm  
Introduction of members

### 2. Review Minutes from May Meeting

### 3. Main Street Party Report

Ben Gue reported that the May 28th party at Rachel's Garden was a huge success. Numerous local business owners, elected officials, residents, and other stakeholders attended the event.

### 4. Alliance with Community Foundation of Carroll County status report

Amy Lubick noted that MAMSA is joining the Community Foundation of Carroll County. By piggy-backing on the Community Foundation's status as a non-profit organization, MAMSA can easily and quickly take advantage of tax benefits and grant opportunities available only to non-profit groups. MAMSA may still pursue 501C3 status, though this is a longer process and there are other implications that must be considered. MAMSA is considering ways to raise money for the Community Foundation account, including selling memberships, fund raising events, business sponsorships, and donations from current volunteers. Donations to the account are tax deductible.

### 5. Main Street Manager Position Update

The advertisement for the Main St. Manager position was posted last Tuesday in local papers and on the National Main Street website. The town has received approximately six resumes. The interview committee will include Amy L., Chris D., Sandra D., and John M. A decision could be made by early-August.

### 6. Upcoming Events

#### Ø Swingin' Into Summer (Saturday 6/19/04 6-9pm)

About 15 downtown businesses will be open Saturday evening and some will offer refreshments, giveaways, and specials. Live music is planned for both ends of downtown. The Mt. Airy Historical Society will open the Mt. Airy Museum for the evening. MAMSA will have a booth for volunteer recruitment. The Promotion Committee will assist the business owners plan the event, and volunteers are needed to staff the booth, pass out brochures, and direct attendees to stores.

#### Ø Small Business Seminar (Tuesday 6/29/04 8-10am)

A free business seminar and networking opportunity titled "Every Business Can Be a Destination" will be presented by the MD Small Business Development Center. Ben G. , Sandra D., and Ron I. have volunteered to arrive at 7:30 to help setup.

### 7. MD DHCD Training Dates

The following training events are scheduled in Mt. Airy:

Ø August 13, 2004 10-4pm (Friday) - "Basic Training" at the Volunteer Fire Co. building

Ø September 27, 2004 4-8pm (Monday) - Main St. walking tour to discuss goals

Ø October 21, 2004 4-8pm (Thursday) - Training to discuss the program design & specifics

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8. Committee Reports

The committees will identify set monthly meeting schedules. The Main St. Manager will be expected to attend the committee meetings. This person should be given a key to town hall, so committee meetings can be held at town hall.

Ø Organization Committee

This committee will meet on the first Tuesdays of the month. Volunteers were reminded to submit their monthly volunteer hours-tracking forms. The committee is aiming to raffle off the Mt. Airy basket at the holiday/Christmas event.

Ø Design Committee

This committee will meet on the first Tuesdays of the month. They are identifying projects for MAMSA to focus on an effort to build support for the group. Approximately \$8,000 must be earmarked by June 30th (the end of the fiscal year). The following items have been proposed for consideration: (1) hiring a graphic artist to finalize the MAMSA logo, (2) a generic MAMSA banner for booths, (3) welcome signs at both ends of downtown, (4) holiday decorations. Other member suggestions included: (5) repairing or repainting the wall mural by the museum, and (6) purchasing stationary and supplies.

Members raised concerns about poor maintenance of some downtown properties, including broken windows, weeds, high grass, and trash. Members expressed interest in removing vending machines located on Main Street. Members generally agreed that town ordinances were not necessary. Rather, education along with collaborative and persuasive approaches would be better methods for achieving goals.

MAMSA should work to coordinate downtown activities with the Beautification Committee (BC). The BC purchased two benches and one trashcan. Collaboration between the two groups is necessary to help achieve MAMSA's goals.

Ø Promotions Committee

This committee will meet on the second Thursday of the month. The committee did not meet last month. A downtown side walk sale is scheduled for July. Members discussed the need for more regular hours for downtown businesses, as well as the obstacles to this idea. The Mt. Airy Historic District sign for I-70 should be completed by the end of the year.

Ø Economic Restructuring

No report

9. Allocation of Funds and Treasurer's Report

As the treasurer, Celia B. will sign for and oversee the allocation of MAMSA funds. Monthly income/expenditure reports must be submitted by the committees and manager to Celia for MAMSA's yearly report.

10. New Business

Ø Members discussed the Town's requirements and deadlines for properly encumbering the funds (prior to the end of the fiscal year) that have been earmarked for MAMSA's use.

Next Meeting

July 20, 2004 at 7pm at Town Hall

Minutes prepared by John Cherry