

**Mount Airy Main Street Association**  
**July 18, 2006**

**1. Introductions:**

Ellie Bonde	Celia Bernido	Tonya Lee ( <i>Messenger</i> )	Michele Caballero
Debbie Holt	John Cherry	Eric Moore	
Sherri Johnson	Sarah Franklin	Jesse Windsor	
Jim Holt	Gary Nelson	Sheila Pyatt	
Frank Illiano	Lindy Brown	Kevin Murphy	
Chris Bernido	Ron Camerate (sp?)	Andrea Half	

**2. Committee Reports**

A. Organization - none

B. Promotions (Ellie Bonde): Ellie presented details of the Sidewalk Sale and Block Party scheduled for August 12, 2006. Activities include a farmer's market (Knills), antique car and fire truck show, barbeque stand, bands, and sidewalk sales by downtown businesses; the street will not be closed for this event. Main Street Christmas Event: Effort is underway to improve upon previous years. Regarding the wine tasting/fund raising, one suggestion was to have wine tasting spread throughout downtown at various shops rather than at one location. This will potentially spread foot traffic throughout downtown. Perhaps people could sample wines at other shops and purchase glasses of these wines from MAMSA at the Vintage Coffee Shop.

C. Economic Restructuring – none

D. Design – none

**3. Main Street Manager's Report**

**A. Presentation of proposed three month strategic plan for review and adoption (see attached):**

- Sarah presented goals and action items for the next three months (while Jakubiak & Assoc. is filling in for Jim Gangawere)
- Regarding membership & dues, a suggestion was made to base membership on the yearly calendar so that a membership drive could be a yearly focus rather than something that is completed sporadically throughout the year.
- Action items: involve more individuals & businesses by increasing membership by 80%; enhance relationships with downtown businesses; develop a marketing outline; reinvigorate MAMSA members and committee involvement; develop a plan for holding a farmer's market (weekly, monthly? Knill's has expressed interest in participating); submit Articles of Incorporation and By-Laws; hold a successful Block Party; complete the backlog of monthly and quarterly reports to submit to MD; file July and August reports within two weeks of month end; complete September newsletter.
- A suggestion was made that the newsletter be mailed directly to members.
- MAMSA members agreed to adopt the three month strategic plan.

- Sarah is at the MAMSA office at Town Hall on Tuesdays.

B. Membership/Volunteer Involvement

C. Nominations for Vice President

Sarah discussed the responsibilities of the V.P. and requested nomination tonight or following the meeting via email: [sf@jakubiak.net](mailto:sf@jakubiak.net).

**4. New Business/Announcements**

A. Frederick County Certificate for “Celebration of Main Street”

B. The National Trust for Historic Preservation Certification as Accredited National Main Street Program

**5. Treasurer’s Report**

**Town budget remaining: \$1139.13 (though additional receipts are outstanding) + \$1,000+/- in the Carroll Co. Foundation.**

**6. Next Meeting**

**Tuesday, August 22, 2006**

**A request was made that the Town Liaison, Gary Nelson, attend MAMSA future meetings. Mr. Nelson attending the beginning of the meeting but had to leave due to a conflict.**