

**Mount Airy Main Street Association  
December 19, 2006**

**1. Introductions:**

Ellie Bonde	Tina Swanson	Celia Bernido	Patty Williamson
Debbie Holt	John Cherry	Sherri Johnson	Pat Rockinberg
Jim Holt	Gary Nelson	Dalia Schulman	Kevin Murphy
Chris Bernido	Aaron Lubick	Judy Elwood	Tony Lee
Catherine Nazarene	Connie German	Dave Pyatt	Wendi Peters
Dick Swanson	Joanne Sapp	Jennifer Shaffer	Mankaa Ngua-Suh
Sarah Franklin	Joanna Glor	Betsy Allen	

**2. Committee Reports**

A. Organization (Aaron Lubick): Aaron noted that the wine event was a success and an improvement over the 2005 event. A meeting is scheduled for 1/8/07 to discuss the event and ideas for improving upon it in the future. By-laws: Lindy is modeling MAMSA's by-laws on the Brunswick by-laws and should have these ready for review before the end of the year.

B. Promotions (Ellie Bonde): Ellie summarized highlights from the Downtown Christmas Holiday event. An estimated 250 people attended the tree lighting. A meeting is scheduled for Jan. 8, 2007 to discuss the event and possible improvements. Ellie noted that she'd like to consider ways to increase safety for children around the parade vehicles. She also suggested that we find a color guard to lead the parade next year. The committee will also be exploring ways to further expand the Christmas event next year by adding a fourth day. This year MAMSA had more corporate donors than ever before and this allowed us to advertise on the radio. Dalia suggested we incorporate more music into the schedule next year.

C. Economic Restructuring – Dalia stressed the importance of growing our corporate sponsorship. We have 2 years remaining on the town's commitment to support the main street manager position so it needs to be a priority for MAMSA to work toward becoming self sufficient.

D. Facade (Chris Bernido): Construction has started on Ellie's facade improvement. Her project is temporarily on hold because her approved plan calls for replacing two windows on the side of the building that were believed to have been covered over; but the contractors have discovered that there actually were not windows on this side of the building.

E. Design (Tina Swanson): Dalia introduced Tina as the new chair of the Design Committee.

F. Membership (Judy Elwood): Judy will head up the membership committee. She noted that Dalia's husband has prepared a database program to help us manage our member

lists and track payments. Judy said we'll be starting a membership drive at the beginning of the year. The committee is considering membership cards that would allow members to receive discounts at participating businesses. This would encourage people to join MAMSA.

### **3. Treasurer's Report (Celia Bernido)**

- ÿ Town budget remaining: \$9681 available for MAMSA use; other funds designated for other purposes (including \$30K for the consultant and \$15K for signage). Expenses to date are \$5,318.56.
- ÿ Carroll Co. Community Foundation balance is \$4,050.73. The money in this account is from membership dues and fundraising activities. It also includes \$2,600 for the Sandra Dion fund.

### **4. Main Street Manager's Report (Sarah Franklin)**

- ÿ **Strategic Plan update:**
  - o Increased membership: Sarah reported that we've had increased membership in recent months.
  - o Marketing plan: an outline has been developed and it is ready to be finalized and implemented
  - o Architect on call program: 2 projects awarded funding (Ben Gue's shop and the train station)

### **5. Council Liaison Report (Gary Nelson):**

- ÿ **Street lights:** As a follow-up to last month's discussions about broken street lights in downtown, Gary brought this to the Town's attention and Allegheny Power was notified. Allegheny willingly came out to repair the lights.
- ÿ **Community Legacy Grant:** Gary confirmed that this could be used to fund lighting projects. He noted that we can apply for this again in the future.
- ÿ **Town council meeting:** Scheduled for tomorrow at 4 pm; The mayor will present the town's selection for the town manager position.
- ÿ **Diesel train for downtown?:** Gary reported that CSX is actively looking for a diesel engine for our downtown.
- ÿ **Goals/Agenda from Gary's perspective:** Gary noted two unique aspects of MAMSA: citizen involvement and the organization's ability to bring in grant money. He'd like to see improvements in communication among the various downtown stakeholders and asked for suggestions on achieving this.

### **6. Upcoming Event Dates**

- ÿ **Second Saturday Stroll:** DBA's interest in this has waned so MAMSA will take it over. Sherri discussed expanding on this event each month; keeping it on the second Saturday; and having new themed events each month. The January event will be a post-holiday clearance sales event.
- ÿ **February event:** Sherri suggests a full weekend Valentine's Day event of some sort. Suggestions are encouraged.
- ÿ **Chili event:** This event has been posted on the chili organization's website and participants are starting to sign up.
- ÿ **Farmer's market:** The mini-farmer's market that MAMSA organized recently was popular and there is a push to continue this as a regular event.

#### **7. New Business/Announcements**

- ÿ **New Board established:** **Judy Elwood, Amy and Aaron Lubick, Ellie Bonde, Celia and Chris Bernido, Dalia Schulman, Sherri Johnson, Michelle Caballero, John Cherry, Tom Neff, Rob Scranton, Joann Sapp**
- ÿ **Main Street Manager/Planner:** The town and MAMSA reps interviewed some great candidates for the planner position and an offer has been made to a highly qualified candidate.
- ÿ **Quilting:** A suggestion was made that MAMSA work with Patches to take advantage of visitors the quilting shop brings to town.
- ÿ **June event:** A suggestion was made that MAMSA organize a fishing event for families and kids. Such an activity could involve the Gun Shack.

#### **8. Next Meeting** **January 19<sup>th</sup> at 7 pm**

*Meeting minutes prepared by John Cherry*