

**Mount Airy Main Street Association
February 20, 2007**

1. Introductions:

Ellie Bonde	Tina Swanson	Celia Bernido	Tonya Lee (<i>Messenger</i>)
Debbie Holt	John Cherry	Sherri Johnson	
Dalia Schulman	Kevin Murphy	Patty Williamson	
Chris Bernido	Judy Elwood	Jim Gangawere	
Catherine Nazarene	Dave Pyatt	Glenn Hain (Bank of America)	
Dick Swanson	Wendi Peters	Connie McKain	

2. Committee Reports

A. Organization (Aaron Lubick): No report this month; an update on the by-laws is planned for the next meeting.

B. Promotions (Ellie Bonde): Ellie discussed the upcoming regional chili cook-off planned for 4/14/07. MAMSA will organize an activity that encourages attendees to visit each downtown shop. Visitors will be able to sample the chili entries. BWB is planning a wing eating contest. It was noted that MAMSA should look into options for prizes. MAMSA is looking for judges and other participants to supplement the ‘professionals’ who are scheduled to attend.

Debbie provided an update on the farmer’s market. She met with a couple farmers to discuss ideas on hosting a market and advertising the event(s). MAMSA needs to get a schedule established so farmers can plan to attend our events. Debbie is aiming to get this set up by the end of March. The group is aiming to secure an “anchor-produce-farmer.” The schedule tentatively calls for the market to be held on Wednesday afternoons from 3-7 pm in the parking lot in front of the temporary town hall. The event has been publicized in a local farm guide already, though the actual day of the week may need to change based on farmer availability. A suggestion was made to advertise the event in the mayor’s newsletter. The group would like to have a farmer market bag that could be sold as a fundraiser. The bag can be printed with a Main Street farmer market logo on one side and the sponsors on the other side. Debbie indicated that we should have a farmer’s market manager responsible for collecting the money and overseeing the events. Dalia volunteered to assist Kelly with this task. It was noted that we also need to focus on corporate sponsors, preferably non-food stores.

C. Economic Restructuring: No report this month.

D. Facade (Chris Bernido): Dalia reported that Brian Gallagher, owner of the train depot, has visited her shop a couple times recently and has expressed an interest in completing some improvements on the train station building and perhaps his other property(ies) downtown.

E. Design (Tina Swanson): Tina and Dick Swanson met with Mark Moxley with the town to discuss reconfiguration of Veterans Lane to allow for more parking spaces. A plan has been drafted that increases parking and improves appearance of the municipal lot. A concern was raised about whether town staff have placed a moratorium on participation in the Community Legacy Grant program.

Sandra Dion planter program update: We have purchased six planters and plan to distribute them throughout the town.

F. Membership (Judy Elwood): Judy reported that a couple new members have been added recently. In addition, the introduction letter for new members is nearly ready. Sherri prepared a MAMSA letterhead template based on the same font she used for other town posters. Judy would like to formally launch the membership drive during the coming month.

3. Treasurer's Report (Celia Bernido)

- ÿ Town budget remaining as of January 19, 2007: \$7936 available for MAMSA use;
- ÿ Carroll Co. Community Foundation balance is \$11,029.03. The money in this account is from membership dues and fundraising activities. It also includes \$4,200 +/- for the Sandra Dion fund.

4. Main Street Manager's Report

- ÿ Kelly is on bereavement leave and was not in attendance this month.

5. Council Liaison Report (Gary Nelson):

- ÿ Gary Nelson was not in attendance this month. He asked Dave Pyatt to attend in his place to represent the town.

6. Upcoming Event Dates

- ÿ **Second Saturday Stroll:** The March event will have an Easter theme.
- ÿ **Chili event:** This event has been posted on the chili organization's website and participants are starting to sign up: www.chilicookoff.com. (See discussion in Promotions report above)
- ÿ **Farmer's market:** (See discussion in Promotions report above)

7. New Business/Announcements

- ÿ **Parking:** Dalia expressed a concern about issues with parking that have been raised in the paper recently. She is seeking input from the group to come up with ideas for improving the parking situation. She raised concerns about how the Prospect Mill has been delayed for various reasons, including water and parking concerns. A long discussion ensued regarding issues and possible solutions.

8. Next Meeting

Tuesday March 20th at 7 pm

Meeting minutes prepared by John Cherry