

Mount Airy Main Street Association
July 17, 2007
www.mountairymainstreet.org

1. Introductions:

Celia Bernido	Sherri Johnson	Jim Gangawere
John Cherry	Judy Elwood	Tonya Lee (<i>Messenger</i>)
Dalia Schulman	Chris Bernido	Mindy Barnowski
Ellie Bonde	Jim Holt	Connie McKain

This month's meeting was held at Knittin' Chicks because Town Hall was locked. It was noted that a number of members could not attend because of summer vacations.

2. Committee Reports

A. Organization (open position): MAMSA is still seeking someone to chair the organization committee.

B. Promotions (Ellie Bonde): Ellie provided an update on the farmer's market. We have 15 signs that are put out and picked up before and after the weekly farmer's market. All eight farmers have agreed to participate again next year. We have been approved to be listed in the State Farmer's Market directory and are working toward having permanent signage posted on Route 27 by next summer. Ellie is also arranging music and speakers for each event.

A Christmas in July event was held this past Saturday as the monthly Second Saturday event. It was acknowledged that we had been unable to properly promote this event this year with press releases or advertising in the weeks prior, but the event was held anyways because it had been announced last fall and previously printed on calendars and other promotional materials.

There will not be a formal promotions committee meeting in August, but future meetings will be held on September 10, October 8, and November 12. At these meetings, the committee will discuss plans for the Christmas event, planned for 11/30, 12/1, and 12/2, as well as the Chili Cook-Off.

New volunteer, Mindy, is helping to re-design the Seniors Discount Flier. She will be contacting business owners to verify and update addresses, store names, etc. prior to publishing. She will also be helping with the Farmer's Market.

C. Economic Restructuring (Dick Swanson): No report this month.

D. Facade (Chris Bernido): Chris provided the following Facade report:

07/06/2007: Turned-in the "Maintenance of Improvement Agreements" to Kelly Ziad for the Blossom and Basket, and Skowron Building Façade Projects.

The Façade Painting Request for the Skowron building was verbally approved but Bob Skowron was informed he could not start his painting until Jenifer Almond formally approves the Proposal.

The Skowron's are also interested in looking into Tax Credits for their building. This inquiry was forwarded to Kelly and other Committee members if they have any information in this subject matter. It was noted, however, that they are not eligible unless they apply for these credits prior to beginning construction.

The Façade Committee plans to meet next week, July 24, 2007, 7:30PM in the Town Hall.

E. Design (Tina Swanson): No report this month.

F. Membership (Judy Elwood): No report this month.

3. Treasurer's Report (Celia Bernido)

- ÿ Town budget remaining as of July 1, 2007: \$2,376 available for MAMSA use (balance of the \$15K allocation).
- ÿ Carroll Co. Community Foundation balance is \$9,556.46 (6/30/07). The money in this account is from membership dues and fundraising activities. Of this amount, \$1,520 is in the Sandra Dion Memorial Fund.

4. Main Street Manager's Report (Kelly Ziad): No report this month.

5. Council Liaison Report (Gary Nelson): No report this month.

6. Upcoming Event Dates

(A) Second Saturdays: For the August 11th event we will be cosponsoring a Sizzling Sidewalk Sale and Block Party with the DBA. MAMSA is aiming to offer music as well as food. The DBA will be sponsoring the sidewalk sale part of the event.

The September event will be a cooperative effort with the Historical Society. There will be walking tours originating at the town museum. Tours will be led by renowned historian and town resident, Oscar Baker. Judy will also check with Howard Parzow to see if he will be willing to open his museum.

(B) Local businesses: A carry-out barbeque business will be locating in the tile and flooring store located in the old firehouse building. The flooring store will be relocating to the old theatre building on S. Main St.

7. New Business/Announcements

- ÿ **November 17th Fund Raising Event at Linganore Winery:** Dalia discussed the importance of getting corporate support. She said she spoke to the manager of the new Starbucks and she expressed interest in providing corporate support to the organization. They may be willing to donate a coffee bar as well as a cash donation. As discussed previously, Linganore Winery has offered to donate the space for the event. Knife and Fork catering business will be donating catering for up to 200 people. We also have a big band lined up for the music at a cost of \$3,000. The group discussed the current plan to have a live and silent auction, but after further discussion it was agreed to limit it to a silent auction.

August 2 is the deadline for getting the event on local calendars. MAMSA is looking for a name for the event: Big Band Bash is one suggestion. Another suggestion was using a tagline each year to precede the theme name. For instance “MAMSA’s Magnificent...” could be the recurring theme each year: “MAMSA’s Magnificent Big Band Bash.”

Dress will be cocktail attire. The event will be advertised and invitations will be sent out. Ellie needs flyers and paperwork to begin soliciting corporate donors. Seating will be limited to cocktail seating – possibly only 50%. We discussed setting up a tent to accommodate overflow and agreed that we would ask Carol of The Main Event if she would be interested in providing a tent. Dalia also has other options through her catering business. Currently the hours are 7-10 pm but Ellie will look into extending the hours a bit. The price will be \$60 per individual and \$100 per couple. A subcommittee is needed to plan this event. Favors: wine glasses printed with the event name and date.

- ÿ **Monthly meetings:** Future meetings will start at 7:30 pm.

8. Next Meeting

August 21, 2007 (7:30 pm at Town Hall)

Meeting minutes prepared by John Cherry