

Mount Airy Main Street Association
April 15, 2008
www.mountairymainstreet.org

1. Introductions:

Tina Swanson	Dick Swanson	John Cherry	Sherri Wing
Tonya Lee (<i>Messenger</i>)	Chrissy Jongezoon	Paul McGinley	Kelly Ziad
Dalia Schulman	Ellie Bonde	Jim Holt	Joanne Sapp
Debbie Holt	Malina Renfro	Kelly Ziad	Tim Richards
Jim Gangawere	Sherri Johnson	Dan Caiola	Sharon Baharoff

2. Committee Reports

A. Organization (Chrissy Jongezoon): Chrissy provided a handout (attached) defining her role and goals as chairperson for the Organization Committee. Chrissy is aiming to work with the other committees to focus on resources (how much money do we need and how will we get the money?) and volunteers (how will we attract the volunteers we need and how will we gauge progress?). Chrissy's goals include developing strategies to promote MAMSA; producing a MAMSA newsletter; conducting a membership drive; and identifying and developing opportunities for sponsorship, endowment, and grant procurement. Chrissy aims to work with the committees to prepare a high-level one-year work plan for the organization. She is currently reaching out to the committee chairmen to gather information.

B. Promotions (Ellie Bonde): Ellie circulated a summary of the chili cook-off event that listed the numerous event sponsors (attached). She reported that the event was a success and was self-sufficient since it was supported by donations and sponsors. It was noted that no town money was spent on the chili cook-off event. A post event meeting will be held to discuss the event and improvements that can be made for next year.

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

D. Facade (Chris Bernido): No report this month.

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

F. Membership (Sherry Wing): No report this month.

3. Treasurer's Report (Celia Bernido)

ÿ No report this month.

4. Main Street Manager's Report (Kelly Ziad): Kelly attended the National Main Street conference in Philadelphia, and provided the following summary of key points/discussion topics from her trip:

- (a) Two types of events are encouraged: special events (e.g., chili cook-off, May Fest) and retail events (e.g., Second Saturday Strolls). Kelly will have further discussions with the Promotions Committee.
- (b) It is recommended that main street organizations take advantage of existing town designations (e.g., scenic by-ways, etc.) when identifying and promoting events and town activities.
- (c) Campaigns encouraging residents to “buy local” were discussed, including increasing efforts to incorporate green/environmentally friendly aspects into events. It was noted that Tim Richards (Citizens for a Green Mt. Airy) was in attendance at tonight’s meeting and MAMSA would like to work more closely with his organization in the future.

5. Council Liaison Report (Gary Nelson): Mr. Nelson was not in attendance this month.

6. New Business/Announcements

- ÿ Market Bags (Debbie Holt): MAMSA’s market bags are available to sell. A calendar of events was circulated that lists activities planned for the farmer’s market (6/4/08 through 9/24/08). The market will be held in the upper municipal parking lot near Park Ave. There will be two signs placed on Rt. 27 that will remain in place from the beginning to the end of the season. Events will include music, weekly demos, and seminars. The committee will identify a farmer’s market manager to assist with the market. The manager will open/close the market, handle press releases, coordinate events, confirm attendance, and work with the vendors.
- ÿ A member asked that committee chairmen be sure to publicize the dates of their committee meetings so members can schedule to attend. Promotions meet the 2nd Monday of the month. Other committees currently meet on an as-needed basis.
- ÿ Museum: Kelly reported that she has been trying to coordinate with Howard Parzow to have the museum open periodically during the summer.
- ÿ Morning meeting between the businesses and the Mayor is scheduled for this Thursday morning at 9am. Dalia encouraged businesses to attend especially in light of the concerns that some business owners raised about the planning of the chili cook-off event.
- ÿ Chili cook-off: Members discussed the recent controversy over the location of the chili cook-off. Joanne Sapp, owner of Déjà Vu, stated that an event should not be held if it negatively impacts even a single business in town. Additionally, Dalia stated that the event should not be held if proceeds go to support an out-of-town organization such as the Damascus Boy Scouts. Proceeds from the event for the past two years have gone to support the Damascus Boy Scouts. It was noted that the Damascus Boy Scouts have rights to the sanctioned event, so for MAMSA to host the event in Mount Airy, we are required to work with them. Otherwise the

Damascus Boy Scouts would have to find another location and Mount Airy would miss out on the opportunity to host this nationally sanctioned event. Further discussed ensued regarding Kelly's role as Main St. Manager in communicating events such as the chili cook-off to the businesses. In the future MAMSA, including the promotion committee and the Main St. Manager, need to be more proactive in working with the local businesses to notify them well in advance of planned activities so that the businesses can choose to participate in the planning process. Regarding business interest and participation, it was noted that of the 15 local businesses from all over town that were approached to participate in the chili challenge, only 4 chose to participate. Discussion continued regarding concerns about divisions within MAMSA leading up to the cook-off event with regard to last minute requests to move the location.

- ÿ Citizens for a Green Mt. Airy: Tim Richards reported on an initiative to have an organic food co-op set up in town.
- ÿ Thursday June 12th: A representative from Journey Through Hallowed Ground is available to meet with us on 6/12/08. Dalia will provide confirmation on the date.

8. Next Meeting

May 20, 2008 (7:30 pm at Town Hall)

Meeting minutes prepared by John Cherry