

ELLRV-BID, September 17, 2013

Called to order: 8:40 am

Attending: Cari Campbell, Jaymes Salmon, Karen Damskey, Ron Zagha, Mike Morales, Chris Hatanelas, Tim Shea, Jim Allen, Jeff Melodia, Jeff Ginsburg, Royce Morales, Nancy Malone, Chandra Chaikin

Public Comment: Chandra C. promoted two of her events. Cari said she is proud of the Summer Festival increasing the profits by 30% from last year.

Minutes: Karen, Chris 2. Passed unanimously.

Treasurer Report. Deb was absent. Karen asked if Jim had received the quarterly reports that were delinquent, and Jim confirmed that he had. Jim said that the next quarterly is due by the next meeting.

President's Report: Mike M moved that the John Parsons \$500 to scholarship fund. Cari 2, passed unan.

Parking update: Jeff G —no changes with hours yet. Suggested we start with Catalina. No parking study because of cost. Will implement gradually to gauge reaction. Smart meters will be installed. Jeff G.said this implementation has not yet been agendized. Ron encourages everyone to help the City see the value in conducting a parking study to figure out what needs to be done. He thinks proper management of parking will benefit everyone, and suggested it's not good business sense to spend a lot of money without knowing what to do.

Travel host ad. Ellen said ad has already been submitted to the graphic designer. Mike M. asked that it be sent to the Board.

Tim Shea said that he needs designs from us for signs. Suggested Ellen contact the Transit Dept. Jeff M. has started discussing the sign with the Visitor's Bureau. Wants a sign that will promote areas other than the Village. Ellen said that it didn't make sense for the Village to pay for the shuttle, then have a sign directing them to go somewhere else. Cari agreed. Mike M suggested a committee to discuss it. Chris, Cari volunteered to be on that committee.

Jim Allen formally requests that the July – Sept quarterly report be presented at the next board meeting so that he can receive them in time. Karen suggested we start working on that now. Ellen said that she would send Deb an email to alert her so that she can have time to prepare the report.

Hotel Shuttle: Karen has gotten business off of it. Good feedback, everyone likes it.

Sidewalk Sale: Weekend of Sept 28-29. Posters are being distributed. Mike W suggested using A-frames, like they do at the Festival. Ellen will also send out an email blast to everyone.

Halloween: 4-6 pm, Thursday, Oct. 31

Holiday Stroll: Comm meeting next week , before meeting with City. Next Thursday, 6 pm at Sacks.

Farmers Market: Once a month, Lee will turn in report and invoice to Deb M. Mike W. said we need current report with proceeds. Mike W. suggested sending email to all BID members to remind them of market on Friday. "1st Friday, go to the Market and buy something. "

Elections: Karen made a motion that we send out letter and email to BID members to advise of the election. Letter and email should go out by Sept 30, names need to be submitted by Oct. 15. elections held at the meeting in November, on Thursday, November 21. Board positions will be decided that night by the newly elected members. Mike W 2. Incoming board will begin their terms in January. Cari, Chris, Mike W, Karen volunteered to be on the election committee.

Mike M introduced Jaymes from Opus Bank. Opening Dec. 16.