

RVA meeting
Tuesday, June 17th 2014.
8:30 am

Henneseys tavern

Members in attendance: Cari Campbell-Oberholzer, Mike Ward, Brian Diederich, Chris Hataneles, Karen Damskey, Ron Zagha, Terry McGaughey, Lori Richards, Jeff Melodia, Mike Morales.

Guests: Jim Allen from the city, Ellen Engelke-Marketing Director, James Salmon (Opus Bank),

8:35, Mike Ward called the meeting to order.

Minutes: Karen Moved to approve minutes from May 20th 2014, Brian second Motion Carried

Treasurers Report: Karen mentioned we got the check from the city approx 72K Bid account has approx 92k RVA has Appox. 7K . Marketing and ellen is Still outstanding. Summer fest should be coming in soon as well. Cari motion to receive and file, chris second. Motion passed.

VR Productions contract: Teri mentioned that there are a few changes to the contract that the city still needs to approve. Mike mentioned that the RVA will get approx 40k from the summer fest event. Farmers market contract stands. Jeff Melodia Motioned, Cari second to approve the summer fest contract contingent upon the approval of the indemnification needed by the City. Motion Passed

Web and Facebook, Cari stated that the Facebook is outdated. Jeff Mentioned that Brian and Jeff needs to be admin on Facebook. Brian and Jeff will present protocalls for facebook. **Twitter,** Brian started a village Twitter account with a unique email. Brian mentioned that for \$2500, they will enhance the entire web site. Ron raised concerned that the brand look of the village will not be changed. Ron motioned that the committee be free to continue, (hey are currently picking Eclair omnimedia , <http://www.eclair.com>, to be contracted to enhance the website), Lori Richards second. Jeff asked if it will be mobile friendly, Brian stated it will. Discussion on content continued... no vote for motion..

Folding map, Ellen mentioned it will be folded to a credit card size. Ron explained his view on the benefits of having Terranea as a co-sponsor, much discussion followed. **Chris motioned and lori second that we have a special meeting to be held next Tuesday June 24th. The recommendation to be emailed to the board members for discussion and voting before the next regular board meeting. Motion Passes**

Tasty Tuesdays. Ellen mentioned that it is started and the marketing has begun. Ellen will continue to enhance the event, mike stated that many restaurants currently offer specials on Tuesday.

Email Mailing list: in progress. Jeff asked for copies of the bid list. Board members. Mixer at local 90 Tuesday July 8th. Karen mentioned that we should not just have the mixers at a restaurant and that Thursdays are better.

Access Magazine Proposal. Ellen presented the proposal. Due to the short time for decision, proposal tabled. Discussion to be had if we have at least 30 days to decide.

Third Thursdays: Mike presented the proposal for third Thursdays. 26 business are currently participating. With volunteer entertainment. Funding is done currently by participating business currently \$20.00 per month. Karen asked why it wasn't organized by the RVA, Mike Morales took it upon himself to help expand and organizing it.

Beautification: Jeff mentioned that he will get a copy of the cities strategic plan recently voted upon. Karen asked what is happening with the progress of the sidewalk, Jeff will ask Councilman Ginsberg. Ron mentioned that there are 3 power poles that are not functional. The photo cells need to be replaced and the city is aware of it.

Lori asked where the best place to invite business who want to get involved. Several members stated that it might be best to bring them to the mixers.

10:05 Jeff Motioned to adjourn, Chris second Meeting Adjourned