

BELMONT MAIN STREET

Board Meeting Minutes
Belmont Police Department Training Room
October 8, 2014

Board Members present:

<input checked="" type="checkbox"/> John Church	<input checked="" type="checkbox"/> Jonathan Taylor	<input checked="" type="checkbox"/> Christina Moose
<input type="checkbox"/> Vince Hill	<input checked="" type="checkbox"/> Julie Seligman	<input checked="" type="checkbox"/> Martha Stowe
<input checked="" type="checkbox"/> Ryan Schrift	<input checked="" type="checkbox"/> Adrian Miller	<input checked="" type="checkbox"/> Ted Hall
<input type="checkbox"/> Rob Pressley		

Staff present: Reba Edwards, Downtown Director, Shelley DeHart, Planner.

Meeting called to order at 5:30 p.m.

1. Adoption of the minutes of September 10, 2014. Martha Stowe motioned to approve as written. Christina Moose second the motion. Unanimous approval.
2. Chair Taylor added this agenda item- Election of a vice chair for the board. The board discussed the importance of the position and the need to fill the seat. Martha Stowe nominated Ryan Schrift as vice chair. Ted Hall second the motion. Unanimous approval.
3. Committee Members: the committee chairs provided a report on the status of their committees.
 - a. Christina Moose, Promotion Committee Chair, provided an overview of the various events her committee is working on. They include: Shop Small Saturday, Christmas parade, Christmas Village. Adrian Miller asked if her committee will be doing the coordination between the various groups- such as the Chamber. Cristina replied, yes. The board discussed event calendars, how to coordinate and promote them.
 - b. Johnathan Taylor, Design Committee Chair, provided an overview of work and persons contacted to assist. The board discussed the promotion of public art, and wayfinding signs within the main street district.
 - c. John Church, Economic Restructuring Committee Chair, discussed his work on Chronicle Hall as a catalyst for jobs and marketing of the area. He indicated he has a couple of members on his team. The board reviewed the strategies items and due dates. Reba Edwards and Adrian Miller explained the work done

to date such as surveys, business inventory and website development. The date for strategy 1- surveys is due January 31, 2015 and strategy 5- economic development plan is due by February 28, 2015. Ted Hall discussed Chamber related programs focused on active living. Julie Seligman spoke about foundations and wellness programs supporting runs and marathons. City should consider purchasing a Belmont marathon kit. These types of events bring in more people. Average race cost from start to finish is \$5,000.

- d. Julie Seligman, Organization Committee Chair, discussed volunteers and the use of google docs. Reba Edwards explained she has a link on the Main Street webpage. Alternative methods of volunteer solicitations were discussed because not everyone has access to internet. It was suggested that the “mission statement” be painted on rocks around town.
 - e. The board discussed tools and approaches to measuring economic development within the district. What data is available to use within a flyer or guide showcasing the selling points for Belmont. Maybe there should be a webpage dedicated to this information on the website. Other data that should be gathered to set a baseline: traffic counts; sales; pedestrian counts; quarterly sales; and diversity of business type.
4. Bylaws & Articles of Incorporation for 501C3 Status: Reba Edwards shared that the city manager and city attorney are currently reviewing documents. A final draft will be brought back before the board.
 5. Monthly Meeting Schedule: The board discussed moving the regularly scheduled board meeting to the 3rd Monday. Possibly a morning meeting. It was recommended that Tuesday morning also be checked for availability. Reba Edwards will email the board on findings. They also recommended that the meetings be limited to an hour.
 6. The board discussed the future downtown benches and directed Adrian Miller to continue forward on that task.
 7. Adjourn – the board adjourned at 7:00 pm.