



MINUTES

Crescent City Downtown Divas Board of Directors Meeting

6 Degrees of Celebration, 783 3rd Street ~ Crescent City, California 955331

Monday, November 13, 2017 5:45 PM

Cast the Downtown Diva vote for the 2018 Chamber of Commerce BOD election

Call to Order President Gavin-Tygart called the meeting to order at 6:01 PM

Roll Call The following Board Members were present:

President Gavin-Tygart
V. President C. McDonald
Treasurer M. Kime
Secretary Vacant
Member Johnston
Member Clinton
Member H. Kime

ACKNOWLEDGEMENTS None.

CONSENT CALENDAR

On a motion by Member H. Kime, and seconded by Treasurer M. Kime and unanimously carried, the board approved the meeting minutes Minutes from October 17, 2017 and the special meeting minutes from October 23, 2017.

REPORTS/PRESENTATIONS

Financial Reports were received. Ending balance as of 10/31/17 is \$8620.51. Discussion on total amount of hanging flower baskets donation. Treasurer M. Kime will double check and report back on total amount and disbursement regarding hanging flower baskets

PUBLIC COMMENT PERIOD: Public comment is limited to three (3) minutes.

OLD BUSINESS

1. **Farmers Market:**
(a) Final Numbers (M. Kime) President Gavin Tygart and Treasurer M. Kime will complete a final report for year-end. President Gavin Tygart gave brief presentation on financial figures from 2016 and 2017 EBT, market match, and healthcare grant monies which will be included in final report. For 2017, not all grant monies were used. Discussed working with Sunny Baker to better inform folks when they sign people up for benefits.



2.

LFD

(a) Recap from November 3rd

ii) DIC Feedback

As long as LFD is at both ends, President Gavin Tygart needs to be at her shop, so this needs to be considered when scheduling.

ii) Allow vendors to sell their own logo merchandise.

On a motion by President Gavin-Tygart and seconded by Member Kime, and unanimously carried, the board determined that all vendors could sell logo merchandise.

iii) Numbers NO MINUTES PROVIDED

iv) Final numbers LFD/Sea Cruise: Total net profit after expenses is \$1744. 50/50 split to Chamber, final net profit is \$822.28. Treasurer M. Kime to cut check to the Chamber in the amount of \$822.28.

(b) Planning December LFD: Discussed different demographic for December.

i) Parade trophy; Member Clinton will reach out to 2nd Street Gallery to see if there is an artsy option for trophies. If not, Treasurer M. Kime will order through Custom Dezin Graphics. President Gavin Tygart will create FB event specifically for Light Parade and LFD. Treasurer M. Kime reported there will be no children's activities except for face painting at December LFD. Alcohol sales: Divas will sell Schnapps and Fireball for \$3/shot to be added to hot cocoa and spiced cider.

(c) Printing: Posters & Rack Cards

LFD Posters - budget for 8x11 laminated. Treasurer M. Kime will give a count of hotel locations, Member H. Kime will give a number for restaurant locations and employer bulletin boards. Determine at December BOD meeting quantities.

Rack Cards. Total quantity 2100. Include VRBOs when distributing. Initial distribution in January, and follow-up in July to see if more are needed.

Discuss updates to artwork at January strategic planning meeting.

(d) Appreciation reception and date for LFD. Spring Fling

3. Board Business

(a) Conflict of Interest. On a motion by Member Clinton, and seconded by member Johnston, and unanimously carried, the board moved to accept Conflict of Interest with no changes. Members directed to bring signed form to December BOD meeting.

(b) Annual Board Meeting & break out sessions January 5, 2018

Ashland Hills, Hotel & Suites - reservation January 4 - 6th. Divas will pay for one night, inc taxes.



(c) Upcoming Calendar Items

Board Meetings 2018

January 8
February 12
March 12
April 9
May 14
June 11
July 9
August 13
September 10
October 8
November 12
December 10

LFD: it's FF! 2018

February 2
March 2
April 5
May 4
June 1
July 6
August 2
September 7 - Anniversary
October 5
November 2
December 6

Farmers Market 2018

Opening Day:
May 30 or June 6

Ending Day
October 31??

NEW BUSINESS

4. **LFD**

(a) Finalize updated poster and rack card design and printing quantity in December for one large print and distribution in January 2018.

(b) Use strategic planning meeting to finalize map and design ideas.

(c) Other:

President Gavin Tygart will send "thinking of you" card to Beach Bumz Cantina family.
President Gavin Tygart working on year-end survey and thank you for FM vendors.
Strategic Planning in Meeting and break-out sessions in January will be a sharing of ideas that will later be brought to the regular January BOD Meeting January 15, 2018 for final discussion and approval

ADJOURNMENT

Being no further business before the board , the meeting was adjourned at 7:15 PM.

Respectfully submitted, President Gavin-Tygart January 15, 2018

Mission: The Crescent City Downtown Divas are a grassroots, 501 (c) 3 nonprofit organization, sharing a vision about our Downtown. We are committed to building a positive force by promoting our Downtown as a vibrant destination for residents and visitors to gather, shop, work and enjoy.