



MINUTES

Crescent City Downtown Divas Board of Directors Meeting

6 Degrees of Celebration 783 3rd Street ~ Crescent City, California 95531

The Crescent City Downtown Divas are a grassroots 501 © 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. The Crescent City Downtown Divas have taken on the task of re-energizing and revitalizing Downtown Crescent City through beautification projects, long term improvements, and Community Family events, such as Live from Downtown: it's First Friday and our Downtown Crescent City Farmers & Artisans Market.

Monday, July 9, 2018 5:45 PM

Call to Order Meeting was called to order at 5:45 PM.

Roll Call

- ★ President Gavin-Tygart
- ★ V. President C. McDonald joined at 5:52 PM
- ★ Treasurer M. Kime
- ★ Secretary Clinton
- ★ Member Johnston
- ★ Member H. Kime

Cathleen Lamb, Advertising representative, Del Norte TriPLICATE

ACKNOWLEDGEMENTS

CONSENT CALENDAR

On a motion by Treasurer M. Kime, seconded by Member Johnston and unanimously carried, the board approved the meeting minutes of June 11, 2018

REPORTS/PRESENTATIONS

Financial Report: Treasurer M. Kime, May 31, 2018, ending balance \$10,491.57.

Marketing Presentation: Cathleen Lamb, Advertising Representative with the Del Norte TriPLICATE presented a proposal for monthly full page, full color ad promoting LFD which would publish in the TriPLICATE and the Pilot, the Saturday before the event. This includes 12 color sponsor ads (\$75 each) plus one larger main sponsor ad. (\$205.00)

Cathleen will work with Treasurer M. Kime to obtain artwork and graphics. Cathleen will work with President Gavin-Tygart on the layout, copy, etc., and President Gavin-Tygart will present to the Board for final approval. Additional ideas include using an ad space to promote Farmers Market, include the Downtown Diva's mission statement, contact information, etc. Deadline for approval is the Thursday the week before publication on Saturday.

LEADS Training: Treasurer M. Kime gave report on LEADS training and the importance of completing training for anyone selling and/or serving alcohol.



NEW BUSINESS:

1. MARKETING LFD:

On a motion was made by President Gavin-Tygart, seconded by Treasurer M. Kime and unanimously carried to accept the proposal made by Cathleen Lamb, and the first month feature our mission statement in the larger sponsor ad in the amount of \$205.00.

2. FARMERS MARKET CO-OP VENDORS:

On a motion by Secretary Clinton, seconded by Member H. Kime and unanimously carried, the Board will purchase a City Business License to be used for the Backyard Farmers Co-op at FM.

3. WINE & WHINE:

Continue volunteer recruitment efforts with monthly event.

On a motion by Member H. Kime, second by Secretary Clinton and unanimously carried, a budget of not more than \$40 will be spent for food for Wine, Whine and a little Work.

Diva in charge of providing food each month can either obtain Diva debit card or purchase food and provide a reimbursement form and receipts.

July 18 - Heidi

August - Mel

September - Sydney

October - to be assigned

No November

December - to be assigned. Possible Christmas party for volunteers and others.

UPDATES:

Farmers Market.

Looking at financials, Projecting funding numbers, and considering, ending POP Club September 12 or 19 because school is back in session, weather, etc. President Gavin-Tygart working with Sunny Baker on final ending date.

Market is now WIC approved. At this time Ocean Air is the only WIC approved farmer. Following same procedures/protocol as Open Door Clinic vouchers.

National Root Beer Float Day is August 6th. Sydney will follow-up with Port o'Pints to see if they would like to bring Root Beer Float to FM on Wednesday, August 8, 2018.



Live From Downtown: it's First Friday!

President Gavin-Tygart spoke with the Department of Agriculture about about having a table at FM and/or LFD for dogs, information, improvements, shelter, craft for kids. Because FM is not dog-friendly, Gavin-Tygart suggested working with them for an August LFD event focusing on dogs.

During the outdoor busy season, it was decided there needs to be a minimum of 4 Security Volunteers. It was decided to make two shifts as a way of making it easier to recruit volunteers. Security Volunteers shifts: 1st Shift 5:30-6:30, 2nd Shift 6:30-7:30. All Divas should be working to obtain security volunteers each month and give contact info to D.I.C.

Member Kime with talk to City Manager Eric Weir regarding modifying TUPP signage to include No Alcohol Past this Point on one side.

Discussed the problems created by the Reeflors band. Billie and Connie will talk with the owner of Tat 'n Glass and share the problems which have been happening since last December's Christmas Parade. They have been asked to turn down the volume and refuse, therefore interfering with other musicians, businesses and vendors. The problems are creating our inability to expand the event down H to Second. Sheri will once again reach out to the band. There was an idea to place them at Enoteca's back patio. Sheri will follow-up.

Discussed some type of seating and/or tall tables where people could more easily eat and drink during the event. It was decided to ask our business contacts if they would be willing to put tables and/or chairs outside their business during LFD.

Add to DIC checklist:

- Make sure square and device are charged and working prior to LFD starting.
- Square password

Treasurer M. Kime has a thank you letter to be used for all financial donations either in-kind or cash. Provide donor information to her and she will complete the letter to be mailed or hand-delivered. Connie is working on getting the letters hand-delivered to the paint party raffle donors.

October LFD/Sea Cruise - Spence Brothers will be playing. Confirm Times.

August LFD planning meeting 8:30AM 7/13 at Library.

ADJOURNMENT

Being no further business before the board, the meeting was adjourned at 8:00 PM.

Respectfully submitted, Secretary Clinton
September 15, 2018