

DOWNTOWN *Divas*

MINUTES

Crescent City Downtown Divas Board of Directors Meeting

State Farm Insurance
1080 Mason Mall
Crescent City, California 95531

Monday, November 7, 2016 6:00 PM

Call to Order The meeting was called to order at 6:01 PM

Roll Call All board members were present

- ★ President McKeown
- ★ V. President H. Kime
- ★ Treasurer M. Kime
- ★ Secretary Gavin-Tygart
- ★ Member Johnston
- ★ Member McDonald
- ★ Member Clinton

ACKNOWLEDGEMENTS None

CONSENT CALENDAR None

REPORTS/PRESENTATIONS

Financial Report: Current balance \$7496.04.

Farmers Market income: \$3544.00, \$16.00 donations, \$359.23 expenses, final total \$3200.77 Secretary Gavin-Tygart reminded the board that the Food Council was instrumental in partnering with us and our marketing expenses this year.

Live From Downtown income: November numbers weren't in yet, but to date \$1355.49 income after all startup and marketing expenses, for the first 3 events.

DOWNTOWN Divas

COMMUNICATIONS

PUBLIC COMMENT PERIOD Any member of the audience is invited to address the Board on any matter that is within the jurisdiction of the Crescent City Downtown Divas. Comments of public interest or on matters appearing on the agenda are accepted. Note, however, that the Board is not able to undertake extended discussion or act on non-agendized items. After receiving recognition from the President of the Board, please state your name for the record. Public comment is limited to three (3) minutes.

No public comment.

NEW BUSINESS

1. Setting Board meetings: December 2016 - December 2017

On a motion by Member Clinton and seconded by V. President H. Kime, and unanimously carried, regularly scheduled board meetings will commence the second Monday of every month.

2. **Farmers Market 2016 wrap up**
 - a) survey results
 - b) location discussion
 - c) paperwork updated
 - d) new vendor rules
 - e) other

Discussion ensued about our first market season. Mostly good feedback. Lots of rules to clean up and regulate. Farmers market will be put on the February agenda for in-depth discussion and planning.

3. **Live From Downtown: it's First Friday**

- a. Monthly Planning.
Regularly scheduled meetings and check ins.

Member Clinton will keep us on a meeting timeline each LFD.

- b. Closing the Street(s)

Secretary Gavin-Tygart thinks we can enlist the Explorers to help close the streets (only) prior to alcohol being served so there is no conflict. She has reached out to Sheriff Apperson and will report back at the January 6 planning session.

DOWNTOWN *Divas*

c. Committee & Job Descriptions DRAFT:

i. Map/handout

Committees email their input by deadline date. To be emailed to Diva account, Sydney and Mel. Mel will email out a final DRAFT for Diva input, and then print by Tuesday for distribution prior to LFD.

Member M. Kime passed out examples of what she needed from each committee head.

ii. Music

In charge of Musicians and placement. Coordinates with Business Committee when needed.

iii. Art

In charge of Artisans and placement.
Coordinates with Business Committee on artist placement when needed.

iv. Businesses

Communicates with **every** business downtown ,every LFD, to inquire about participation and to provide info about the event (i.e. street closure, etc.). Works with Logistics for updated letter as needed (sometimes each month as the street closures change)

v. Food & Beverage vendors

In charge of contacting vendors and coordinating placement. based on event. Coordinates ABC paperwork and sign off from Police & City manager. Coordinates street closure with Logistics, barricades from City. Works with Logistics to provide information and need for each month. Sets up Diva alcohol station.

vi. Volunteers

Coordinates volunteers each month as needed for security, and other volunteer positions. Checks volunteers in at Diva table and provides Diva Dollars, water. . . etc.

3 levels of volunteers

1: we need 45 minutes of street closure help, until our security checks in and can come man the barricades

2: we need security at designated areas

DOWNTOWN *Divas*

3: we need volunteers to help out at various things. i.e. Daly's building, Christmas tree, other LFD themes we plan.

vii. Logistics
Coordinates with all committees, works with Mel to cross check all participants for map.. Street closure sign placement and retrieval. Set up Diva check in booth

d. Set Up/ coordinating those showing up
Logistics

e. Branding - consistency is important
Live from Downtown: it's First Friday!
when shortening, use: Live from Downtown

f. Budget
i. Creating a monthly budget
1. printing
2. alcohol
3. theme
4. other
5. Branding/advertising

On a motion by Vice President H. Kime and seconded by board member Clinton seconded, and unanimously carried, the Downtown Divas approved canceling the January 6 LFD, and will instead meet as a group from 9 - 5 to plan all LFD for the year, with a monthly budget of \$150 printing, \$400 for alcohol, \$75 for themes (as needed) and \$100 for marketing.

4. LFD 11/4/16 wrap up

Discussion ensued that the first winter LFD went well. Definitely will need 2 alcohol dispensing points to draw people back and forth. The turn out was ok, weather was good.

DOWNTOWN *Divas*

5. LFD 12/2/16 planning
 - a. Street Closure
 - b. Tree Lighting
Santa
LRT
 - c. Music:
Madrigals
 - d. Food/Beverage
 - e. Businesses
 - f. Artists
 - g. Volunteers
 - h. Other

Discussion ensued for December LFD. No street closure, no alcohol because of Community Tree Lighting. Committees reaching out to groups to meeting on November 21st at 5:30 PM at the Daly's Building to map out locations and bring our finalized participants.

ADJOURNMENT

Being no further business before the board , the meeting was adjourned at 8:33 pm.

Respectfully submitted, Secretary Gavin-Tygart
November 17, 2016

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.