

## April 18<sup>th</sup>, 2017 Rectangle Gallery

### CDA Board Members in Attendance

- President: Teva Youngblood
- Vice President: Jan Nontell
- Secretary: Amanda Hanson
- Treasurer: Lauri O'brien
- Merchant Ambassador: Barb Salewsky
- Member at Large: Tory Graf

### Call to Order

Meeting called to order at 6:04pm

### Approval of Agenda

Jan makes a motion, Lauri seconds, unanimous

### Reading and Approval of Meeting Minutes

Tory makes a motion, Lauri seconds, unanimous

### President's Report

Received a phone call about the ED radio ad

### **George Washington 200 Bank account authorization**

The Centralia Downtown Association (CDA) will serve as the umbrella organization for the Centralia Bi-Centennial project group for a projected time frame of May 1, 2017 through December 31, 2018 for the following purposes:

- a) To authorize the GW200 to establish a checking and/or savings sub-account under the CDA for purpose to receive contributions and other forms of revenue that support the GW200 project, and to expend authorized funds necessary to the project
- b) Authorized designated signors on behalf of the GW200 shall be: Brian Mittge, Chairman; Penny Jo Haney, Treasurer and **Teva Youngblood, CDA President.**
- c) The CDA Secretary, Amanda Hanson shall be the signor of the Umpqua Bank Resolution
- d) Minutes will be signed by the CDA President, Teva Youngblood and attested by the CDA Secretary, Amanda Hanson

### **Treasurer's Report**

98 out of 100 flower baskets sold so far

Membership at 24

Account reconciled

Balance \$68,035.86

(70,035.86 but \$2,000 going to Holly Phelps for Antiquifest)

### **Vice President's Report**

N/A

### **Organization Report**

Organization needs a chair.

The ED job description has been posted on facebook, on craigslist, other job sites, the radio, on the CDA website. The deadline for applications is April 30

Barb makes a motion to post an ad in the Chronicle for it, Lauri seconds, unanimous.

Monster, Indeed, Worksource, LinkedIn, Career Center at the Centralia College, send to St. Martins, and Evergreen.

Tory makes a motion that we budget a \$150 cap for the ED advertisement postings, Jan seconds, unanimous.

### **Promotion Report**

List of planned dates for Movies in the Park, alternating weekends with music in the park, something happening every weekend during the summer.

Working on a mix of more family friendly movies, and non-family friendly.

Purchase of screen for movies, will be paid for by sponsors for the movies.

Get a recurring meeting scheduled for the committee associated for it.

Tory will be sending out a marketing strategy for the year, for our future ED.

Tory is working on redesign of the CDA website, to align with the look and feel of the ad we posted in the NorthWest travel magazine.

Ad in magazine will have a link to the CDA website

RFP boosting; posting the ad at the local Colleges; Evergreen, South Puget Sound, Lower Columbia  
Craigslist ad.

### **Design Report**

Looking for volunteers to help clean up Central Park

Check with local banks and college

Flower Basket dedication

Contact the people that dedicated a basket (Lauri has a list)

Ask them if they would like to say something at the dedication.

Ask them to have a laminated picture of a the person for the basket, 5x7 size

May 9<sup>th</sup> 9:30am

### **Economic Vitality Report**

N/A

### **Merchant Ambassador's Report**

Barb went down to talk to Pioneer West and asked if they had extra baskets.

Pioneer west has 15 extra baskets.

Total poles for flower baskets is 84

Barb wants to make a motion to have the CDA purchase those extra 15, Amanda, unanimous.

**Item's not Associated with the Agenda**

N/A

**Old Businesses**

N/A

**New Businesses**

Jan would like to nominate KristyVrooman to become a member at large, Lauri seconds, unanimous.

Maestro Manager Website, main street website, database, software, \$25 per month.

Teva will resend everyone the website

**Item's not associated with the agenda**

Max: Free bus from the sports hub to the downtown

They need volunteer counters for the 3 different stops

Just Saturdays, not Sundays for the time being.

Next meeting is the 8<sup>th</sup> of May, next workshop is the 15<sup>th</sup> of May

Barb needs a phone number for the Lewis and Clark Building.

**Adjournment**

Amanda make a motion to adjourn, Kristi seconds, unanimous meeting adjourned at 6:55pm.