



January 3rd, 2023 Board meeting minutes

Meeting called to order by Claire at 8:16

In Attendance: Claire, Shannon, Kayla V, Kayla B, Thea, Jessica, Kerry Ann

Membership Update - Kayla V.

After touring businesses, it's become clear we have a lot of work to do to get us looking more professional. We are in the process of managing our membership roster more efficiently. Things like the welcome packet and streamlining membership status via excel and treasury involvement with help this process significantly. We want to eliminate the theory that most businesses don't see the point in joining. Shannon, Kayla V, and Kerry Ann are collaborating to get the right methods in place. P.O. Box access will be transferred to Kerry Ann. Kayla V working on website to be more complete, still in the works, but home page has been updated. Would like to add agenda and board of directors' page, all third Thursday events, and my Gresham app for crime reporting.

Proposed 2023 Budget - Kerry Ann & Claire

Current bank account balance \$11,503.11 still need to reconcile December. Most of this is for tree trimming. Cedar Glen floral bill for \$2,900 for garland is pending.

Shared proposed budget for 2023. It's currently a "dream" budget until we have a better idea of membership dues. Please see attached budget proposal for more info, this will be presented at the general meeting next week. Add sponsorship category under income, advertising/marketing budget, update insurance and event insurance.

Missing Secretary - Can someone step in to do this in the interim? Kayla B will do notes today as well as membership meeting next week. Maybe Ameer from SDF? Minimum requirements are minute taking at general and board meetings, but hopeful for press releases, thank you notes for donors, and newsletter contributions.

Events - Shannon

1. Third Thursday - Chair needed - Can someone fill this position as the point person until it is filled?
2. January's Third Thursday Event-Musician needed for the little theater. We've done a press release for Third Thursday that it has changed to year-round. Please communicate with the board about what you're doing so we can cross promote.
3. My Hero's a Winner - Kayla B. Digital downloads, more defined dates, better communication on where artwork will be posted, getting the criteria to teachers sooner.

4. Halloween - Shannon can you report on who is chairing this Committee - we have Sarah, Bryce and Jami voicing interest in this.
5. Shop Small Saturday - needs a point person: utilize small business coordinator to get support from the city.

Postponed discussion until next month due to time -
Community Enhancement - Thea
Marketing and Social Media - Jessica
Other (Garland update, etc)

Business - Claire

Downtown - Would the Board like to ask the general membership for their feelings on a collective letter on the concerns of increased violence, houselessness, lack of foot patrol, etc? Make sure we are collectively communicating that we denounce the crime and fear of our town because we don't feel it is a dangerous place. We don't want to detour people from coming but a letter of working together overall on downtown Gresham. Formulate this letter prior to the meeting, decide if we just want to submit to city council or if we want it read by a member at the next city council meeting.

Main Street Program Update – Claire

The research is on for us to become a designated Main Street. It's a lengthy application process, which would require us to file an annual report, pay dues, and receive funding opportunities. There are two main tiers of membership: Affiliated vs Designated Main Street. Right now, we are on an affiliated level, currently we don't feel ready to be a designated level but hope to reach that goal in the future. Someone will need to attend the virtual institution meeting and at least one in person meeting per year.

Acknowledgments –

Can someone write thank you letters/cards to our donors for 2022: MEWA and KMO. Kayla B has offered to help with this, and Jess will do a shout out post on social media.

Meeting adjourned at 9:35am