

MINUTES
LDDA BOARD OF DIRECTORS MEETING
FOLLOWING DOWNTOWN CRA ADVISORY BOARD
City Commission Conference Room
February 4, 2010
9:40 a.m.

PRESENT: Ford Heacock, Don Selvage, Janet Tucker, Patricia Hendler, Jim Malless, David Hallock, Joe Mawhinney, Anne Furr, Becky Abel, Karen Kovach, Jim Studiale, Mike Miller, Tamara Sakagawa

ABSENT:

CALL TO ORDER: Ford Heacock, Chairman, called the meeting to order.

FINANCE COMMITTEE:

Request Event Funds:

Jim Doig, Oncology on Canvass – The event is to be held in conjunction with two First Fridays in March and in August 2010. Eli Lily sponsors a traveling art show of works created by cancer survivors and caregivers which will be on display in March. First Friday participants in March will be able to paint on the 100' canvas, which will be cut and displayed at the August First Friday event. Jim requested \$1,000 and 1000 Downtown shopping bags. It was suggested that letters be sent asking Eli Lilly to be a sponsor of the event. **Joe Mawhinney moved on behalf of the Finance Committee to grant \$1,000 from line item 8920.13-Events Subsidy for this event and 1000 of the shopping bags. Motion passed 7-0.**

Gloria Brooke, Spring Obsession – The event is to be held on March 13, 2010 and this will be its 8th year. The request is for \$2,000. This event is thought to be a “mature” event, successful in its mission. Profit from the event will be designated for the purchase of Downtown bike racks. **Joe Mawhinney moved on behalf of the Finance Committee to grant \$2,000 from line item 8920.13-Events Subsidy for this event. Motion passed 7-0.**

The Finance Committee will sit down to discuss event subsidy priorities in the near future.

BREWZ CREWZ \$5,000 EVENT SPONSORSHIP: A total of \$5,000 has already been committed to this event. The DLP would like to purchase specialty tasting cups with the logo for the event on them. If LDDA is billed directly for these items, then no tax would have to be paid. DLP had obtained bids for the cups and found a lowest bid, which was \$2,000 plus shipping. The dollars have already been allocated. **David Hallock moved and Jim Malless seconded the motion that the LDDA ratify and confirm that the cups be obtained from the lowest bidder. This motion would be retroactive to January 28, 2010. Motion passed 7-0.**

BRAND IMPLEMENTATION: Mike Miller of Third Wing reported that his firm obtained quotes for 2500 bumper stickers and 2500 window clings. Sign-A-Rama's quote was the lowest of five quotes: \$750 for the bumper stickers and \$1,175 for the clings. **Patricia Hendler moved and Joe Mawhinney seconded the motion to approve the expenditure for bumper stickers and clings from line item 8920.14-Advertising/Sponsorship/PR. Motion passed 7-0.**

The meeting adjourned at 9:55 a.m.

The next LDDA Board of Directors meeting is scheduled for Thursday, February 18, 2010 from 8:00 to 10:00 a.m. in the City Commission Conference Room.



Ford Heacock, Chairman

2/18/10
Date



Becky Abel, Administrative Assistant

2/18/10
Date