

MAMSA Member Meeting Minutes 6/10/19

- **Approval of April Member Meeting Minutes**
 - Board Members have reviewed the minutes. Pam Reed makes a motion to approve the minutes and Kelly Green seconds that motion. All were in favor.
- **Executive Committee Updates**
 - Collaboration amongst Main Street Business is key for success. To help understand the tools available to achieve this goal, MAMSA invites Main Street business owners to attend a presentation on Connecting and Cross Promoting Businesses. Steve Colella, Carrol County SBDC (Small Business Development Center), will speak at Town Hall on 7/15 (rescheduled from 5/20) at 7pm to offer tips and suggestions to enhance partnership amongst merchants downtown.
 - There is no registration required and all are encouraged to attend.
- **June Election**
 - Kelly Green provided ballots and instructions for the voting process to the members in attendance. The Board of Directions election was held, listing the following candidates on the ballot, all whom have been voted into the Board of Directors for the 2019-2021 fiscal years.
 - Marc Mignogna
 - Lynne Galletti
 - Donnamarie Needle
 - Wendy Rimbey
 - Dan Hozhabri
- **Financial Update**
 - Dick Swanson and Pam Reed report that MAMSA will have approximately \$1000 surplus going into the Chili Cook off, thanks to the support from many local businesses.
- **Committee Updates**
 - Promotions – Pam Reed
 - Cars and Coffee – this event is held on the 4th Sunday of every month from 8-11am and has proven to draw a variety of car connoisseurs. MISC Distillery reported record sales for a Sunday during the May event! Pam will share this success with other Main Street Merchants and encourage them to market to this new audience. This is a great example of the work MAMSA does to support local businesses and draw visitors to downtown.
 - Glow Run – despite the weather, the run was a huge success and a ton of fun! A special thanks to Scott Sirchio who diligently worked to light up the rail yard.
 - Chili Cook-Off – the Hometown Chili Cook-Off is this weekend!. The event is expected to be well attended.
 - Coloring Book – many MAMSA Events are family oriented and Pam Reed suggests exploring a coloring book to hand out to children. She will work to obtain pricing and determine if this is feasible.
 - Design Committee – Wayne Evans
 - Wayne shares that the flowers are starting to grow on the light post near the train station. Keeping the downtown area clean and inviting is key to welcoming new and returning visitors.
 - Organization Committee – Kelly Patrick
 - Membership Renewal - Kelly advises that the Membership renewal plan is underway. The Committee would like to move toward electronic communications for membership and circumvent the cost of paper mailing this year. With the ever growing Facebook audience MAMSA has, the membership drive could be conducted via social media for free. The updated website allows online member registration and payment of dues.

- MML Summer Conference – Kelly Patrick will attend as a MAMSA representative. Kelly asks for the members opinion on a possible table setup idea, showcasing the unique history of Mt Airy; using the train station, tunnel, McKenzie, or any variety of historical pieces related to the rail yard that built this town, and a slogan of “Mt Airy, Always on the Right Track” to represent the history and the economic growth and development that our Town needs. A suggestion to have a little train purchased to run on the table was made as well. This was perceived as a great way to market all our Town has to offer. Kelly Green would also like to add the slogan to MAMSA materials that are distributed at events. Kelly Patrick will partner with Gina to determine space allotment at the MML Table for these ideas.
- Economic Restructuring – Dick Swanson
 - Dick reminds attendees of the Façade Grant available to reimburse up to 50% of costs associated with Façade restoration . Please submit applications as soon as possible for review.
- **Farmer’s Market updates**
 - Alice Settle-Raskin, Market Master, reports the market has been well attended and encourages all to come out on Wednesdays from 3-7.
- **Tour of Possibilities**
 - Donnamarie Needle, tour organizer and EDC Representative, is looking forward to facilitating the tour tomorrow, which has over 50 attendees expected.
- **Upcoming Events**
 - 7/15 at 7pm - Connecting and Cross Promoting Businesses Presentation at Town Hall
 - 7/20 from 10am – 7:30pm – Fun in the Sun Event
 - 10-10:30 Registration for Annual Sidewalk Chalk Competition
 - Teams will have until 1:00 to complete their art
 - Voting held between 1-4 with winners to be announced at 7:30
 - Cardboard Castle registration open from 5-5:30
 - Castle building between 5-7:15, with winners to be announced at 7:30
 - 7/28 from 8-11am – Cars and Coffee in the Municipal Lot
 - 8/19 from 7-8pm – MAMSA Member Meeting, open to all, at Town Hall