

## **MAMSA Member Meeting Minutes –04/15/19**

- **Approval of February Member Meeting Minutes**

- Board Member, Alice Settle-Raskin made a motion to approve the February Member Meeting Minutes. Wayne Evans, MAMSA Vice President, seconded the motion. All were in favor.

- **Executive Committee Updates – Pamela Reed**

- Collaboration amongst Main Street Businesses 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, Carroll County SBDC (Small Business Development Center), will speak at Town Hall on May 20<sup>th</sup> at 7pm to offer tips and suggestions to enhance partnership amongst merchants downtown.

- **Business 360 Presentation**

- Dan Hozhabri and his assistant, Mallory Odorzynski, provided an insightful presentation on the Business 360 program. The basic functionality is similar to that of a 360 virtual tour of an open house. With access directly from google street view, the user can navigate thru your business at their leisure. Business360 also links to your website directly and then uses a “click and move” type of “walking tour” of your business. The “dollhouse views” can showcase the details of your space while providing specifics of all you have to offer.
- Opening the doors virtually builds trust and relationships with potential customers and allows the user to “walk through” your space, view products, and get a feel for the atmosphere, all from the comfort of their own home.
- Visit [business360views.com](http://business360views.com) for more information
- Mention your MAMSA or Chamber membership for a special discounted price!

- **June Election Nominees**

- President Reed encouraged anyone interested in serving as a Board Member to complete the MAMSA Board of Directors Nomination Form by 5/15 and provide an overview of why they would like to serve on the BOD for the upcoming 2 year term.
- There are currently 2 vacant board positions that we are looking to fill and there will be 3 more seats available when the terms cycle in June.
- The following members respectfully submitted their nominations:
  - Marc Mignogna
  - Lynne Galletti
  - Donnamarie Needle
  - Wendy Rimbey
  - Dan Hozhabri

- **Financial Update**

- The Board of Directors will vote on the 2019 and 2020 Fiscal Year Budgets at the BOD Meeting on 5/14.
- Dick and Lynne will be working on a Financial Oversight plan to provide transparency into MAMSA's fiscal responsibility. The goal is to have this completed for the 2019 Fiscal Year (June 2019).

- **Committee Updates**

- **Promotions** – Executive Liaison, Pam Reed, shares the upcoming Glow Run scheduled for 5/18 is gaining attention via FaceBook marketing on the MAMSA page. Planning and preparation for Chili Cook off, scheduled for 6/15, continues in Partnership with 4 County Lions Club.
- **Design** – Committee Chair, Tina Swanson, advises the projected budget items will include planter liners and hanging basket purchases.
- **Organization**- Kelly Patrick, Executive Liaison, reports the Volunteer Fair was a success. Kelly Green and Dick Swanson worked to answer questions for prospective volunteers on how rewarding it is to volunteer with MAMSA. The MAMSA Swag included in the 2019 Fiscal Year budget has arrived. The yellow pens and balloons with the MAMSA logo were a great choice. There are now over 2300 followers on the MAMSA Facebook page!
- **Economic Restructuring** – Dick Swanson, Executive Liaison, urges merchants to take advantage of the façade grants that are available. Over \$50,000 is available for restoration of your historic property. The program offers a 50% reimbursement to restore buildings, repoint brickwork, install signage, etc. The applications are available at Town Hall.

- **MML Announcement**

- Kelly Patrick, MAMSA Secretary, will attend the MML Conference in June. Kelly will work with Gina Campanile and members of the Town Council to gain insight into what makes other Main Streets successful. She will specifically focus on anything that MAMSA could leverage to help support our mission statement.

- **Farmer's Market Updates**

- Access the updated website for info: [www.mountainrymainstreetfarmersmarket.org](http://www.mountainrymainstreetfarmersmarket.org)
- Attend the Garden Party and Official Ribbon Cutting Ceremony on Opening Day, which is right around the corner on 5/15/19

- **Upcoming Events**

- 5/12- Slow Jam
- 5/15 – Farmer's Market Opening Day
  - The Market is every Wed thru September 25<sup>th</sup> from 3-7pm (with the exception of 7/3 as the Market will be closed in observation of the Mt Airy firework celebration)
- 5/15 – MAMSA BOD Nominations are due
- 5/18 – MAMSA Glow Run
- 5/26 – Cars and Coffee, hosted by Chewey's Performance Auto and Concetta's Main Street Bistro from 8-11am in the Municipal Lot
  - This will occur every Sunday
- 6/15 – Hometown Chili Cook off
- 6/17 - Next Member Meeting from 7-8pm at Town Hall
  - The BOD Election will be held at this meeting. Please attend to cast your vote!