

# Lancaster Downtowners Board Meeting

February 9, 2009

## Minutes

**Present:** Rod Houser, Charles Lane, Nancy B. Rogers, Jim Kalish, Mary Lou Higgs, Emily Booker, Ken Nissley, Del Seitz, Joni Soost, Beth Lichty.

**Absent:** Lois Good, Mimi Shapiro

1. **Treasurer's Report**—\$13,400 in Alliance account and \$3,097 in checking account. Charles confirmed his resignation as treasurer and happily participated in the board's resolution that:
  - a. Delbert Seitz is appointed Treasurer, with full authority to sign checks and perform other tasks respecting financial matters of the organization
  - b. In the absence of the Treasurer, Charles Lane shall have authority to sign checks for the organization.Rod will check bylaws for any guidelines relative to mid-term change of officers.
2. **Time for Board Meetings**—New board meeting time is second Wednesday of the month, 11:45 am–1:15 pm
3. **Committee Reports**
  - a. **Membership**—Committee includes Joni, Emily, Rod and Mary Kearns. Letters have been drafted to send to persons on email list who are not members, inviting them to become members. Board members are taking responsibility to add personal notes to persons they know personally. Committee has secured names and addresses from the Pirates Den group and will send letters of invitation. They will also be looking for other name/address lists appropriate for an invitation. Other plans include being a presence at various downtown events with promotional materials.
  - b. **Development Committee**—Emily reported that the committee will be approaching possible funding sources with an appeal to fund specific programs such as strategic planning, developing a volunteer program or sponsoring a special public event. Committee has a list of about ten major corporations that they could approach. Emily has updated our prospectus and "What is Lancaster Downtowner" document. Rod agreed to use these documents and other documents we have prepared to put together a promotional packet that could be used. Next committee meeting will be 9 am, February 18.
  - c. **Program Committee**—Celica Milovanovic has agreed to chair the Program Committee replacing Jim Kalish who has been asking for a replacement. Dr. Ken Brubaker is our next speaker, February 23. A JSID (James Street Improvement District) presentation is scheduled for March. Beth will be in communication with Nancy, Publicity Committee about best ways to publicize events.
  - d. **Publicity Committee**—Nancy distributed a draft of ideas to be included in a trifold. She will continue to work with Bob Ibold to design and print. She suggested that we do in house printing as needed. Jim suggested a mass printing for mass distribution, but consensus of the group that at this time, we should stay with printing smaller numbers as information will likely change.
  - e. **Service Provider Committee**—Ken distributed a draft of a letter that will be sent to service providers inviting them to be on our list and asking them for information about their service and references. Rod will work with Ken and Beth to do a mail merge.
4. **Work Plan Proposal**—Beth reported on a meeting with Shayna Manheim including Rod, Emily and Del that resulted in a proposal from Shayna to facilitate two meetings with six representatives of Lancaster Downtowners to develop a work plan. Beth distributed details of the proposal. Jim questioned the value of the services outlined and suggested alternatives that would serve us better. After discussion, there was consensus and general enthusiasm to accept the proposal and work with Shayna. Rod and Emily will work with Beth on selecting persons from Downtowners to work with Shayna.
5. **Spring General Meeting**—Beth is working with Lisa Riggs of JSID to schedule David Schuyler as keynote speaker at our upcoming spring general meeting.
6. **Signage**—Rod will check with Signarama concerning options and costs for signage in the Alliance window to identify the Lancaster Downtowner office.
7. **Handout Updates**—Rod will review the handout documents that we currently use and update them to include contact information.
8. **Next Meeting**—Wednesday, March 11, 11:45 a.m.

*Recorded by Rod Houser*