

March 10 Board Meeting

**Board members:** Robby Mayes, Anne Sleet, Lisa Bottom, Pete Bottom, Willie Baker, Sylvia Hensley, Heather Caldwell and JulieClay. Junior members: Maddie and Emily Caldwell.

**Absent Board members:** Anne Sleet

Robby Mayes called the meeting to order and offered a prayer.

Convention and Visitor's Bureau Director Jennifer Kirchner and CVB Chair Mark Morgan presented the targeted marketing and future advertising opportunities for CVB to assist Perryville. They said the CVB was in the process of rebranding and Perryville would receive its own branding and tagline. December minutes were reviewed. Julie Clay made a motion to approve the minutes, Anne Sleet seconded, all was in favor and motion passed.

**Financial report:** Approval was waived until April meeting. Financial report presented but not reviewed shows for July 2015 through February 2016, Main Street showed an income of \$29,856 with an income of \$16,133 for the year.

**Economic Restructuring:** was waived until April meeting.

**Organization:** Vicki Goode reported D & M Home improvement will repair the gutters and downspouts along Merchant's Row as weather permits. She provided city council member Dawn Hastings with six HPOs to review in preparation for Perryville's Historic Preservation Ordinance. Vicki is now trained to do the website and monthly newsletter.

**Promotion:** Julie Clay discussed the ad sales for the Commemoration magazine and developed printing specs. We can reprint content from 2002 book. She will contact printers and apply for grants to offset printing costs and will report back to board.

The Snappin' Chaplin Turtle Derby cost \$2,500 and we received a \$2,500 donation to offset costs. Concerns were raised about how to determine winner and the renewal aspect of the contract with GAME. Lisa Bottom made a motion to accept the contract with GAME, Heather Caldwell seconded it. Robby Mayes, Lisa Bottom, Pete Bottom, Willie Baker, Heather Caldwell and JulieClay, Maddie and Emily Caldwell voted yes, Sylvia Hensley voted no. Julie Clay will develop artwork and board needs to be thinking about securing sponsorships for cash prizes of \$1,000 for first place, \$600 for second place and \$400 for third place. Julie will approach Kroger to help us sell the turtles in the Danville and Harrodsburg stores.

Board set 2016 Calendar

May is Preservation month: Highlighting the Johnson-Brinton House and Karrick-Parks House.

July 30 – Food Truck and Turtle Race

Sept. 10 or 24, Lloyd Brummett Memorial Run and Steak dinner (will check with family to see which suits best)

Oct. 7-9 Commemoration

Mon, Oct. 31: Halloween

Dec. 3 Christmas Parade/Spaghetti dinner at last church on tour

Membership Donation Drive: Mass mailings

The next meeting will be April 14, 2016 at 6 p.m. at the Main Street offices