

Summerville Dream Board Meeting Minutes

Meeting Date: Thursday, February 28, 2019

Members Present: Chair Rhonda Moore, Vice Chair Anthony Weston, Immediate Past Chair Jon Franko, Tom Hart, Amanda Leviner, Rita Berry (ex officio), Brad Mallett (ex officio), Madelyn Robinson (ex officio)

Guests Present: Katie DePoppe, Pat Raynor

Staff Present: Michael Lisle, Molly Willard

Welcome / Call to Order

The meeting was called to order at 12:05PM by Chair Rhonda Moore.

Approval of Consent Agenda

Motion: Jon Franko
Second: Tom Hart
Discussion: None
Vote: Unanimous approval

Committee Reports

Michael Lisle provided the Board with updates on the work of each of the four Main Street committees. A summary of each report follows.

Design—The Design Committee continues to meet monthly. Five façade improvement projects have been completed and grants awarded since the program began in May 2017. Two projects have been approved by the Board of Architectural Review and are underway. Two additional projects are going to be considered at the next BAR meeting in March. The committee will continue to identify opportunities for beautification, enhancement, and tactical urbanism projects to benefit the downtown commercial district.

Economic Vitality—The Economic Vitality Committee is working on a number of projects currently. Most notably, there will be a meeting for downtown property owners on Tuesday, April 2, to discuss issues of interest to them, such as the progress of the Unified Development Ordinance being developed by the Town of Summerville. Additionally, the committee is working on a series of informational seminars for downtown business owners to address topics they have identified as being of interest.

Organization—The Organization Committee continues to work with staff on issues of fundraising and volunteer recruitment. We were pleased to have nearly 100 community partners in FY2018, and to expand our corporate sponsorship by 150% to a total of 5 corporate sponsors. Volunteer recruitment, particularly for events, continues to be an area of emphasis.

Promotion—The Promotion Committee has worked diligently over the past year to ensure that Summerville Dream’s marketing efforts enhance the downtown brand, “Historically Modern.” They are putting together a calendar of downtown events to share with a broader community calendar being maintained by Visit Summerville. In the coming months, the committee will finalize advertising plans for 2019/20.

Old Business

There was no old business to discuss.

New Business

- Board Membership Matters

The Board voted to enter into executive session to discuss several membership matters.

Motion: Jon Franko
Second: Anthony Weston
Discussion: None
Vote: Unanimous approval

The Board entered into executive session at 12:14PM, and returned from executive session at 12:20PM.

Following the executive session, the following motions were made:

Removal of Katie Arrington from the Summerville Dream Board of Directors

Motion: Tom Hart
Second: Anthony Weston
Discussion: Brief procedural discussion
Vote: Unanimous approval

Approval of Katie DePoppe to join the Summerville Dream Board of Directors

Motion: Jon Franko
Second: Tom Hart
Discussion: None
Vote: Unanimous approval

Approval of Pat Raynor to join the Summerville Dream Board of Directors

Motion: Anthony Weston
Second: Tom Hart
Discussion: None
Vote: Unanimous approval

- Strategic Planning Cycle 2.0

Michael led the board in a discussion regarding Dream's upcoming strategic planning cycle. He reminded the Board that the organization works on a two-year cycle, with the first six months of each cycle spent in data collection and analysis to produce a strategic work plan. The work plan is then implemented over an 18-month period. Outcomes are measured, and outcomes data is fed into the data collection/analysis portion of the subsequent planning cycle.

He stressed to the board the importance of every member getting involved, and explained that Dream will need two volunteer teams during the data collection and analysis portion of the cycle. One team will coordinate community-wide visioning meetings, and the other will work on identifying objective data

sources such as census data, population projections, etc. Michael asked each board member to consider where they can best serve during this process, and the board will revisit this topic at future meetings.

- Executive Director's 2018 Evaluation

The Executive Committee of the board completed an annual evaluation on Michael Lisle in February and met with Michael to discuss it on February 14. The evaluation was presented to the full board as an informational item. There were no questions or comments from the board.

- Other items

Brad Mallett, as the representative for Dream's community partners, initiated a conversation about the perception of a disconnect between Dream and some historic district merchants. Discussion among the board ensued, and several board members volunteered to meet with individual merchants to explore this issue more deeply. Board and staff agreed that it is important that Dream identify clear ways to add value for all of our downtown merchants, and that the organization improves its efforts to tell its story both numerically and anecdotally. This topic will be revisited at a future meeting to discuss findings and action steps for improving.

Board Chair's Update

None at this time.

Executive Director's Update

Michael provided a written report for board members, and highlighted two specific items. He announced that Third Thursday was named the Readers' Choice for Best Outdoor Event in the Summerville Journal Scene's recent competition.

He also advised the board that it appears Dream will need to begin the process of finding permanent office space. First Citizens Bank, which has provided Dream with free office space since 2005, has recently advised that they will likely need to use the upstairs office space to accommodate additional bank staff. The initial step will be to remove Dream items from the common attic storage space. This topic will become an agenda item for board discussion at future meetings.

Adjournment

There being no further business to discuss, the meeting was adjourned at 1:10PM.

Motion: Anthony Weston
Second: Tom Hart
Discussion: None
Vote: Unanimous approval

Respectfully submitted,

Michael Lisle
Executive Director