

Minutes of January 2018 Board Meeting

Members present: Jon Franko, Sarah Wiggins, Rhonda Moore, Spencer Lynch (by phone)

Staff present: Michael Lisle

Guests present: None

The meeting was called to order at 5:30pm by Chair Jon Franko.

Consent Agenda

Action Taken: Approval of Consent Agenda.

Motion: Sarah Wiggins

Second: Jon Franko

Result: Approved unanimously

Updates

Third Thursday: A list of dates and tentative themes was presented for board feedback. Discussion ensued. Highlights included conversation around the timing of DREAM's "Author! Author!" event and the idea of bringing in an artificial ice skating rink for a holiday/winter month event. The cost of the rink (\$10,000 for a 3-day weekend, including insurance and staffing) would require one or more sponsors. The suggestion was made that a health and fitness theme could be adopted for a spring month, with yoga and other activities on the square. Moving forward, Fran and Megan from Hanebrink Jewelers will assist Molly with securing food trucks for Third Thursdays.

Joint Committee Meeting: On February 13, DREAM will hold a meeting of all Main Street committees to roll out our 18-month operations plan. The meeting will be held at the Cuthbert Center from 8:30-10:00am.

Property Owners' Meeting: The Economic Vitality committee will hold a meeting for downtown property owners on Thursday, March 29, as part of DREAM's efforts to increase property owner engagement with our organization. The meeting will be the first in a series designed to share DREAM's vision and operations plan with this group.

Annual Partnership Meeting: Michael provided a recap of DREAM's annual partnership meeting, held on January 30 at First National Bank of South Carolina. Approximately 35 individuals attended, representing community partners and other interested parties. At this meeting, an election was held to identify a partner representative to serve in an ex-officio capacity on the DREAM board. Debbie Maccario of Maggie Rose Boutique and Myra Crutchfield of ETC stood for election. The vote ended in a tie. After discussion, the board chose to invite both Debbie and Myra to serve as partner representatives for 2018. Michael will coordinate their board orientation and they will join the board at its February meeting.

Facade grant update: The initial projects are complete, with the installation of the new awning at ETC. Michael will coordinate with property owner Dennis Ashley to schedule a promotional photo. Dennis has generously agreed to return the grant to DREAM to help sustain the program. In addition, the Façade Improvement Committee made several decisions recently regarding the program:

- Retroactive approval of a partial grant to Hanebrink Jewelers for its awning, which was installed less than 90 days before the program officially launched.
- Approval of a grant request from Mark Deitch for awning improvements on his properties at the corner of South Main and Doty. This will also be a partial grant, because the work was completed prior to approval. Subsequently, the program guidelines were updated to clarify that in the future, projects completed prior to approval will not be eligible for grants.
- Approval of a grant request from Anna Malloy for her property at 111 South Main (D'Ann's Beauty Supply). This will be a grant with a maximum reimbursement of \$2,150. Given the current appearance of the building, this has the potential to become a true signature project for our first year. The project has an interesting back story, which Michael has shared with Will Rizzo at Azalea Magazine. They are interested in telling the story, which will help to draw attention to the grant program and our sponsors.

Michael is a member of the Summerville Rotary Club and has submitted a grant proposal requesting \$12,000 for the program. He will reach out to the Town of Summerville about funding they may have available to support the program as well. He will also follow up with Mr. Sign about sandwich boards, window clings, and a prop check for the program so that we are better able to promote it during and after the projects.

Old Business

The board briefly discussed the need to recruit additional members. There is a current vacancy to be filled due to the resignation of Diane Hirsch in November 2017. Additionally, three new members will be recruited for the 2018 slate. Board members offered some suggestions, which Michael will pursue.

New Business

Action Taken: Approval of Anthony Weston as a director for a term of 2018-2020

The board reviewed Mr. Weston's biography and briefly discussed his addition to the board of directors.

Motion: Sarah Wiggins

Second: Rhonda Moore

Result: Approved unanimously

Action Taken: Approval of the Summerville DREAM 2018/19 Operations Plan

The board reviewed the operations plan developed from DREAM's visioning meetings and data analysis.

Motion: Spencer Lynch
Second: Rhonda Moore
Result: Approved unanimously.

Action Taken: Approval of FY2018 budget

The board reviewed the proposed budget for FY2018 and discussed the need for more robust development efforts, including the activation of DREAM's Organization Committee.

Motion: Rhonda Moore
Second: Spencer Lynch
Result: Approved unanimously

Board Meeting Schedule: After some discussion, the board determined that it will meet monthly on the last Wednesday of the month at 5:30pm in the DREAM office.

Executive Director Evaluation: Jon and Sarah will conduct Michael's 2017 evaluation in February. This information will be shared with the board at the February meeting.

Other Items: The local Hospitality and Accommodations Tax committee was finalized at the January Town Council meeting. This group will convene and make its recommendations to Council as quickly as possible, but it may be March before this happens. Michael will continue to monitor and advise the board as events warrant.

The meeting was adjourned at 7:00pm.