



Board of Directors Meeting Minutes

Thursday, May 21, 2015

I. Call to Order

President Tim Anders called the meeting to order at 9:07 am.

II. Roll Call

Tim Anders, Jill Cooper, Chenin Dow, Adam Chant, Steve Eglash, Sharon Giannini, Justin Lane via conference call, Myrle McLernon, Valerie Orcutt, Bob Turner, Sandy Smith

III. Approval of Minutes

Adam Chant moved to approve the board meeting minutes for April 16, 2015. Sharon Giannini seconded the motion, which passed unanimously.

IV. New Business

1. Thunder on the Lot Car Show & Expanded Opportunities

Ron Emard, Chair of Thunder on the Lot (TOTL), presented plans for this year's event and Friday night cruise-in on the BLVD. TOTL will be relocated to Lancaster City Park this year. Participants will assemble for the Friday night cruise-in beginning at 5:30 in the City Hall parking lot. Approximately 3,500 – 4,000 attendees are anticipated, while TOTL itself is expected to attract 18,000 – 20,000. Tim Anders and Sandy Smith are both involved in the Friday night event and can serve as contacts for BLVD businesses who are seeking more information and/or ways to get involved. The road closure for the cruise-in will extend through most of the BLVD, with one block left open at each end. The event will feature stunt riders and music at the Bandstand Stage, as well as a specified burnout area.

Tim Anders encouraged any businesses aware of similar partnership opportunities with other community organizations to bring them to Kat's attention, as serving as host for this type of community event brings new patrons to the BLVD.

V. Continued Business

1. 2015 Budget

Kat Ladniak presented the revised mid-year budget for the board's review and explained the changes that had been made since the previous meeting. Billboard advertising will offer a unique co-branding opportunity in which BLVD businesses can co-sponsor the billboards together with the BLVD Association.

This will market the BLVD as a whole while also showcasing individual businesses patrons can find here, as well as making impactful billboard advertising more accessible to our members.

Bob Turner expressed that the proposed budget was lacking in some areas of advertising that would be beneficial to the BLVD. Specifically, he would like to see approval for two direct mail pieces at \$6,000 each, as well as up to \$5,000 authorized for Google AdWords and social media.

Valerie Orcutt expressed a desire to utilize the banner locations previously authorized for BLVD Association use to help direct patrons on Lancaster Boulevard to BLVD businesses on the side streets. It was discussed whether the Association should fund the full cost or require a buy-in from featured businesses, as the number of banners is insufficient to include all those on the side streets. Kat Ladniak will reach out to those businesses to gauge interest, and \$1,500 will be allocated to purchase the banners.

Chenin Dow stated that previous attempts to do a BLVD shuttle among populations that were expected to be more likely to use such a service than the average Lancaster resident (namely, one for hotel guests and one for seniors in local retirement homes) have been drastically underutilized and not worth the funds spent. Thus, a JetHawks shuttle may not be worthwhile. It was discussed that the funds proposed for this could be better utilized in the areas Bob had proposed.

Chenin Dow moved to approve the mid-year budget with the removal of \$5,000 for the JetHawks shuttle and the addition of \$12,000 for two direct mail pieces, \$5,000 for Google AdWords/social media, and \$1,500 for banners promoting side street businesses. Adam Chant seconded the motion, which passed unanimously.

VI. Reports & Updates

1. Clean & Safe Committee

Committee Member Tim Anders provided a brief update. Myrle McLernon and City Planner Chris Aune are working to identify bicycle rack locations. Three are pending installation, while others will be added as funds allow. A new security firm, Acme Asset Protection, has been hired. They have provided a better price than previous service (as well as all other bidders), while also providing increased services such as a patrol car. In addition, they will provide 24-hour on-call service for non-emergency security concerns to any BLVD business for just \$25 per month. A committee will be formed to move forward with mural installation and repair.

It was asked whether an attorney routinely reviews all BLVD Association contracts before they are signed. None does, and although it was discussed that it would not be a prudent use of funds to have an attorney review every contract and agreement, it would be helpful for a board member with contract experience to do so. As Steve Eglash has extensive experience working with contracts, he agreed to review them on the Association's behalf.

2. City Update

Chenin Dow stated that this is an election year for the BLVD Association Board and related the procedure for elections. The Election Committee (the President, President-Elect, and a third person appointed by the President – either an outgoing board member or, if none is available, any member of the Association) collects and validates applications for the board. The timeline is as follows:

- **August:** At the general meeting, the Election Committee will accept nominations for the board. At the August board meeting, they will present these candidates (as well as any the committee itself chooses to nominate) to the board, and take any additional nominations from board members.
- **September:** The ballot will be sent out; members will have 30 days to vote. Ballots will be returned in October.
- **November:** The Election Committee will publicly read and tally the votes at the general meeting, and those selected will take office in January 2016.

The President and President-Elect are not required to run for re-election, as they proceed automatically to the offices of Past President and President. The two seats dedicated to the two largest property owners also do not run for election. The other nine seats will all be up for election.

3. Executive Director's Report

Kat Ladniak stated that she will share recent contracts (particularly the Time Warner Cable and billboard contracts) with Steve Eglash for review.

VII. Adjournment

Tim Anders adjourned the meeting at 10:47 am.