



Board of Directors Meeting Minutes

Thursday, June 18, 2015

I. Call to Order

Past President Jill Cooper called the meeting to order at 9:02 a.m.

II. Roll Call

Shirley Griffiths, Jill Cooper, Erica Allbee, Chenin Dow, Adam Chant, Corey Heimlich for Steve Eglash/InSite Development, Sharon Giannini, Myrle McLernon, Valerie Orcutt, Bob Turner.

III. Approval of Minutes

Myrle McLernon moved to approve the board meeting minutes for May 21, 2015, as well as the special meeting minutes for April 10, 2015. Sharon Giannini seconded the motion, which passed unanimously.

IV. New Business

1. LPAC Lounge Construction Project

City Parks, Recreation and Arts Director Ronda Perez presented plans for a lounge being constructed at the Lancaster Performing Arts Center. The lounge will be a speakeasy-style venue in the west end of LPAC's existing concession area, offering tapas and a full bar. Named "Zelda's 750 West," the lounge is tentatively planned to open on Sept. 16th, opening night for LPAC's 2015-2016 season.

2. Time Warner Cable Advertising Presentation

Mike Jaffe and Sherryl Nelson-Cioffi of Time Warner Cable delivered a presentation regarding the Association's existing cable advertising package and opportunities to make changes. At the contract's outset, Sherryl worked with Kat Ladniak to identify the BLVD Association's target audience. At that time, the target patrons identified were adult women. Mike provided an overview of Time Warner Cable's penetration (approximately 50,000 homes within the Antelope Valley), what networks the Association's commercial is currently being shown on (HGTV, Food Network, Bravo, OWN, and others), and the value of the mobile component of the Association's current advertising package. This mobile package currently generates a click-through rate of 0.48%, compared to the national average of 0.32%. Mike also discussed that the Association can choose to alter its target audience/the stations on which its commercials are playing in order to reach additional demographics.

The board discussed the value of cable advertising for the Association. It was questioned whether the networks utilized and/or the contract amount should be adjusted to achieve better value for the Association's marketing dollars. As the impact of the existing commercials can't be reliably measured, it was decided to utilize a distinctive URL in future commercials in an effort to provide better metrics. In addition, the networks will be changed. Once available, metrics will be provided to the board to revisit the issue.

V. Reports & Updates

1. Clean & Safe Committee

Vice Chair Erica Allbee stated that Acme Asset Protection, the new security company, has been in place for approximately one month. They have been doing an excellent job of being proactive, providing comprehensive reporting, and interacting with patrons. As some business owners have expressed a desire to meet the patrols personally, they have been directed to come door-to-door to introduce themselves and provide information on their \$25 a month, 24/7 security service, which is offered to each individual business as an added value on top of the Association contract.

Chair Myrle McLernon stated that he has worked with the City's Planning Department to identify six initial locations for bike racks. The current annual budget provides funding for 3.

Kat Ladniak stated that mural repair and potential installation of new murals has not yet begun. Potential locations for new murals need to be identified, and once there is a better understanding of how much funding will be needed, the Association will reach out to potential sponsors. The board discussed content for new murals, and it was suggested that any new artwork reflect the diversity and vibrancy of the downtown area.

2. Marketing & Promotions Committee

Bob Turner reported that the committee is working to establish consistent messaging across all advertising. There are different marketing opportunities month to month. Facebook promotions have ramped up, and summer events are being advertised. The Association now has five billboards co-branded with BLVD businesses, with costs shared at a 60/40 split (the greater percentage is paid by the Association). Kat Ladniak stated that the website continues to be updated, and newspaper and cable advertising continues. Bob stated that the committee will pursue Google AdWords, but will wait to do so until the website is optimal. Facebook messages are reaching a good audience, particularly through special promotions that yield substantial "shares." The Association is also advertising on the radio. In late August, the committee will spearhead a special promotion along the lines of "shop and dine," but designed to be inclusive so that a greater number of business types will be involved. In addition, the committee has begun discussing plans for an Oktoberfest promotion.

3. Treasurer's Report

Erica Allbee stated that the Association's financial reporting is on track. Kat Ladniak provided financial statements from the Association's bookkeeper.

4. City Update

Chenin Dow stated that Las Cruces, New Mexico is embarking on a similar downtown redevelopment effort to the BLVD's in 2010. They have reached out to Lancaster to make contact with fellow business owners who can share their experiences. Bob Turner, Shirley Griffiths, Myrle McLernon, Valerie Orcutt, and Erica Allbee volunteered to speak with them.

5. Executive Director's Report

Kat Ladniak stated that she will be working on a BLVD census to determine the number of employees, on-site contact, 24-hour contact, and other pertinent information for all downtown businesses. She has secured the assistance of a volunteer to help with this effort.

VI. Adjournment

Jill Cooper adjourned the meeting at 10:30 a.m.