



Board of Directors Meeting Minutes

Thursday, March 19, 2015

I. Call to Order

President Tim Anders called the meeting to order at 9:05 am.

II. Roll Call

Tim Anders, Shirley Griffiths, Jill Cooper, Erica Allbee, Chenin Dow, Adam Chant, Steve Eglash, Sharon Giannini, Justin Lane, Myrle McLernon, Valerie Orcutt, Bob Turner

III. Approval of Minutes

1. Approve the BLVD Association meeting minutes of February 19, 2015.

Myrle McLernon moved to approve the minutes. Adam Chant seconded the motion, which passed unanimously.

IV. New Business

1. University of Antelope Valley: Electric Run

Marco Johnson of the University of Antelope Valley proposed an Electric Run in the downtown area. The event, to be held on July 18, 2015 from 8:00 pm to midnight, would serve as a fundraiser for the Sandra and Marco Johnson Foundation, which raises funds for a variety of charitable causes in the Antelope Valley. This drug-free, family-oriented event would bring runners downtown to participate in a nighttime 5k illuminated by extravagant light displays. Like Color Me Rad, the Electric Run is organized by an outside organization which funds all event costs. This organization will pay a volunteer fee for all volunteers participating through the Sandra and Marco Johnson Foundation. The Foundation's Color Me Rad event brought approximately 5,000 participants from as far away as Lake Tahoe and San Diego; turnout for this event is expected to be similar, and would attract these participants downtown to patronize BLVD businesses. This event will require a road closure, with closures beginning Friday morning and everything cleaned up and re-opened by Sunday. The Foundation will work with the BLVD Association to give businesses an opportunity to get involved, including potential vendor spaces; a beer garden; sponsorships; and contributing items to participants' swag bags.

Chenin Dow made a motion to support the Electric Run event. Erica Allbee seconded the motion, which passed unanimously.

2. ArtWalk

Douglas Wade of the Artist Matrix presented a revised plan for the ArtWalk, as the Lancaster Museum of Art and History (MOAH) is no longer involved. The Artist Matrix is working to establish a Code of Conduct for artists which establishes the parameters for space permitted, the role of the business, and the role of the artist. Participating businesses will be able to review artwork online prior to the event and select an artist they'd like to work with. The business and artist would then connect prior to the event to discuss the display space and other details. Another volunteer, Gary, will serve as a Grievance Coordinator to address any issues that may arise between the business and artist in an effort to make the experience as seamless and easy as possible for the businesses. The organization will continue to flesh out the details and communicate with Executive Director Kat Ladniak as the first event date, April 9th, approaches.

3. CREATE Festival

JoDee Luna of the Lancaster School District presented information on the District's second annual CREATE Festival. Sponsored in part by the Lancaster Educational Foundation, this event will once again feature a variety of student art in conjunction with the weekly farmers' market on May 28th. The Festival will include static art in the Lancaster Performing Arts Center (LPAC) lobby, live performances in front of LPAC and BeX, and more. Businesses can participate in this family-friendly event by sponsoring an art activity or booth, as well as hosting their own art-oriented activity or display.

4. BLVD Association Office Lease

Kat Ladniak informed the board that the lease has been executed to establish 647 W. Lancaster Blvd. as the BLVD Association office. Tenant improvements are underway and it is anticipated that the office space will be ready in April. The lease cost is \$1,325 monthly, as previously approved in the annual budget.

5. Use of 2014 Carryover Funds: JetHawks Jerseys

Kat Ladniak requested approval for an expenditure of up to \$12,500 to share with businesses 50-50 in the cost of purchasing co-branded JetHawks jerseys sporting both the JetHawks and BLVD logos. The maximum cost per jersey would be \$25 for up to 1,000 jerseys, depending on how many businesses participate and how many jerseys they request. It was suggested that co-branded jerseys were not the financial responsibility of the BLVD Association. A number of board members expressed that they would appreciate the opportunity to purchase co-branded jerseys that included their own business logos for themselves and their staff, but that they would pay for it themselves; they do not see this as something the Association should fund on their behalf. Tim Anders moved to reject the proposal to spend \$12,500 for jerseys. Adam Chant seconded the motion, which passed unanimously.

6. Use of 2014 Carryover Funds: Downtown Drivin' Shirts

Kat Ladniak requested approval for an expenditure of \$500 to purchase Downtown Drivin' t-shirts for those who participated in the event during the summer of 2014. It was suggested that there was no need to retroactively supply shirts for participants, as shirts were not offered or promised as part of the registration fee, and the hard costs incurred by the event were greater than the fees collected. Erica Allbee moved to reject the proposal to spend \$500 to

purchase Downtown Drivin' t-shirts. Jill Cooper seconded the motion, which passed unanimously.

V. Continued Business

1. Restaurant & Retail Summit

Tim Anders stated that the group met on Monday to discuss plans for the summit. This event will be an opportunity to rally the troops and get on the same page in terms of coordinated marketing, cross-promotions, customer service, hours, and more. Bob Turner and Krishna Spates will be featured speakers, with the remainder of the event as a guided roundtable discussion.

VI. Reports & Updates

1. Clean & Safe Committee

Chair Myrle McLernon stated that the City is in the process of removing brush cited as a potential public safety concern in the previously completed CPTED walks. One example of success in this regard is the library, where 15-20 people have vacated an area they were utilizing as their home prior to the brush being cleared.

Myrle is working with City Planner Chris Aune regarding bike racks. The committee is also researching murals and associated legal obligations. They are looking to revamp the existing Aerospace Walk of Honor murals, likely in a format that recognizes the same individuals but in a modernized style. Also, three trees have been removed from the center Ramblas. Myrle is researching why and will be meeting with City staff for more information.

Vice Chair Erica Allbee stated that the committee will be terminating the current security service and reviewing other options, including OPSEC and obtaining additional quotes. They are seeking a patrol that will be interactive and convey a very positive, professional image of the BLVD.

2. Marketing & Promotions Committee

Kat Ladniak presented plans for "Dinner and a Movie," which aims to promote the BLVD while also measuring the impact of the Association's newspaper advertising. On April 10th, 11th, 17th, and 18th, for any purchase made at a restaurant, patrons can show their receipt at BLVD Cinemas to receive 2 tickets to the movies (valid for one month). The newspaper insert serves as a ticket to determine the efficacy of that form of advertising.

3. Treasurer's Report

The monthly spending reports were presented.

VII. Adjournment

The meeting was adjourned at 11:05 am.