



Board of Directors Meeting Minutes

Thursday, July 16, 2015

I. Call to Order

President Tim Anders called the meeting to order at 9:08 a.m.

II. Roll Call

Tim Anders, Jill Cooper, Erica Allbee, Chenin Dow, Adam Chant, Amanda Gattenby for Steve Eglash/InSite Development, Justin Lane, Myrle McLernon, Valerie Orcutt, Shandelyn Williams.

III. Approval of Minutes

Adam Chant made a motion to approve the board meeting minutes for June 18, 2015. Myrle McLernon seconded the motion, which passed unanimously.

IV. New Business

1. BLVD JetHawks Game

Executive Director Kat Ladniak proposed an expenditure of \$1,500 for the BLVD Business Owner Mixer at the Lancaster JetHawks game on August 5th. Jill Cooper moved to approve the expenditure. Erica Allbee seconded the motion, which passed unanimously.

V. Reports & Updates

1. Clean & Safe Committee

Chair Myrle McLernon noted that City Planning has approved the locations for the first round of bike racks. A maintenance agreement is still needed. 7-8 racks will be installed. Myrle also advised that the ash cans installed thanks to a grant from Keep America Beautiful should include additional bolts in order to prevent theft and vandalism. Chenin Dow stated that she would share this suggestion with the City's maintenance manager to address the issue.

Vice Chair Erica Allbee stated that Acme Asset Protection is currently on patrol, including a patrol car. They have been very professional and she has received positive feedback from business owners. They are getting more interest in the 24-hour service and would like more businesses to sign up for this unique benefit.

Kat Ladniak reported that MOAH is working with POW! WOW!, a mural festival which will bring approximately 12-16 murals to the BLVD in 2016. While a

portion of the existing budget allotted for mural repair and installation should be kept to support this event, the remainder can be reallocated to other uses.

2. Marketing & Promotions Committee

Kat Ladniak stated that marketing for Terrific Tuesdays is going strong. Businesses are encouraged to participate with their own special offer to attract patrons each Tuesday.

As part of the Association's sponsorship with the JetHawks, we have received a number of tickets. Kat has been using these for promotional giveaways on social media, and has received great responses to each giveaway.

The promotional event "Stay & Play" will be held 8/21 – 8/31. This event encourages patrons who visit one business on the BLVD to visit others by providing a discount or special gift when a receipt from another BLVD business is shown.

The committee is exploring an Oktoberfest event. They are looking into costs. As the event has evolved, it may need a street closure.

3. Treasurer's Report

Kat Ladniak presented financial statements provided by the Association accountant. As a few board members had in-depth questions, Tim Anders requested that the full details and background information be available at future meetings to answer such questions. Jill Cooper, Erica Allbee, and Chenin Dow will meet with Kat and the accountant to go over what is needed prior to the next meeting.

4. City Update

Chenin Dow stated that the business recruitment piece previously commissioned is now complete and available for members' use. Should board members encounter a business that they feel would be a good fit on the BLVD, they are encouraged to use this one-sheet to provide additional information.

Luis Garibay is transferring to another department at the City, and Chenin will be assuming his duties as project manager for Destination Lancaster. She will work to identify new opportunities for partnership between this organization and the Association.

5. Executive Director's Report

Kat Ladniak shared an opportunity for businesses to be part of a digital discount card (like those sold by schools as fundraisers). The buy-in is \$1,000 per business, and the business can change its offer throughout the year. The app is also location-sensitive, so those who have bought the card in another area would receive the discounts for Lancaster when in the city. There is an opportunity for a discount on the buy-in cost if multiple BLVD business opt in and/or the BLVD Association supports the initiative.

Business owners commented that there is no cost to them to be included on the physical discount cards they have participated in previously. Compared with these programs, \$1,000 seems to be somewhat excessive.

Kat shared the following information:

- A BLVD Antelope Valley Press ad won third place in an awards competition by the National Newspaper Association.
- Using funds previously designated for partnership with Destination Lancaster, the Association will be co-hosting a mixer for travel agents as part of a conference organized by American Travel Bureau.
- The BLVD brochure has been updated and copies are available for businesses.
- MOPRO, a website company, has approached Kat about making some changes to the BLVD Association website at a cost of \$5,000. It was discussed that if a significant investment is to be made in website design, perhaps a new website should be created. Kat will obtain at least three quotes, including MOPRO as well as any other web designers board members would like to recommend.

VI. Adjournment

Tim Anders adjourned the meeting at 10:26 a.m.