



MDBA General Membership Meeting

Wednesday, September 23, 2009

8:00 – 9:00 a.m.

Pizza Sam's (102 W. Main Street)

Call to Order at 8:03AM

1. MDBA Board Welcome & Introductions Attendees: Tony Kulick, Mary Jo Lang, Thomas Hunter, Tony DiBenedetto, Wendy High, Denise Hufford, Steve Scherzer, Jon Burroughs, Melinda Elwell, Bo Brines, Don Mashue, Gwen Malone, Marinell Schafer, Jim Hughes
2. Financial Report: There are no new financial updates
3. Committee updates
 - a. Marketing, Mary Shudark: Denise Hufford stated that the last committee meeting covered Pumpkin Fest, Holly Jolly Days, and Meet Your Merchant
 - b. Physical Improvements, Rich Pomeroy - No meeting since last MDBA General Membership meeting
 - c. Business Liaison, Gwen Malone - No meeting since last MDBA General Membership meeting
4. Event Updates
 - a. Summer Sculpture Auction: As a whole, over \$22,000 bid on sculptures
 - b. Cruise 'n Car Show: 20th and best year ever for show with 257 cars participating. The Cruisin car Show committee is in need of new members
 - c. Monday Night Farmers Market: In the process of completing the evaluation which was sent to vendors, merchants, and was included in Hot Stuff.
 - d. Chili & Salsa – September 26: There are 28 chefs participating with over 40 samples of chili and salsa
 - e. Scarecrows on Main St: Will be decorated Oct 1st and 2nd
 - f. Mannequin Night – October 8: Confirmed with Northwood, will be 50th year of event
 - g. Pumpkin Festival - October 22: Denise listed a rundown of events, would like to add a maze to the event
 - h. Santa Parade November 21: Gwen Malone needs volunteers to help with the float
 - i. Santa's Arrival & Courthouse Lighting – December 1
 - j. Breakfast with Santa – December 5
 - k. Holly Jolly Days December 5 & 6 and 12 & 13: Sponsors are needed for horse and carriage rides, possibly rides would be a bit longer
 - l. Deals at the Diamond: To be held Superbowl weekend, Feb 7th.

5. MDBA Board Updates: No new updates
6. New business
 - a. Discussion Downtown website coupon opportunity
 - b. Member requests of Items for discussion of the board at the next board meeting
 - c. Downtown Billboards-have become too expensive
 - d. Montage
 - e. Radio Advertising – Steve Scherzer from Citadel Broadcasting Company discussed broadcast and website advertising options from Citadel. He told the members about Citadel’s market share and that the website has been getting over 700,000 hits per month. Following discussion the topic was referred to the marketing committee to develop a specific proposal to bring back to the full MDBA. Steve was invited to attend the marketing committee meeting in October to help develop the proposal.
7. Adjourn – The meeting adjourned at 9:11 am