

**MDBA Board Meeting Minutes**  
**November 11, 2010**  
**Pizza Sam's**  
**9:00 a.m.**

Board Members:

<u>X</u> Patty Aspin, President	<u>X</u> Mary Shudark, Vice President
<u>X</u> Joanne Wessel, Treasurer	<u>  </u> Melinda Elwell, Secretary (maternity leave)
<u>X</u> Lauri Ireland	<u>  </u> Jim Hughes
<u>X</u> Gwen Malone	<u>X</u> Dave Gray
<u>X</u> Adam Larkin	<u>X</u> Jerry Davis
<u>X</u> Selina Tisdale, DDA Dir	<u>X</u> Scott Coyer

Call to order 9:05 a.m.

Congratulations to Melinda Elwell and her family welcoming their new baby girl. Coyer Candle will deliver a gift basket on behalf of the MDBA.

A motion to approve the October MDBA minutes was made by Mary Shudark and seconded by Scott Coyer. Minutes were unanimously approved.

A motion to approve the October treasurers report was made by Lauri Ireland and seconded by Dave Gray. Treasurers report was unanimously approved.

- Joanne Wessel will make arrangements to have the \$25,000 belonging to the Jazz Festival placed into an interest bearing account at Chemical Bank.
- Online banking has been established with Chemical Bank.

The MDBA would like to reconsider its candy sponsorship of the Santa House for 2012.

Committee Updates:

- Business Liaison – Gwen Malone – Committee has not met. Walk-throughs for Ways To Wellness and the Midland County Convention and Visitors Bureau office will take place after this meeting.
- Physical Improvements – Has not met
- Marketing Committee –
  - Reported on Holly Jolly Days; Deer Widows weekend and the upcoming Deals at the Diamond.
  - For 2011 the board would like to see marketing dollars prospectively allocated for each event as well as dollars budgeted for general marketing.
  - A process for generating/approving “new events” should be developed to make sure there is enough staff time and budget to allocate to new event ideas. The same should be established with the cancelling of established downtown events.
  - Would like marketing to establish a post-event survey for the MDBA membership to provide feedback on the effectiveness of events on their business (day of) and long-term exposure potential.

New Business:

- Discussed three events being planned by the Creating Cool Committee: Return of “summer solstice,” Taste of Downtown and a winter event. Creating Cool was interested in a potential partnership with the MDBA for the Downtown Art Fair and “summer solstice” event.

Adjourn: 10:34 a.m.

NEXT MEETINGS:

MDBA Board Meeting – December 9, 9 a.m. Pizza Sam’s

MDBA General Membership Meeting – January 26, 2011, 8 a.m. – Pizza Sam’s