

## Monroe Beautification Committee Board

May 16, 2018 at 4:00 pm

### Monroe City Hall

Chair: ex Officio Paul Canter

Board Members Present: Michele Eldridge, Amy Nystrom, Dorothy Brinckerhoff, Liz Doyle, Kathy Smith, Linda Fredricks

Guests Present: Dan Sheets, Floyd Billings, RJ Theofield (Community Development Coordinator)

1. **OPENING:** Call to order

The Board approved the April 18, 2018 minutes.

2. **ADVISORY GROUP REPORTS:**

2.1 **Organization:** RJ provided an update on the Organization AG meeting. The group discussed how to effectively describe and market the group so that people understand the mission of the groups. They will be creating marketing materials that will be helpful for in-person marketing. The group is developing a list of current and potential volunteers. RJ explained the format of the Action Plan each Advisory Group will be using. The group will be using the Transforming Downtown Application as a template for the information needed to be included in the action plan. The Community Calendar is still in the development stages.

2.2 **Promotion:** RJ provided an update on the Promotion AG meeting. The group brainstormed ideas for the name of the festival. The group decided on a recommendation for the name, when, and where. RJ will be meeting with Mike Ripley and Aryeh and Lisa this month for advice on the festival and will report next month to the Advisory Group. The group discussed RJ's report that the Summer Movie @ the Library was going to be very costly due to movie licensing. RJ reported he discussed the welcome baskets with Rick Kissock of the Tri-County Chamber but no action have been taken.

2.3 **Economic Vitality:** RJ reported that the group did not meet due a lack of necessity.

2.4 **Design:** RJ reported that the group will be meeting after the Board meeting at 5:15 PM. The discussion will be largely focused on the Gas Station Property.

3. **ADVISORY GROUP RECOMMENDATIONS:**

**3.1 Organization:**

### 3.1.1 Recommendation:

The Organization Advisory Group (AG) recommends it should brainstorm ideas for the marketing and rebranding of the Monroe Beautification Committee with intention to present a recommendation to alterations to the Committee's name at the June Board meeting.

#### Recommendation's Rationale:

The new Organization AG believes the name "Beautification Committee" does not accurately describe or invoke the spirit of the activities the group wishes to carry out. While discussing volunteer recruitment, the group became to realize when talking to people not already involved our current marketing and branding did not describe the work the group wishes to do. Which is a barrier to the group effectively engaging the community and ultimately hinders the progress of the Committee. Library wants to do an outdoor summer movie on August 1<sup>st</sup> and they need an outdoor screen. The board needs more information on the cost and such.

#### Board's Action

- ?? NEEDS CLARIFICATION

## **3.2 Promotion:**

### 3.2.1 Recommendation:

The Promotion Advisory Group recommends the following details be finalized for the Monroe Festival:

**Event Name:** Vino, Vintage & Victory!

**When:** Saturday, April 27th from 1:00 - 7:00 PM

**Where:** County lot north of the Library (pending approval).

#### Board's Action

- Sent the Event Name recommendation back to the Design Advisory Group for further consideration.
- Approved the Festival date and time
- Approved the Festival location pending approval.

### 3.2.2 Recommendation:

The Promotion Advisory Group recommends the Board should not pursue the Summer Movie @ the Library project at the moment due to the costs associated with licensing the movie.

#### Recommendation' Rationale:

The Monroe Community Library has been informed the current license they utilize to show movies does not extend to “fresh air” so they would be unable to utilize their current movie license to host the event this summer. The costs of purchasing the equipment necessary and the movie licenses will cost an estimated \$1,000 + if we only show 1 to 2 movies a summer.

Board’s Action

- Table the Summer Movie @ the Library unless costs change for some unforeseen reason.

**3.3 Design:**

3.3.1 Recommendation:

The Board allow the Design Advisory Group make a recommendation regarding the Gas Station Property directly to the City Council due to time constraints.

Board’s Action

- Approve the Design Advisory Group to make a recommendation directly to the City Council regarding the Gas Station Property.