

LMSA Board Meeting Minutes

08/21/23

Meeting called to order by Tonia Silva
at 5:10pm

In Attendance

Bob Santana-President (via google meet), Barbara Clark (Lake Co. Arts Council), Michael Froio (City of Lakeport), Tonia Silva-Secretary; Stephanie Powers; Tiffany Landers (via google meet); Jen Richardson
Absent: none

Approval of Agenda

Agenda was reviewed and a motion to approve was made by Barbara C, seconded by Michael, All in favor.

Approval of Minutes from the July 17, 2023 meeting

Minutes were reviewed by each member present, Michael Froio requested one revision in that "Chief" is referred to "Fire Chief". A motion to approve was made by Michael F, seconded by Barbara C, All in favor

Approval of Treasurer's Report

Tiffany read off financial report; each member reviewed; Michael made a motion to approve; Barbara seconded, All in favor

Reports

- I. Events - Kelly unable to attend
- II. Social Media - David unable to attend; report read by Tonia: FB ad (sponsored by Santana's) for the Taste event, will run until day of the event; 1,036 interactions with FB and IG consisting of likes, comments and shares; 47 new page likes; 15.8k people reached on FB along with 2.1k new page visits. 600 people reached on IG along with 82 new page visits and 14 new followers
- III. Arts Council- Barbara Clark- 9-5 the musical at Soper; Christmas Carol auditions - coming soon
- IV. City - Michael - attended Cal Cities Redwood Empire: they oversee new laws proposed by the state and promote the rights of small cities.
- V. Treasurer's report: Tiffany said that she was able to get in touch with Diane Plante who did all the previous years tax returns. She confirmed that the returns were submitted within a 12 month, January to December fiscal year rather than a July to June fiscal year. She will contact the IRS to determine if we need to amend all prior returns.
- VI. Administrative report- Jen Richardson reports that she is manning the 3 email addresses, including events, organizing the incoming emails. Scanning incoming documents. Answering and/or returning phone calls and text messages. She reached out to a long list of potential sponsors via email and will follow up. Each raffle donation at the concerts in the park were gift certificates purchased from our members and included membership applications. She continues to look for suitable office space.

New Business

1. Rebranding

Logo: Tonia proposes we adopt a new logo for LMSA to make a fresh start and promote our new vision. Tonia presented options for LMSA's new logo, members present wrote their names on the ones they preferred, a suggestion was made to put a poll out on LMSA Facebook page to get community input

Mission Statement: Revision was discussed by all present members; new verbiage to read: To Promote and support local business and economic vitality in the Lakeport community. Stephanie made a **motion to approve**, Barbara seconded, motion passed

Vision statement: Discussion by all present members on dropping the word "Downtown" from the statement; Barbara made a **motion to approve** and Stephanie seconded; motion passed

- 2. Change payroll dates:** Tiffany asks for approval to move payroll dates to the 3rd and the 18th to accommodate Jen's needs for payment of rent. Michael makes a **motion to approve** the change, Tiffany seconds the motion, all in favor.
- 3. Annual Report:** Tiffany shares that herself, Bob, and Tonia reported to the city council. Tonia shared the report. The MOU was approved with one change of equal monthly payments rather than a single lump sum in the beginning of the fiscal year. Michael said that he apologized for not notifying Tiffany and Tonia that they needed to have a prepared "report" to present.
- 4. Marketing-deferred**

Old Business

- 1. Sponsors:** Bob Santana; currently 3 wineries, no restaurants, 7 vendors; Ideally 10 restaurants and 10 wineries at least; Bryan Solrou-told Bob to reach out to Helena; Dylan at Wild Diamond Vineyards - reach out to him;
- 2. Board Members:** Tonia presents the "Lakeport Main Street Association Board Member Responsibilities Policy" that is currently on our website. The responsibilities are reviewed including the required 60 volunteer hours per year. The new policy requires board approval. Barbara makes a **motion to approve** the new responsibilities policy, Michael seconds, all in favor. This will be posted on our website.

New board member application was received by Sandra Campos, owner of Fixin it up with Sandra. Tonia reads aloud the application. Michael and Bob express their concerns about Sandra's public voice and how it is often negative towards the City of Lakeport. Everyone agrees that she would bring a lot of energy to the group and that she loves Lakeport and is well loved by locals. It is agreed that she will be invited to the next board meeting and a discussion will be held regarding board expectations with her. Prior to approval, she will be asked to attend 3 board meetings.

Comments/Questions:

- Stephanie shares her experience attending the LEDAC meeting. They discussed the new park and ways to keep it free of the issues that Library Park currently has. They also discussed that local businesses want help with the cost of new signage as the City will begin enforcing restrictions. Lively discussion ensues

regarding the current signs and how they are not visible from the street. Tonia redirects the discussion back to Stephanie for her to finish her update. The other item of discussion at LEDAC was the old Kmart building and what will be placed in the space between Tractor Supply and Marshalls

Next Meeting

Meeting was called back to order after continued logo discussion, Motion to adjourn was made by Tonia and was passed unanimously at 6:44 pm. Next meeting will be held at City Hall on Monday the 18th of September at 5pm.

Lakeport Main Street Association

Board Member Responsibilities Policy

1. Be a member in good standing of the Lakeport Main Street Association (LMSA) for at least one year.
2. Able to perform 60 volunteer hours annually, not including Board meetings.
3. Understand and promote the organization's mission
4. Be familiar with the organization's programs, policies, and operations
5. Have not served on the Board in the previous 4 years and have not resigned from the Board prior to the completion of their term.
6. Attend monthly board meetings and appropriate committee meetings
 - a. Board members should notify the President or Secretary via email or written notice if they are unable to make a meeting and provide any input for the meeting.
 - b. Board members are expected to attend all Board meetings, unless previously excused via notifying the President or Secretary as described in line a.
 - c. Board members who do not attend meetings will be subject to removal if they have two unexcused absences.
 - d. Excused absences will be considered for health issues, religious reasons, or business related reasons.
 - e. Members meeting the conditions defined in "C" will be contacted by the Board President to discuss the problem. The member's response will promptly be shared by the President with the entire Board at the next Board meeting. In that meeting, the board will decide what actions to take regarding the board member's future membership on the Board. If the Board decides to terminate the Board Member's membership, termination will be conducted per the Lakeport Main Street Association ByLaws, article 6 line5.
7. Be an authorized representative of a business in the 95453 zip code or own a business in the 95453 zip code or represent a non-profit in Lake County or be employed by the City of Lakeport.

Adopted by a motion of the Board of Directors on August 21, 2023.