

MINUTES OF BOARD MEETING
OLD DOWNTOWN WINDSOR MERCHANTS ASSOCIATION:

April 18, 2017

BOARD MEMBERS PRESENT: Laurie Shimizu, Lynn Reiter, Mustafa Tolosa

Also In Attendance:

Alyx (Ubeadquitous), Sherry Martin (Lamplite), Mustafa Tolosa (Tolosa Solutions/OnFleek), Greg Cornelius (Century 21), Robert Ramirez (TOW)

1. CALLED TO ORDER: 8:37 am
2. CHANGES TO AGENDA: None
3. APPROVAL OF MINUTES: approved

4. PUBLIC COMMENTS:

New business opening next to OnFleek on McClelland is a cell phone repair store. They will be selling accessories as well.

Yoga Haus is gone.

5. TOWN OF WINDSOR:

6. MISC BUSINESS:

Encourage your neighbors to "Like" our FB page - Merchants on the Green as this will be our conversation page for Merchants only.

Sidewalk Sale does not seem to be received. Other ideas thrown around the table were to make it a shopping event rather than a Sale like in Lodi and Redding. Block Party style.

Discussed making our beer/wine booth stand out if there is to be 3 booths each week. (Since our meeting the TOW has decided not to have the 3rd booth this year and will be discussing having a 3rd booth at another meeting next month).

WWW planning under way. \$175.00 per participating merchant. Robert Ramirez will look into the loan of a few reflector vests.

We still have seats on the Board to be filled.

I have been invited to attend a conference in Oakland "Rediscover Main Street" Friday April 28

Parking lot on the corner of WWR and WR will be voted on at the next Council meeting tomorrow night. We need a representative to speak our approval of this during Citizen Public Comment. Mustafa has agreed to be that person. I urge merchants to stand with him in support or write to the Council members with your points why we need this passed.

Lynn Reiter to submit application for allocation of funds by the TOW for holiday advertising monies for Radio, Print, Digital. Asking for \$20K.

7. TREASURER'S REPORT: Lynn Reiter presented last month's P&L. We currently have \$3620.89

8. CLOSING COMMENTS: None

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9. NEXT MEETING: May 16, 2017 at Windsor Chamber Meeting Room
8:30am

10. ADJOURNMENT: 10:03