

MINUTES OF BOARD MEETING
OLD DOWNTOWN WINDSOR MERCHANTS ASSOCIATION:

May 16, 2017

BOARD MEMBERS PRESENT: Laurie Shimizu, Lynn Reiter, David Culley

Also In Attendance:

Sherry Martin (Lamplite), Robert Ramirez (TOW), Phyllis Zouzounis (TROG),
Dennis Rutkowski (Resident)

1. CALLED TO ORDER: 8:37 am
2. CHANGES TO AGENDA: None
3. APPROVAL OF MINUTES: approved
4. PUBLIC COMMENTS:
5. TOWN OF WINDSOR: Connecting Windsor Workshop Saturday May 20, 2017
10-12 in the Windsor Town Hall Council Chambers. Open to the community.
Tuesday May 30, 2017 6:00 meeting to discuss town's budget and recent
cuts. Merchants need to come and support the budget for marketing Windsor.

6. MISC BUSINESS:

New owner of Atrellis - Jeanne Vallerga
Summer Nights beer/wine booths - 2 booths this year but will discuss 3 at a
future meeting with the Town. All beverages have been donated by Notrevue
Estate Winery and Barrel Brothers Brewery. We may need help in the booth
or at least if people can be on stand by should we come up short one week.
Half Marathon Sunday May 21st. Still working the logistics with the Town
concerning security. If they insist on 4-6 guards we may not host the alcohol
booth this year. Email of Dennis's discussion with ABC forwarded onto Dustin
in Parks & Rec at the Town.

Still need someone to step up and take on responsibilities as Secretary on our
Board.

Rediscover Main Street recap. Interesting to see what other towns are doing
to generate foot traffic, merchant involvement, marketing, etc. It was
obvious those towns with a higher merchant involvement had a better
marketing plan.

Reminder - Resident Appreciation Mixer Thursday May 18th 5-7 at Mark
Shimizu Design

7. MARKETING:

Voted and approved name for downtown as Town Green - Windsor CA
Shared Tice's first draft of our logo design. Comments made about placement

of name and building appearance. Font agreed upon. Changes will be sent on to Tice.

Sherry Martin made a suggestion for our tag line: "For The Love of Windsor"
Lynn shared stats on vehicle traffic flow on Windsor River Rd and the lack of signage directing traffic to the Green area.

8. TREASURER'S REPORT: Lynn Reiter presented last month's P&L. We currently have \$3238.39

9. CLOSING COMMENTS: None

10. NEXT MEETING: Tuesday June 20, 2017 at Windsor Chamber Meeting Room
8:30 am

11. ADJOURNMENT: 9:20