

Minutes for DDA Meeting- April 14, 2008

The meeting was called to order at 7 pm by Chairman Doug Houseworth.

Members Present: Doug Houseworth, Ray Peurasaari, Janel Anderson, Tom Kuchnicki, Genevieve Lloyd, Dan Plasencia arrived late to give the Treasures Report.

Guest Present: Michael Lloyd, Yvonne Collias -WTCM, Jacy McFarland-Petoskey News Review, Jack Zlotow

Ray Peurasaari was introduced as the newest member of our DDA board. Ray and his wife Julie own the Office Shop here in Alanson.

Since 2 of our guest that were present represented advertising opportunities Chairman Doug Houseworth made the recommendation that we discuss the advertising budget first before going thru the remainder of the agenda. It was agreed by all to do so. After much discussion and figuring and refiguring a budget was agreed upon. Tom Kuchnicki made the motion to approve the amended proposed advertising budget for the amount of \$9,605.61 (which was under the budgeted amount approved by our board and the Village Council) Ray Peurasaari seconded, All were in favor, Motion Carried. A copy of this budget is attached to these minutes.

Accept the minutes as presented.

Old Business

- \$ Sponsorship phone calls need to be made. Jack Zlotow, Doug, Janel and Jacy McFarland agreed to meet on April 29 between 1 - 4 pm at Doug's office to make the phone calls.
- \$ Music-Michael reported that all the bands have been booked
- \$ Food Vendors-Janel reported that she had made some contacts and had little response. She was given a book of possible contacts from the Michigan Festivals and Events Association.
- \$ Taste of the North-Genevieve reported that the packet have been mailed, Norma Spade is going to work on follow up phone calls.
- \$ Community Church Service-Letters have been mailed to churches, Pastor Pete from Liberty Baptist church is going to organize it again this year.
- \$ Poster & Buttons-Kevin Becker is willing to dot he buttons again for 25¢ each and would like to start on them ASAP. Tom Kuchnicki made the motion to have Kevin make 3,000 buttons this year. Doug Houseworth 2nded it, All were in favor, Motion Carried.
- \$ We talked about making a poster would like to have Julie at the Office Shop do it. Janel was going to work with Julie and bring back a sample and a quote by next months meeting.
- \$ Committee chairmans responsibilities list are not done yet hope to have them by next month.
- \$ Dance Floor and Stages-Tom Kuchnicki reported that he had not gotten the quotes because we did not decide on the size of the stages. It was decided that the main stage in the big tent be 16' x 24' and in the teen tent 12' x 16' and the dance floor to be 32' x 32'. Tom will bring back quotes next month.
- \$ Web Page listing-Questions have been raised and needed to be clarified. The general consensus was that all business with in the Village should be included as well as business outside the Village limits to Brutus and just before Ponshewaing and to Ginop's tractor sales on US 31.

4. New Business

- \$ I secured the 2nd tent, table & chairs from Taylor Rental. We just need to confirm how many tables and chairs we need.
- \$ Beer Tent set up-Tom K was going to redesign the tent lay out to make it compatible with OSHA guidelines and to allow for better traffic flow within the tent.
- \$ Porta Potty bids- got 2- Indian River Sanitation ended up being cheaper with a \$250 sponsorship-

that price may go down if Village puts a couple potties in the park by the river and we may not need to have as many dumped as often which will bring the price down.

T-shirt Order is as follows

	Quantity	Cost	Total
Small	24	\$4.45	\$106.80
Medium	60	\$4.45	\$267.00
Large	72	\$4.45	\$320.40
X-Large	72	\$4.45	\$320.40
2 X-Large	60	\$5.55	\$333.00
3 X-Large	36	\$5.55	\$199.80
4 X -Large	12	\$5.55	\$66.60
	336		\$1,614.00

Tom K made the motion to authorize the purchase of the amount of t shirts that Genevieve recommended and that we go with the light blue color. Janel 2nd it, All were in favor, Morion Carried.

Need to secure the 2nd beer wagon yet. Genevieve was going to do that before next months meeting.

Genevieve will now focus on the kids activities and the Family Fun Tent this is the last major area we need to focus on.

We do not have anyone to organize the Huck Finn Raft Race yet or any of the other games and activities.

MFEA Seminar May 3 in Traverse City. Tom K made the motion to pay the registration fees for Genevieve and Jacy to attend and that they be given \$50 for gas for a total of \$150. Ray 2nd it, All were in favor, Motion Carried.

A suggestion for an activity that we get one of the marinas to sponsor pontoon boat rides thru the locks into Crooked Lake free to people who have a Festival Button was brought to the boards attention after discussion it was decided that would not be feasible.

Sound systems-Michael shared with the board that he would like to withdraw is bid to provide the sound systems for the music. He did however secure 2 other bids. The bid from Wanderlust Light and Sound Co for the amount of \$4,600 was the lowest over all. Tom K made the motion to accept the bid from Wanderlust Light and Sound Co for the amount of \$4,600 and to see if they would accept a down payment of 25% instead of their request of 50%. Ray 2nd it, All were in favor, Motion Carried.

Food Station-Genevieve made the motion that the DDA man and sell food ourselves in the Beer Tent and the Teen Tent and that this food station also sell the drink tickets. Doug 2nd it, All were in favor, Motion Carried.

Treasures Report- Dan reported that we had the following:

The balance in the checking account is \$10,510.87 and that if all the committed expenses that had to be paid right now we would be short \$4,222.54 if we don't use any of the TIF money. We have \$2,647 of TIF money which is included in the \$10,510.87.

Other Comments Public or Otherwise-

Tom K passed out the Chairmans responsibilities for the Chairperson for the Boat show and informed the board that he did not wish to chair this event. It was suggested that John Tallon be contacted and ask to head this up.

Doug shared that we have to be very certain that there be a big marque out in front of the tent listing the bands and times they will be playing for all to see.

Pay the bills- Tom K made the motion to pay the bills, Ray 2nd it, All were in favor. Motion Carried.

At 8:50 pm Chairman Doug Houseworth adjourned the meeting.

Respectfully Submitted,

Genevieve Lloyd

Secretary for the Alanson DDA

Next Meeting May 12, 2008 7pm at the Town hall.