



Agenda

- I. Welcome**
- II. Call to Order**
- III. Approval of Minutes and Board Report, March 9, 2017**
- IV. Old Business**
 - a. Market Analysis
 - i. Consumer Survey
 1. Online – Now through April 22 (Please Share!)
 - ii. Business Survey
 1. Block Captains – Tuesday, April 17
 - b. Signature Event Ideas
 - i. Partnering with Bicentennial Event
 - ii. Art Walk
 1. Street Signs, T-shirts, Auction
 - iii. Scavenger Hunt
 - c. Volunteer Hours
 - i. Sheet
 - ii. App (*Timesheet, Time-Tracker*)
 - d. Membership Drive Timeline
 - i. Publicly to begin in June
- V. New Business**
 - a. Membership Dues
 - i. Board/Committee Membership Dues by May Board Meeting
 - b. Committee Work Plan Update
 - c. Memorandum of Agreement – Main Street Alabama
 - d. Mission Statement
 - e. Bylaw Revision
 - i. Clarification of Business/Individual Membership
 - ii. Operational Year to be set from June to June
- VI. Executive Director's Report**
 - a. Where to Eat/Where to Shop Postcards
 - b. Internship Update
 - c. Thrive Newsletter
 - d. Potential Business/Property Update
 - e. Committee Meeting Attendance
- VII. Board Committee Reports**
 - a. Organization
 - b. Design
 - i. Window Displays
 - c. Promotion
 - i. Promotional Items
 - d. Economic Vitality
- VIII. Other Business**
 - a. Streetscape Update
 - b. Wetumpka Visit – April 26
 - c. Main Street Now National Conference, , April 30 – May 4
- IX. Announcements**
 - a. Chamber Luncheon, Wednesday, April 19 at 11:30 am
 - b. Arts Fest, April 22, Orr Park
 - c. Bicentennial Events & Announcements
 - i. Bike-A-Thon, April 29
 - d. Next Meeting – Thursday, May 11, 2017 at 8:00 am, Gloco
 - e. Market Analysis Public Presentation, June 28 at 5:30 pm, Parnell Memorial Library
- X. Adjourn**