



# Mount Airy Main Street Association

## Membership Meeting Minutes

Monday, June 15, 2020

**Officers:** President, Kelly M. Patrick; Vice President, R. Wayne Evans; Secretary, Judy Marks; Treasurer, Dick Swanson

Attendees: Alice Settle-Raskin, Judy Marks, Tony Burke (Mt. Airy Messenger), Kelly Green, Lynne Galletti, Kelly Patrick, Diane Kronmeyer, Dave Reagle, Wendy Ribley, Dan Hozhabri, Wayne Evans, Elmer Bailey, Erin Matthews, Deborah Franks-Earls

**Call Meeting to Order** - Executive Committee and audience members introduced themselves.

Kelly Green made a motion to approve the April Meeting minutes; it was seconded by Wayne Evans. Minutes approved.

Kelly Patrick briefly reviewed the Agenda.

**Elections** –Dan Hozhabri gave an overview of the Election process. Voting will begin at 7:45 PM on 6/15 and ballots will be available until 6:00 PM June 16<sup>th</sup>. On June 17, the MAMSA Facebook page and website will be updated with the results. Survey Monkey will send out ballots for voting. Kelly Green added that only one vote per membership is permitted. There are currently no nominations for Secretary. **Later in the meeting** - Dan Hozhabri announced that the voting link was live and walked us through the voting process. Name & email address are required for validation. Four seats are available for the Board of Directors positions. Please vote for no more than 4. Write-ins are accepted. Vote for President, Vice President, Treasurer, there are no candidates for secretary, write-in candidates for open positions are allowed. A question was raised as to whether Survey Monkey would send a confirmation email. Lynne Galletti confirmed that it does not, but it does prohibit anyone from voting more than once. A discussion about the Secretary Position began with a question about the requirements from Deborah. Kelly Patrick said the duties currently include taking notes at MAMSA BOD Meetings and Membership Meetings and then distributing them as appropriate. Deborah agreed to help with minutes and will consider assuming the position formally. Lynne Galletti recommended that the new Secretary take over some of the responsibilities that both Alice Settle-Raskin and Kelly Green handle now to lighten their loads. Everyone agreed. Alice Settle-Raskin and Kelly Green will work on a list of new tasks to move to the new MAMSA Secretary. Tony Burke, from the Messenger, requested the list of winners after the election.

**Event Updates** - Kelly Patrick opened the floor for comments, criticisms, and suggestions relating to May's Virtual Event: Super Saturday. Some comments received previously included

that the event was too long and did not hold the attention of the viewer and that it needed to be marketed better, particularly around giveaways. Erin Matthews suggested shorter segments and more marketing. She also suggested we need to package the idea better to the businesses. She suggested using a plug and play framework from the American Booksellers Association for the merchants to prepare their advertising. She said it has a standard set-up, provides templates, and would make the process easier. Kelly Patrick and Erin will get together to discuss.

Diane Kronmeyer provided positive feedback about the job Ashley did all day as DJ and asked if the winners from the event had been announced. Kelly Patrick will follow up with Gina from Town Hall to see when a formal announcement would be made.

Scavenger Hunt – Kelly Patrick started a discussion about a Scavenger Hunt and/or other ideas to help bring people to downtown Mt. Airy using social distancing since our large events have been cancelled due to COVID-19. She invited ideas from all. Diane Kronmeyer suggested we consider a “story” or “theme” for the hunt. She brought up the idea of working with the Historical Society/Museum to work on perhaps a historic Mt. Airy theme. Using the names on our historic buildings was also mentioned. We will also need to create hashtags#.

Selling t-shirts was a prior suggestion for fundraising. Wayne Evans mentioned that we already have t-shirts we could sell but then reconsidered that the design of the shirt may not be what people would want to purchase/wear. More talk about possibly having a design contest. Diane Kronmeyer asked if we had considered working with a local group that is doing t-shirts with customized messages. No one had considered this option. One suggestion for customized Mt. Airy shirts is using Shop, Dine, Play as part of the message. More discussion is required.

Dan Hozhabri’s idea of having a raffle, perhaps for a bicycle, is something we need to investigate further.

Kelly Patrick asks that any suggestions for social distancing events to bring families downtown or any fundraising ideas be sent to [info@mountairymainstreet.org](mailto:info@mountairymainstreet.org).

**Farmers’ Market Update** – Alice reviewed the list of vendors for this week, including 5 Points Farm, Whispering Breeze Farm, Mommy Magic Cakes, the Dough Whisperer, and more. Wayne Evans commented on the good crowds; and that everyone was agreeable to washing their hands and using social distancing. Wayne added that there were many positive comments. He noted that only 1 person left because her dog was not allowed. Kelly Green made a call out for volunteers at the Market; specifically, for set-up and tear-down. A sign-up form may be found on the site at [MountAiryMainStreetFarmersMarket.org](http://MountAiryMainStreetFarmersMarket.org).

Deborah asked if more of her home-sewn masks were needed for the Market this week. Her sewn masks are available at the Market for a donation of \$5.00 +. Kelly Green said they had gotten about \$20.00 in donations so far and had enough masks for now. BIG thanks to Deborah for her masks. Deborah also has an additional check, as does Dick Swanson. Alice reviewed the Mount Airy Self Care Package and its contents, including soap, hand sanitizer, and a mask made by another local and former farmers’ market baker, Jayde Lynn Kelly.

Kelly Green also mentioned that the Promotion Chair position is open and needs to be filled. Dave Reagle mentioned that he is interested in being on a team; however, he cannot chair one at this time. Pamela Reed and Ellie Bonde have been working together on the Promotion Team. Kelly Patrick will talk to Pamela about any current opportunities to work on the team.

Next MAMSA Membership Meeting – August 17