

## **LHBA Board Meeting May 2018**

Thursday May 10, 2018

Present: Lisa MacMartin, Bryce Hamilton, Jen Bellefleur, Barb Nei, Chris Hanson, Thomas Eastman

### **The Directory**

It's finished! The directory is lovely, and there are some great advertorials. Thanks Lisa and designer Mike for the great job! Lisa and Bonnie put together a work calendar for the Board for the future...we decided that the longer we have to solicit ads for the Directory the better. Chris suggested we back up the membership ad solicitation to January and Jen suggested we give an early bird discount to people who pay for their ads in January at the members' party. (These are both good ideas and will be explored). We did much better this year than last in terms of ad revenue...we are a little over \$3k and would love to hit a profit over \$5k next year and beyond. We now have a much more professional publication but it does cost more to print than our old smaller, black & white format.

### **Festival:**

We have been receiving some great advertising swag from the member businesses for the festival this year. If you haven't gotten your card, etc. to Heartfelt you have till next week! We have a tent and tables for the festival and will be waiting to see the weather forecast for the event. There are still volunteer opportunities to help man the table so anyone with an interest and free time should contact Bonnie.

### **LHiNC and LHBA**

Bonnie has been attending the LHiNC monthly meetings, and Bryce attended with her last week as well. LHiNC has asked that someone from the LHBA would like to attend their monthly meetings; for now we have that covered. We plan on inviting someone from LHiNC to attend our General Membership meetings as well. Jen will email Becky to see if there is someone associated with LHiNC who would like to do that.

### **Wine and Stroll**

Jen reported that we have had a great response to the upcoming Wine and Stroll event. Chris has asked if there would be posters and we agreed we should have some pre-promotion materials. We are inviting interested non-members to join in the event with hopes to encourage them to join the LHBA in the near future and take advantage of all the benefits offered to our members. We will be asking businesses to provide their own wine and/ or treats for the event. We decided to print flyers and posters, in addition to a day-of-event program.

### **Woofstock and Reindeer Day**

Thomas Eastman reviewed our contract with Frank and Ernest (for Woofstock and Reindeer Day) and recommended that we amend future contracts to hone in on liability, State and City licensing, etc.

There was a question raised about balancing local food establishments with incoming food vendors to these events. We decided to have a meeting with local food and beverage businesses and Libby to discuss the matter, food licensing, etc. That meeting has been scheduled for Wednesday June 6<sup>th</sup>, 2:00 pm at Heartfelt.

There was a short discussion about whether our goal is to make money at these events or if our interest is to produce the events for the goodwill of the neighborhood and be content with breaking even on them. It was suggested that these events and our expectations for them have changed over time. Lisa mentioned that while there was an expectation to make money on these events in the past, the current feeling is that events such as Reindeer day have become more important and directed toward providing visibility and goodwill for the neighborhood during the Holidays, and that their real value may lie in bringing people here for the events to discover the neighborhood and partake in what all of our business have to offer.

### **The Piano**

Sarah Ivers is painting the piano that was donated to us by House of Music; it will be placed in front of the Heartfelt expansion once complete through Labor Day. Bryce bought a cover for the piano and Lisa will take it off when she arrives to Heartfelt at 10 a.m. each day (and store it in a container) and Tim Cadotte and Scott Watson will take it off at 9 at night.

Tim Cadotte brought a proposal to LHiNC for money to install clips on the railings to prohibit skateboarders from using them and LHiNC has approved funds for up to \$1000. Tim will be contacting the City SSD to make sure that we are clear to install the clips.

We have been invited to have a representative at the SSD (Special Service District board) meeting and Barb is working on joining them as our representative.

### **Parking**

There was a discussion to keep the large part of the parking talk out of the general member meetings as it seems to be unproductive and to bog us down. The push to get employees out of the parking lot seems to have helped the situation, along with the now lovely weather.

**The Website:**

Lisa sent out a link for viewers to take a look at the new website in progress...we will go live with it soon and those that have not looked at it and provided feedback should do so a.s.a.p. Update: the site went live on May 26<sup>th</sup>.

**Legal**

We spoke with lawyer Thomas Eastman about the association bylaws and tax issues and it was decided that Lisa, Jen and Thomas would be meeting to discuss these issues. We will be keeping our bookkeeper Rachel Ireland Henry, who is doing an excellent job for us!