



April Monthly Meeting Minutes

Wildcard Corp. / 1324 Centerpoint Dr.

11 April 2018/ WEDNESDAY / 9:00-10:00 AM

Attendance: See Attachment 1

Membership Review & Financial Report

- Restricted for docks \$9,000
- Members Count - 21, Website is a current listing
 - Going to work on sending out invoices
 - Letter mailing asking to join/membership forms to businesses

Events

Dock System Updates

- Joining with Cultural Commons for fundraising efforts. We are helping with the writing of the grant - 2 weeks from now it is due.
- Kathy reaching out to Visitors bureau-
 - reaching out for a letter of endorsement from each business

4th of July Parade

- Date confirmation: Wednesday July 4, 2018 @ 11:00 am (10 am lineup)
- Parade ideas for promoting?

Brat Fest

- Moving to a different date
 - sell as a pre-event structure like Wine Walk?

Wine Walk (Friday, August 17th)

- Need more more businesses with food (discussed further at committee meeting)
 - Downtown Point could sponsor a base product (popcorn/pretzels)
- Storage space available from Mid-State

Easter Egg Hunts

- Kids Easter Egg Hunt
 - 1,000+ kids showed up, up ~200 from last year
 - Thank you Jeff who plowed for the event
- Adult Feedback & Review-mixed feedback
 - Negative:
 - Attracted the wrong group of people
 - Public was obnoxious about events
 - Door shaking from people waiting to find eggs
 - Stick to original rules, got confusing
 - Positive:
 - Exchanged tokens
 - Had people looking at merchandise and sold items from Christmas
 - Ideas for future:
 - Publicize that it will be at random times throughout the day
 - Maybe focus it down to one day?
 - Signed agreements from businesses on the rules
 - Have rules posted in the store as they come in
 - Daily drawing instead?

Committee Guidelines

- Approval process by the board for consistency of
 - Artwork
 - Any funds used beyond approvals
 - Rules that business owners should sign in agreement
 - Agreed by all- We should have signed agreements with agreed upon rules (21+ only, etc.) and abide by those rules, minimizes confusion-no adjusting last minute
- Minimum of 3 months in advance for events.

Other Information

- Parklet Program
 - Will send request to move the meeting to after 6pm
- Franciscan's Downtown wants to hear the opinion of people walking around with vests to "Volunteer" to pick up litter.
 - Uniform "Volunteer" vests and bags
 - Make announcements on social media, to make it known what the purpose is.

Attachment 1- Attendance:

<u>Name</u>	<u>Organization</u>
Casey Barton	Wildcard Federal LLC
Amy Palma	Mid State Tech.
Nicole Mattson	Embracing Life Chempractic
DAVID SABIA	Artifacts
Talm Senner	Wildcard
Sam Stein	Wildcard Penguin Properties
Dan Sivick	2 Artists Coop/Gallery
Kathy Johnson	Sunset Point Winery
Jacqueline Monahan	Mungy Bay Winery
Bob Butt	Dropout Sabon
Jennifer Saumant	Blue Bird
Doug Van Berkel	DIVERSI-TEA LLC
N. Claud Stock, OSM	Franciscan Downtown