



DOWNTOWN VISALIANS, INC. (DTV) BOARD of DIRECTORS

Tuesday February 25, 2014 – 8 to 9 a .m. AGENDA

Downtown Visalia Alliance Conference Room - 119 South Church

Mission Statement: To promote a more economically sound, aesthetically pleasing and functionally efficient Downtown Visalia.

Executive Board Members:

Don Sharp, President <i>Buckman Mitchell Inc.</i>	Marlene Sciacca, Vice President <i>Chelsea Street Boutique</i>	Paul Fry, CFO <i>Visalia Fox Theatre</i>
Terry Culotta, Secretary <i>Valley Business Bank</i>	Michelle Wiebe, Member- At-Large <i>Pacific Treasures & Gourmet</i>	

Staff Member(s):

Elaine Martell, Executive & Operations Director

Agenda Items Subject to Change.

ACTION ITEMS & RECOMMENDATIONS FROM EXECUATIVE BOARD

- 1) Financials – Fry
 - a) Financial Reports – January – (Excel File) January P & L VS. Budget 2014
Recommended Motion: Accepted as presented for approval with new Chart of Accounts
Second: Outcome:
- 2) January Notes – Culotta
Accept as Presented: Second: Outcome:
- 3) Recommended Motion: Agreement to sign contract to produce Destination Visalia Magazine
Second: Outcome:

DISCUSSION ITEM(S):

- 1) Foundation Research Progress Board Member Paul Fry has volunteered 10 hours per week.

Ford Foundation – utility box wraps – advertising “Go Green” Theme
Schwab Charitable Fund – Charity Meters Project
California Community Foundation – Summer Jam
Our next step with these foundations is connecting again with the Foundation Search customer service
There are several local giving foundations which we will attempt to tailor our requests to their giving
- 2) Meeting with Nathan and Anna with recycle program for city –
Embark upon an education project – **block by block** – working with solid waste and recycle program
Users of the bins are ultimately responsible for the maintenance of the enclosure and bins
In order to have the enclosures maintained, each bill would need to have an additional fee for that service and each payer would have to agree to the fee.
- 3) Report on security downtown: All reports are down. The 4th officer was very successful this fall and winter. The foot patrol during lunch and dinner was well received by customers and merchants.
- 4) Additions to policies – b & c are very similar in content and evaluated differently
 - a) General Board/Staff activity responsibilities
 - b) Checklist to Evaluate Board of Directors
 - c) Indicator checklist “How the board is doing”

REPORTS & GOOD OF THE ORDER

Recommendation for expenditure of \$1,900 for Garden Street Shade Sails – \$200 from Larry Lewis toward the project

- 1) Sidewalk Sale sold out. 8 page tab section full color
- 2) Wine & Cheese Walk update – logo updated, ticket in progress- sending email invitations again

Good of the Order