



DOWNTOWN VISALIANS, INC. (DTV) BOARD of DIRECTORS

Tuesday January 28, 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
Buckman Mitchell Inc.

Marlene Sciacca, Vice President
Chelsea Street Boutique

Paul Fry, CFO

Terry Culotta, Secretary
Valley Business Bank

Michelle Wiebe, Member- At-Large
Pacific Treasures & Gourmet

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 – December
 - b) Review 2014 budget – approved in October

DISCUSSION ITEM(S):

- 1) Foundation Research Progress we are utilizing a volunteer to do preliminary research
We have focused on
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 – Our meeting in December was canceled. Nathan has said he will reschedule in February.
- 3) Report on security downtown
- 4) Downtown Merchant Survey
- 5) Interrupt Survey - customers
- 5) Additions to policies:
 - a) General Board/Staff activity responsibilities
 - b) Record Retention Policy
 - c) Checklist to Evaluate Board of Directors

REPORTS & GOOD OF THE ORDER

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

- 1) Holiday Open House – P & L and wrap notes. Survey Monkey has been sent still receiving results
- 2) Wine & Cheese Walk update
- 3) Elaine’s Project List

Strategic Planning – keep on the table, but it must wait until funding is available