



DOWNTOWN VISALIANS, INC. (DTV) BOARD of DIRECTORS

**Tuesday March 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  
*Buckman Mitchell Inc.*

Marlene Sciacca, Vice President  
*Chelsea Street Boutique*

Paul Fry, CFO  
*Visalia Fox Theatre*

Terry Culotta, Secretary  
*Valley Business Bank*

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

**Staff Member(s):**

Elaine Martell, Executive & Operations Director

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Agenda Items Subject to Change.

**Public Comments:** *This time is set aside for public comment on issues which are not on the agenda. The comments are to be brief (3 minutes or less). Begin by spelling your name and stating your business and/or address. Directors cannot act on the item at this time and should withhold making any comments until it can be placed on a future agenda.*

**ACTION ITEMS & RECOMMENDATIONS FROM EXECUTIVE BOARD**

1) Financials – Fry

a) Financial Reports – February (Excel File) February P & L VS. Budget 2014 Statement of Bank Accounts

Motion: Accepted as presented to file. Approval upon completion of a new Chart of Accounts

Second:

Outcome:

2) Notes – February

Motion:

Second:

Outcome:

**DISCUSSION ITEM(S):**

- 1) Business Development Report – Robbins  
Wine & Cheese - Mustain
- 2) Report on Security – New temporary hours in 300 E Acequia

**REPORTS:**

- 1) Strategies Report - Chagan
- 2) Operations Report –Chagan - benches are being sanded and re-stained
- 3) DT Foundation Report Chagan
- 4) What Do We Do? Report from Executive & Operations Director

Melissa Williamson - Focus on Downtown Summer Jam and Utility Box Wraps

Paul Fry - Focus on Capital Improvements – historic preservation – retrofit upper live/work spaces – tourism affecting previous projects  
Strategic Plan on the agenda. There is no budget for this important item for the board. Sponsorship(s) up to \$2,500.

**GOOD OF THE ORDER:**

**ADJOURN:**