
Board Meeting

Wednesday, January 10th 2024

6 p.m.

Account balance

\$23,610.51

Call to Order - 6:00 pm

Attendees

Shellie, Allison, Donna, Emily, Christina

Agenda

Last Meeting Follow-up

1. Vote to approve December minutes and Event Dates
 - a. Motion to approve: Emily. 2nd: Allison.
2. Craft and toys on sale
 - a. Every thing gone. Nothing found.
3. Facebook page
 - a. Need Jerrod to follow up to give approval to use. Shellie sent Jerrod an email.

New Business

4. Board elections
 - a. Secretary: Shellie nominates Emily for 2024. Donna seconds.
 - b. Treasurer: Shellie nominates Donna for 2024. Allison seconds.
 - c. 4 year term. Becky and Stacy up for reelection in 2024. **Will move both reelections to February.** Mayor needs to confirm reelection as well. Members should attend board meetings and meet expectations. All are welcome to volunteer.
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5. Minutes/ Secretary

6. Treasurer/ Donna

7. Vote Annual Budget

- a. Planning meeting Feb. 1st for all Boards. 5 minutes per group. Shellie started the presentation and will send it out to all.
- b. Donna says - 2023 fiscal year (July-June) spent \$10,149.00.
- c. Shellie gave 2024 budget proposal. Listed 2023 amounts and estimated 2024 amounts.
- d. Easter - extra \$500 provision to possibly add chocolate rabbit. Add: cheerleaders/face painting, yard game, sidewalk chalk, bubbles. Entertain the children prior to the hunt. Can use city's yard games. Buy bags for toys. All presents/food in bags. Donna suggested buying bigger gifts. Circle back. **\$1625.**
- e. Flower pots: spent about \$700 got a credit back last year. Jerrod getting new flower pots for 2024. Suggest \$500 for fillers and another \$500 for fall. We also do monument park flowers. Flower Captain, Flower Fairy, Flower Facilitator. Maybe go up to **\$1500.**
- f. Summer Bash: face painting, kid zone, kids activities. Need MUCH better advertising from our Board. **\$100.** Shellie will talk to Officer Linkugel
- g. Fall Festival: **\$2000.**
- h. Light Up Dayton: we had a large donation this year and purchased many gifts for the kids. Letters to Santa Clause, Shellie found requested items were personal care. Allison suggests adding a poll to FB page asking what kids want. Back corner, personal care items. Center, letters to Santa. **\$5000.**
- i. Put aside money for marketing. Yard sign \$10pp, or ask Beth Nyman if she can do for us. Marketing for Summer Bash, Fall Fest, Light Up Dayton. School newsletters - Shellie already does. Suggested to add contacts for marketing so everyone knows the Single point of contact. With approved schedule We can move forward to ask Jerrod to add to city calendar, social media, flyers, etc. **\$500.**
- j. Total: **\$10725.**
- k. Brought in for 2023/24 fiscal year so far: \$9661.75 (includes 5k donation)
- l. Allison motions to approve budget. Donna seconds.

8. Easter planning who will take the lead; review timeline

- a. Toys - \$1/toy. Signage for each age group- 0-2, 3-4, 5-7, 8-12.

Notes

- Ask Christina to work on Vendors for Fall Music Fest
 - Christina agrees. Music fest: \$400 collected. Can increase vendors in 2024.

Action Items

1. Timeline tasks due by Feb 1
 - a. Easter March 23rd. Everyone send emails. Tasks start Feb 1.
 - b. Need marketing. Donna calling about signs to confirm pricing. Can also check with Beth. Need size of sign before artwork.
2. Artwork for fliers and Facebook page
 - a. Will put on template. Stacy will do flyers.
 - b. FB: need Jerrod to confirm if ready to move to the new page
3. Get Volunteers
 - a. Get more volunteers, need to utilize, and grow our list

Next Meeting Agenda Items

New Business/Follow up:

Performance expectations. Definitions, what we do.

Approve Board Expectations in February.

Allison: made run of show template and project plan template to use for our 2024 Events

Motion to adjourn: Emily. Allison seconds at 7:15 pm.