

Selinsgrove Projects Inc. Board of Directors meeting
July 18, 2017

The meeting was called to order by President Carol Handlan at 6:02 PM.

Attendance: Present: Carol Handlan, Ann Moyer, Sean Christine, Rich Mease, Bruce Johnson, Joyce Hendricks and John Lazur

Guests: Lindsay Trick, Brian Ross

Not Present: Sara Lauver, Mike Coyne

Review of the minutes from the June Board meeting. A motion was made by Sean Christine to accept the minutes as presented. Second by Joyce Hendricks. Motion passed.

Treasurer's Report: Brian Ross presented the financials. There has not been a lot of change this past month. We are receiving a steady stream of vendor fees for Market Street Festival. Domenico paid an outstanding invoice from last year's Hops, Vines & Wines Festival. White Christmas snowflakes will cost us about \$4500. Motion to accept the financials as presented was made by Sean Christine. Second by Rich Mease. Motion Passed.

Clock Restoration: Carol Handlan reported that the second estimate we received was \$38,000. Cheri DeSiena, owner of Uniquely Sakura, had asked Electric Time for an explanation of the estimate; they will come back for one final look, no mechanics in the base were included. The borough will not be involved in this project.

Main Street Manager Position: Carol Handlan asked the group if we should consider another possible part-time position. Carol will be meeting with Steven Stumbris at the SBDC on Monday, to discuss a Bix Pitch Program in Selinsgrove and training programs for our businesses. During the six years, of the Main Street Program, we realized very little success at bringing new businesses to the downtown. Efforts were made to make the downtown more attractive, a lot of progress has been made in the last 10 years. We had a number of funding streams, in the past, to fund the Main Street Manager position that included Susquehanna University, Selinsgrove Projects Inc., DCED and the borough but must now rely solely on ourselves should we hire another Manager. This is something we need to think about for future conversations.

We are still in need of new board members. There are several new things we'd like to do including the construction of a storage building to store all of SPI's assets and materials. Right now things are housed in several different places. Rich Mease and Carol Handlan need to meet and discuss the project in further detail.

We are also working on building visibility, Joyce Hendricks has written articles to send to the Daily Item, bios for new board members will be placed in the business section. In the next few weeks Sara and Carol will be on the radio station. The GOJOE 20 event is on Facebook and the website. Carol is working with the borough on the event planning with media, and getting a balloon arch for the event.

Promotions Committee: Carol Handlan reported that the Promotions Committee will be held this coming week.

Economic Revitalization: no report

Walking Ribbon-cutting: Carol Handlan reported that we will be coordinating and a second ribbon-cutting in the future.

Farmers' Market: Carol Handlan reported that the Farmers' Market is going well aside from the fact that Sara lost a volunteer due to the Farmers' Market being too big of a commitment. The weekly music is a success. The breakfast which was scheduled for July needed to be postponed due to logistical reasons.

Discovery Trails: no report

Commons Committee: John Lazur reported that Mayor Jeff Reed will do the painting we just need a sample to match. Bruce will check at his residences, he thinks he may have some.

We are still awaiting an estimate from Shaffer's Landscapes. Creative Plantscapes gave us an estimate of \$514 to trim, \$1500 from Steve Denture. When we get the estimate from Shaffer's we will make a decision.

A draft of the revised Common's Occupancy Permit and Signage Policy has been forwarded to Carol and Lindsay.

There has been some criticism of the vinyl siding in the back of the stage. There has been some discussions about putting something different back there but there really isn't a lot of space, possibly lattice work or fencing could provide solutions but would require additional maintenance.

Last entertainers in the commons removed the light and garbage can, resulting in damage to the light, no relocation of the equipment and vehicles were parked on the commons. Carol asked them to move. She spoke to Paul Williams about the problem and going forward, the first 3 spots on Pine St. will be reserved for musicians to unload their equipment. Possible discussion of a band contract in the future. The money is paid by the borough, there is no formal contract with the borough. Need to talk to the borough about a contract with participating musicians in Rudy Gelnett Music series.

Reminders will be sent to upcoming musicians to let them know that the spots will be reserved on West Pine Street for them to park. No driving or parking on the Commons. There was a flaw in the design of the trash cans which allowed them to be removed. All lights are loose, cost \$140 each to replace. We have one extra on hand for replacement.

Selinsgrove Area Chamber of Commerce (SACOC):

September 30 is the Dinner in White. Everything is bring your own. The idea came from Paris.

Hops, Vines & Wines Festival: Carol Handlan reported that the transfer into our account will be \$89,954.56, from eTix. In addition to \$2020 in tickets and merchandise, plus two anticipated donations from Selin's Grove Brewing Company \$500, Weis Markets \$7000, total of \$99,474.56. We are collecting invoices, should clear approximately \$62,000. Only 15 vendors stayed at the Selinsgrove Inn, the fewest we've ever had. Marzoni's sponsored the volunteer luncheon, Skeeters sponsored the vendor luncheon. 200 cases of water were donated by Sheetz. Weis Markets also donated all of the ice for the event, in addition to their donation. Another successful event, a lot of work, we had over 65 volunteers helping. The event went smoother this year, there were a few

small issues but nothing minor. Two ladies snuck in but they were found and escorted out of the event without incident. The festival next year will be held on 7/21/18.

Market St Festival: Carol Handlan reported that Joyce has continued to recruit new vendors, Lindsay Trick will be touching base with the rest of the new businesses to make sure they are aware of the event and that the cost for downtown businesses to participate is \$50. She reported that there are currently 118 vendors 29 of which are new.

Rich Mease has all the Market St. Festival signs, he will put them out the night before the event. Grant Neff will put up the signs if Rich isn't available. Sean Christine will help in the morning. The same zones will be used this year as were used last year.

Halloween Parade: Carol Handlan reported that a photo will be taken soon with Chris Kenawell, and an article written about the longevity of the event and the annual donations from State Farm Insurance.

White Christmas: Carol Handlan reported that Jayne Coyne and Marsha Lemons will co-chair the event again this year.

Santa Music Fest: Carol Handlan led a discussion on this event. She suggested SPI rethink this event for this year. Sean Christine suggested possibly holding an event that would be in conjunction with Small Business Saturday to try to draw a larger crowd. Joyce will mention to the Chamber Board the idea of a combined event for 2018. A motion to put Santa Music Fest on hold for 2017 was made by Joyce Hendricks, second by Ann Moyer. Motion passed.

Milton Beerfest sent a nice thank you card which included an aerial shot of the event. In appreciation of our participation.

With no further business Carol Handlan adjourned the meeting at 7:06 PM.

Respectfully Submitted,

Lindsay Trick

Administrative Support
Selinsgrove Projects Inc.