

## **Melrose Business and Community Association Board Meeting Minutes for April 24, 2012**

**Attendance:** Board members Jennifer Pritchett, Jean Rosebrock, Marshall Bloom, William Chiappini, Chris Carson and Jeanne Hill; Guests Felicity Trueblood and Jeff Knee

**Welcome:** President Jennifer Pritchett opened the meeting at 12:05pm.

**Minutes:** Jean presented the minutes from the March Board meeting, and they were approved.

**Treasurer's Report:** Rebeca presented the Treasurer's report.

### **Old Business**

#### **Lunch**

Chris, Felicity and Jennifer volunteered to pick up lunches. They will alternate with Rebeca. The current lunch process is going well. Betty's Pizza or Melrose Café will provide lunch for the May membership meeting.

#### **Spring Fling**

The time was changed; it will be held from 10:00am to 4:00pm. Jean, William and Marshall volunteered to represent the MBCA booth, with Felicity volunteering as an alternate.

#### **Evening Meeting**

This will be hosted by Bellamy Road Gallery on July 10, 2012, at 5:45pm. An additional evening meeting will be held during the year. Board members noted the following: 5:15pm and 5:30pm on Mondays are best for Chris; Jeanne is unavailable for Board meetings on Monday evenings, Tuesday mornings and Wednesday evenings; Rebeca is available one Monday a month from 5:30pm to 6:30pm. Board meetings were set for the first Monday of each month at the Homemakers Club from 5:30pm to 6:30pm.

#### **State Reports**

William and Jean agreed to work on the MBP report on Sunday, April 29, 2012, from 1:30pm to 2:30pm. Jennifer will work on the MBCA report.

#### **501c3 Status**

Jean agreed to print the IRS 501c3 application and meet with Jennifer. A motion was made to apply for 501c3 status when a set donation threshold is met; the motion was tabled. The Board noted that Alachua County is reluctant to use public funds in Melrose, as Melrose generates no bed tax dollars for the county.

### **New Business**

#### **Phone Tree For Meetings**

Marshall noted that only about 12 members are not in contact via email. It was suggested that those 12 people be called with reminders, prior to membership meetings. The Board agreed that this should be discussed at the next membership meeting. Membership meetings are held the second Tuesday of each month at the Homemakers Club at 11:30am.

#### **Melrose Bay Park (MBP)**

The Board agreed to meet informally at 11:00am at the MBCA table at the Spring Fling on Saturday, April 28, 2012. Park closing duties would be assigned at that time. (Additionally, Jean volunteered to be a presence at MBP on Saturday, May 26, 2102.)

### **What To Do In Melrose**

It was stated that Gainesville Area Rowing (GAR) parents and supporters have indicated interest in Melrose activities. The Board suggested having a glassed-in bulletin board at MBP advertise local businesses; this could also be a fundraiser, as the MBCA would charge to advertise on the board. Using QR codes on bulletin board items was also mentioned. As a perk for members, advertising would be free to them. This business information and advertising would also be placed on the MBCA website. The Board agreed that this would be discussed at the next general membership meeting. Jeff and Marshall will create and provide to GAR an information list; GAR will make a booklet from that.

### **MBCA 2012 Events**

It was noted that the committees for each of the events should print the outline provided by Jennifer, contact volunteers on the committees and provide progress reports at the general membership meetings. William volunteered to help with the Political Rally. It was reported that Paul Krueger agreed to provide banners and posters at cost, and to add the event to the Interlachen Community and Business Association website.

It was announced that the Small Business Development Center (SBDC) at University of North Florida (UNF) will open Wednesday, April 25, 2012, at the Putnam County Chamber of Commerce in Palatka. Marshall stated he will attend.

The Board suggested a panel of speakers at the May general membership meeting, with the topic being "Know Your Parks". Speakers suggested were: Bob Stevens (Director, Putnam County Parks and Recreation), Bob Bird (Manager, Melrose Community Farmers Market), Mark Barrow or Judy McLaren (HMI) and Leo Lowe (Alachua County Sheriff's Office).

Jean reminded the Board of the Memorial Day ceremony in Keystone Heights on Monday, May 28, 2012, and encouraged everyone to attend a ceremony somewhere.

The Board noted area events upcoming: the Tangled Oaks Art and Wine Festival on Saturday and Sunday, May 5 and 6, 2012 and the Windsor Zucchini Festival on Saturday, May 12, 2012.

### **Committees**

#### **Membership**

The April membership meeting attendance was 32 people. Marshall will email contacts not already on his list about membership status.

#### **Organics In Melrose**

Marshall stated that he toured Frogsong Organics and suggested encouraging them to join MBCA.

Jennifer suggested the June membership meeting speaker be from the SBDC at UNF in Palatka. She then reminded us that the next general membership meeting is May 8, 2012, and the next Board meeting is June 4, 2012, at 5:30pm.

The meeting adjourned.

*Jean Rosebrock, Secretary*