

# 8/13/2025

Attendees: Sarah Miller, Katie Voelpel, Sarah Miller, Elizabeth Howell, Chris Higgins, Mike Grad, Sarah Gardiner | Board: David Hicks, Dora Marquez, Eunice Taylor, Kaitlyn O'Shaughnessy, Lori Lensing, Rich Chey, Ron Farmer, Steven Wilt

## Summary

### Key Financial Updates

- Membership growth and grant money boosted cash balance, though some grant funds are earmarked for other neighborhoods.
- Resident sponsorships: Currently at 50% of forecast (\$20K raised, \$20K more expected).
- Beautification Phase 2 fundraising: Targeting \$50–70K from landlords/businesses; Moving other items into Phase 3 reduces costs from \$180K to \$70K.
- Forecast: Break-even projected but dependent on Winterfest, resident sponsorships, and careful cash management.

### Team & Operations

- New hires:
  - *Mike Grad* – leads large events (Wine Walk, Winterfest, Porchfest).
  - *Sarah Gardiner* – marketing, blogs, copywriting.
  - *Anabel* – marketing/film background, supporting committees.

### CID (Community Improvement District)

- Consultants proposed \$25K feasibility study to pursue ~\$100K annual revenue opportunity.
- Requires 51% landlord consent by April.
- Board concern: Too costly without clear funding; suggested doing outreach/data internally before committing.

### Partnerships and Membership

- Partnerships: Working with Civic Association (parking meter removal, Tour of Homes event, Winterfest co-branding). Continuing Main Street program and NPU grant collaborations.
- 77 Business Memberships (double last year); Amsterdam node at 100%. Owner happy hour had 75 attendees.

## **Safety**

- Safety Patrol: Strong support, requests for more visibility/communication. Improvements: Google calendar, monthly reports, more morning shifts.

## **Events**

- Farmers Market is moving to Highland Woodworking lot, downsized to 25–30 vendors, farm-focused; \$1K farmer grant added.
- 30 restaurants targeted for Restaurant Week; seeking sponsors like Open Table.
- Winterfest Jingle Jog is transitioning to a longer 5k, qualifying race format with resident support.
- Branding for Mardi Gras finalized; finalizing parade route.
- Considering entrance fees for Porchfest, attendance caps, or expanded boundaries; focus on crowd control, dispersing food trucks/bands. Exploring costs of soft fencing/ticketing.

## **Next Steps**

- Push resident sponsorships as a funding priority.
- Recheck forecast and farmers market projections.
- Revisit CID consulting fee; explore internal alternatives.
- Finalize budget updates, beautification plan, and fencing/ticketing costs for Porchfest.