



EPABID Board Meeting Minutes

December 12, 2023

Present: Michelle Gillen-Doobraj, Michael Giangjordano, Nancy Melchioro, Rebecca O’Leary, Pete Spina, Marlo Dilks, Adam Geer (remote), Amanda Rucker (remote), Steve Lauer(remote), Olivia Fredericks, Ann Lastuvka, Bill Rhoda. Minutes prepared by Elaine Johnson.

Absent: Capri Dessecker, Pam Zenzola

Approval of Minutes: Pete, Nancy

Approval of Financials: Pete, Marlo

1. Financials – Questions on November Financials – Punch has 2 entries because it took a long time to clear the first payment from the previous month. Lindsay Maria payment for Fall Fest DJ. Goat Project was reissued check from Music Fest. Virginia Belle Events is payment to Ann from late August to mid November. \$3585 check to Rebecca for \$2700 mugs and Fall Fest expenses reimbursed due to her BID debit card delay in arrival. Salvatore did banner installation. Metro print ad (reconsider for next time).
 - i. 100,000 collected from Samuels & Sons in Univest.
 - ii. \$2500 from Fulton, while waiting on \$750 from Giordano’s. Received assessment from Paradiso in proceeds from sale.
2. PR Update – Punch is leaving us 12/31/23.
 - i. Couldn’t please the board. Conflict with Kory.
 - ii. Kory will be interim PR. Not to exceed \$2500/mo.
 - iii. Develop clear Social Media Strategy – need boots on the ground or direct contact with business owners.
 - iv. RFP in January
3. Update from Ann Lastuvka
 - i. Finance report received P & L for 2023.
 - ii. 2024 Budget proposal included in-house collection of vendor and participation fees and event staffing (Ann and Olivia). Michael and Marlo objected to this at the previous private budget meeting.
 - iii. Michelle makes a motion to keep Mark Beyerle and Elissa Kara on to organize vendor for events. Nancy seconded. Board vote is unanimous yes.

- iv. Michael suggests a meeting in the very near future just for the budget due to so much discussion.
 - v. Bookkeeping - Agree to let Connie go. CPA is our 3rd party for year-end reconciliation.
4. Reauthorization updates ROL + Ann
- i. Survey drafted – will share for review + plan to send week of 1/1/2024
 - ii. 5- or 10-year renewal
 - iii. Budget for 5-10 years
 - iv. [Pete Commons](#) – for bylaw updates (Adam Geer volunteered to be on committee)
 - v. Committee – Mike, Marlo, Pete, Alex Balloon
5. Fundraising ROL
- i. Year-end giving?
 - ii. Committee for fundraising events?
 - iii. Committee for sponsorships?
 - iv. QR Code for donations + online payment portal to be set up
 - v. Website ads for businesses
 - vi. Program booklets
 - vii. Individual business sponsored social media posts
 - viii. Gala event
 - ix. Board to take on more fundraising.
 - x. Rebecca is a good salesperson and can ask for money.
6. New Businesses/Openings/Closings Etc updates
- i. Suprette
 - ii. Lynn Beauty
7. Board Updates - MG / ROL
- i. We will fill the vacant seat with a new applicant.
 - ii. In 3 months, we may vote to expand the board with the same applicant pool.
 - iii. Michelle will help with nominations and recruitment – to roll out in January.
 - iv. Elaine will track our Chart of Board Terms
8. Recent EPABID Events Recap:
- a. Hot Chocolate Crawl - good feedback. Spent \$6/ea on ceramic and \$19/ea on travel mug. Sold all at \$12/ea. Rebecca intended to break even, not make profit. The committee directive was to make a profit. Review for next year.
 - b. Tree Lighting – show mobile looked great.

- c. Menorah Lighting – 2 locations listed in press release from Punch which caused confusion.

Rebecca leaves due to an appointment.

Executive session called. Closed meeting for Board Members.

11:31am adjourn. Mike, Marlo.