

 Location: Main Event Center
 Date: September 17, 2019
 Time: 4:00 pm

Meeting Agenda

I. Call to order (President) – By Mark Anderson

II. Roll call / Attendance Sheet (Secretary) – Attendance Sheet Passed

III. Approval of minutes from last meeting (Secretary to Read) – No minutes from last month. MMSC ran the meeting.

IV. President's Report

1. Final vote for the Creepin' at the Crossroads Event will be held by City Council on Monday, September 23. Any Board members available may want to attend. The vote is expected to pass without issue.
2. Mark Hartsock is working on putting together the door hangers for affected businesses and residents for the Creepin' event. He anticipates having the hangers made and distributed on Wednesday, September 18.
3. An informational meeting will be held at Morning Day Café for any businesses or residents who wish to voice concerns about the event on Wednesday, September 25.

V. Vice President's Report

1. N/A




VI. Treasurer's Report

1. Rod Link noted to the group that the funds in the main checking account were nearing around one thousand dollars, and that if checks were needing to be cut for Creepin', we may want to transfer funds from the CFO account.
2. Mark Hartsock made a motion to transfer \$3,000 from the CFO account to our general account for operating funds. The motion passed unopposed.

VII. Open issues

- a) Missouri Main Street






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1. Discussion for this item centered around finalizing a date and location for the upcoming community meeting. The group settled on December 2 from 6:00-8:00 pm at the Nixa Library. Eric Albers noted he would follow up with the MMSC.
2. Eric also noted that the Library has mentioned their connection to the revitalization efforts in Ozark, and that they would like to be involved with the revitalization efforts here in Nixa as well. The Library may appoint a liaison to work with our group and MMSC.
3. Nate Rapp mentioned any upcoming workshops by the MMSC and that we are now on the clock for attending these as required in our agreement with the MMSC. Mark Anderson said he would review the upcoming dates and advise the Board so we could discuss who might be able to attend.

b) Creepin' at the Crossroads

1. Sponsorships: Eric made good progress at the Chamber meeting last week and distributed sponsorship packets to several parties. Unique Tile, Fluffy Puppy, Central Bank, Southern Bank, and Air Services have all expressed interest, though we have not received payment from any at this time. Eric and Mark Anderson will follow up with these potential sponsors. Mark Anderson noted that Oakstar Bank has committed to a \$1000 sponsorship for the skydivers.
2. Publicity: Chris Russell committed to giving the committee 3-4 minutes of speaking time at the next Chamber Luncheon on October 8. This will be the big push right before the event. The group will need to make flyers to be placed on each table prior to the event.
3. Food trucks: We are still in search of food vendors. Chris Russell is reaching out to Mike England and has given contact info for Ozark Empire Fair to Eric Albers for the BBQ vendor that was used at Sucker Day. Mark Anderson will follow up with Miranda to see if there is any further possibility with the vendors she has contacted.






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4. **Social Media:** We are in need of a permanent Social Media Director. The Board would like to set up general rules and guidelines for what should be posted to our account. However, in the meantime, the Board would like to have posts on Monday/Wednesday/Friday/Saturday through the end of the month and every day during the month of October leading up to the Event. Shelly Baldwin and Susan Coffey have agreed to help out Stephanie Kubla to accomplish this goal. It was suggested that the team use pictures of last year's event as well as current local events as conversation/engagement starters. It was also decided that Stephanie would forward any questions via text to the Board for discussion/answers prior to her issuing a response via Facebook.
5. **Vendors:** Eric followed up with an email to all vendors that were at the event last year (that we had email addresses for). Mark Hartsock had addresses for a few of the vendors that we did not have addresses for and will forward them follow up as well. Vendor and Cornhole registrations are currently low, so new social posts should include the Eventbrite registration link where possible.
6. Eric has been in discussion with Taylor at OTC for volunteers. She is checking with her group and will get back with us, but we see areas of need to be in directing parking, cornhole setup, booth setup, stage prep, run (setup cones), and cleanup after the event. We anticipate +/- 10 people with 4 hour shifts.
7. Banners and signage were discussed. Nate will put together some graphics for a 3'x30' banner and 11x17 flyers and send to the Board for approval. IDeA also incurred some light expenses for printing the sponsorship packets and graphic board used at the last Chamber meeting, and will forward those expenses to the Board for reimbursement.

c) **Memberships**

1. No detailed discussion on this topic except that we will be entering another event with Creepin' that would be a prime opportunity to sell memberships to the general public.



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d) Website

1. Jeff Snelling was again in attendance to discuss the new website. Mark Anderson will provide Jeff with the Go Daddy information to begin site design. Fonts and graphics were discussed to compliment the Downtown Nixa logo. The main focus should be on current events. There should be a history page, but that should not be the main focus page. Contact info, etc. should also be prominent. Donation link?

VIII. New business

a) Chris Russell had the following items for new business:

1. Chris noted he will need assistance with the census, but that is not a pressing current need.
2. The upcoming Chamber luncheon will have space/time for advertising our event. We should be prepared with several members of the group in attendance. Attendance at WWIN and/or XMIN would not hurt, either.
3. Chris has been promoting the event during the Friday night football games from the pressbox. (THANK YOU!)
4. The Chamber dues for the group will be up for renewal this month. Chris noted they would be about \$100.
5. Chris also discussed the option of partnering more closely with the Chamber of Commerce and adding Chris to the Board of Directors for the NDRC. This item was well received by the Board and will be an item for future discussion.

IX. Adjournment

Attendees: Nathan Rapp, Shelly Baldwin, Eric Albers, Mark Hartsock, Mark Anderson, Chris Russell, Jeff Snelling, Rod Link, Susan Coffey.