

DCA Meeting Minutes – 12/10/2018

Called to order at 8:35 A.M. by DCA President, John Larson.

Roll Call: Yvonne Hammond, Tina Miller, Matt Dotson, Lynette Dotson, John Larson, Heidi Ross, Natalie Walker in person with Ronnie Rhodes and Becky VanSickle via telephone.

Treasurer's Report given by Tina Miller. Motion to accept, Lynette. Seconded, Yvonne.

Discussions:

2019 Membership packets will be going out in the mail soon per Tina. Pricing structure reconfiguration was discussed along with possible inclusion of digital marketing offered to up the value of membership. Tina will email out the current offerings so that changes can be discussed.

Lynette asked the group what can be done with shop site to engage more members to utilize and customers to shop.

An annual report was also discussed being completed and sent to all members for better information sharing. We make a profit on the guidebook, but are there any other fundraiser options? Natalie offered that we should include in our event calendar a volunteer event, one that either makes money that is then donated or one purely done in volunteer service in town. We should let the village see us in that capacity, not only as a business association.

Lynette also opined that we should be posting to the different social media outlets at least three times a week to be effective and keep our name in the algorithm. Natalie made an appointment with Lynette to discuss taking over the Instagram account and Tina already posts to the Facebook account and offered to begin posting again.

John brought up the option of slowly merging with the Friends of Dresden Parks? John said that they had the numbers and Yvonne asked what value we could offer their group. John will speak with Mayor Mathew about that possibility. If not an actual merger, maybe a partnership where we work together on events and marketing?

Events:

Linda Moran of the Corvette Club has identified the 2019 date of the event to be June 29th. Event committee will discuss additions to the event to possibly improve – food truck rally? Craft show? Soapbox Derby?

John would like to document all the processes for each event so that the chairperson of that event will have a sort of timeline/checklist to work through.

Tentative events for 2019:

- Car Show
- Legacy Dinner
- Ladies' Night
- Christmas Parade

Farmer's Market was discussed again. Would like to coordinate it for Thursday afternoon from 4-7 pm and run from May – October. Locations? Union School or pool parking lot? John will check with Mayor Mathew about permits required. Heidi will check with Kelly Ashby about info for local farmers/artisans that could be interested in participating.

Discussion concerning time of monthly meetings were introduced – are we meeting at a time that is conducive to high attendance? John will put out a survey and will let us know the next meeting time and location.

Anyone interested in helping with events for 2019, there will be an events committee meeting on 1/8/2019 at The Village Victorian @ 10am. Please come and give us your input!

Watch your email for the new time /location for the January 2019 monthly meeting!

President John Larson offered to Adjourn Meeting at 9:57 am. Tina Miller made the motion, Yvonne Hammond seconded.