



MSW Board Meeting Minutes		
11.8.2017	8:30 AM	Innovation & Main
Meeting call to order	Janet Ponichtera, 8:40	
Attendees	Janet Ponichtera, Bonny Keheley, Susan Wright, Dan Thraillkill, Melissa Madigan, David Potts, Perry Tanner, Mitzi Saxon, Stacy Brown and Brian Stockton	
Absent	Kyle Bennett, Nereida Claudio, Amanda Queen, Kris McKeeth	
Approval of Consent Agenda	Approval of September 13, 2017 minutes, treasurers report, Main Street report and CVB report. One correction Bonny Keheley was not in attendance. Dan made motion to approve, Melissa Madigan seconded, unanimous	
New Business		
Elections – Ponichtera	Nereida Claudio was suggested to replace Gwen Cole as Board Member. Melissa M. made motion to approve, Susan W. seconded, unanimous. Bonnie Keheley agreed to take on the role of board liaison for the Main Event, Masterminds and Main St. Gives committees formerly held by Gwen Cole.	
BUZZ - Mitzi Saxon	Discussion was held regarding programs for Buzz. Several liked the main anchor programs such as state of city, police & fire, parks & rec, etc. Wright suggested adding a YPOW one focusing on gaining members. We will have to see if WES will host the December Buzz for 2018. It was suggested to have a separate event with all volunteer groups having tables and manned to have attendees visit each and learn how they might get involved with Woodstock. Suggested to include Elm St. in this mix. Suggested to work on better ways to communicate regarding volunteer opportunities through Facebook. Mitzi asked for all to think about ideas and make suggestions via email no later than December 4.	
Sponsorship – Mitzi Saxon	Mitzi led a discussion about adding Sponsorship opportunities for all major Main St. event to allow interested businesses to highlight their presence in a more intentional way. Such as for Buzz, Masterminds, Main Events, etc. All agreed it was a good idea. Opportunities would be for an annual basis, not individual events.	
Audit review – Brian Stockton	Brian presented a review of Capitalization Policy to board. Susan made a motion to accept. Dan seconded, unanimous.	
Old Business		
Committee Reports		
Design- Mitzi	Mitzi shared that the parks and rec would not be able to help with hanging of the Christmas balls in the trees along Main St. Motion made by Susan Wright we find a company to install and take down the balls. Brian suggested we allot a budget line item from Main St. budget specifically for Christmas decorations including install each year. David Potts gave Brian a suggestion to help research for a professional to hang the balls. Bonnie K. seconded, unanimous. See Nereida report for rest.	
Events- Stacy Brown	Stacy will use Main St. website to list upcoming volunteer opportunities to help man the visitor center Nov. 26. See Kyle report for rest	
Investment – Madigan	Stars and Strikes event was well attended with 55. We are seeing 5-10 new people at Buzz each time.	
Business Development/ENDOW- Mitzi	Oct 25 th Mastermind had 10-12 people. Committee will work on new ideas for 2018. Meeting planned for week of Nov. 13. March 21, May 16, Aug 15, Oct 17 are tentative dates for 2018. Jim Bulger will lead the charge. Dates for Main Event are Feb. 6 Red Barn Realty, May 10 Pivotal Performance, Sept. 13 Founders Insurance. One in Nov. at Reformation, but no confirmed date yet	



Young Professionals - Thrakill	YPOW offering both AM coffee & empower event in evening. Leadership will hold meeting soon to formerly plan for 2018. Jingle Mingle coming up. Dan would like more involvement from Main St. Gives committee for this event and more clarity as to who actual funds raised go to. Suggested all funds be directed to Safety foundation and then they can funnel to shop with hero. Only First 150 get a mug. Suggested seniors be recruited to help fund donations for Elm St.
Visitors Center Repot-Bennett	See Attached.
Main Street Report-Saxon	See Attached
Treasures Report	
Saxon	See Attached
Board Comments	
	None
Adjourn	Dan made a motion to adjourn. Melissa seconded the motion. Unanimous. 9:58 adjourn.