

**Central Columbia Association
Board of Directors Meeting
October 17, 2007, 11:30 a.m.
11 S. Tenth Street**

Present:

Tom Brinker, Cycle Extreme
Richard King, The Blue Note
Carrie Gartner, Executive Director

Kathy Fluesmeier, Village Wine & Cheese
Jennifer Perlow, PS: Gallery
Erika Kubsch, Assistant Director

Absent:

Kurt Mirtsching, Shakespeare's
Stephanie LaHue, My Secret Garden
Larry Colgin, First National Bank

Julie Baka, KOPN
Robert Tucker, Tucker's Jewelry

Guests:

Kelly Veach, Shelter Insurance

Call to Order

Brinker called the meeting to order.

Approval of minutes

The board was unable to approve minutes due to lack of a quorum.

Financial Report

Gartner stated that in the next few months money will be spent on image and holiday advertising. King also requested a list of District businesses that donated to the Twilight Festival in 2007.

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New Business

Selection of Slate for Board Elections- Gartner stated that terms are ending for Brinker, Fluesmeier and King. Perlow stated that she will also be leaving the board. Gartner said that this means that the board selects a slate of four and that slate plus all floor nominations will be included in the final ballot that will go out to all members to be voted on.

Twilight Festival- Gartner stated that the sponsors are happy and plan to be a part of the 2008 Twilight Festival. Merchants were generally happy with the festival; sales were up and down on different nights. Gartner said that she wants to look at options for the future and discuss them with members

Director's Report

Fall into Style- Gartner stated that the inclement weather kept people away from this event. Even though the weather was bad, Gartner said that there were still about eighty women who registered. Kubsch stated that everyone really enjoyed the fashion show, but because of the weather no one really spent much time shopping after. Gartner stated that merchants will be rethinking this event in the future, it may be more beneficial to retailers to use the money spent on Fall into Style on an advertising campaign.

Holiday Lights- Brinker stated that the board should appeal to the city to help pay for holiday decorations. Gartner stated that this year they will be testing a new type of holiday decoration, but it may not work. Gartner suggested that if this is a CCA priority, the board speak with the SBD board about holiday decorations and lighting for 2008.

Adjournment

Next meeting is Wednesday, November 14th.