



## General Meeting Minutes

March 16, 2017

Attendees: Eric Medici, Mary Brown, Shannon Pine, Darren Lee, Bob Walters, David Kell, Dean Bollinger, Jason Shumway, Eric Raber, and guest Kim Zacharias (with Reformation Renaissance Faire)

Before beginning the meeting agenda, Kim Zacharias shared information about the Reformation Renaissance Faire (see attached flyer), and Jason Shumway, who recently purchased the Plain City Pub and the building on North Chillicothe St., shared information about those projects :

- (Kim) The Faire will run on Saturdays and Sundays from September 23 - October 8 from 10 AM - 6 PM. Activities include: engaging the uptown businesses in displaying “period” flags and having businesses provide activities or discount/coupon packages; kids’ activities for creating a family crest, etc; medieval agricultural learning; “village” of historic trades; and jousting troupes and performances. Banners will be hung across Main Street to advertise event. The Village is working on providing a beer garden. The event will probably be annual. Admission is \$5. If UPCO is able to assist, some opportunities are to: provide welcome packages/coupons from local businesses; help locate performers and demonstrators (gymnasts as jesters, blacksmiths, etc.); volunteer at the event (could set up an UPCO booth) – costumes would be required.
- (Jason) Jason Shumway, business owner of Bradford Exteriors, is renovating the Plain City Pub into Tavern 161. He is targeting the first week of June for opening, and is trying to keep an historic “look”. The tavern will feature live bands/open mike comedy shows Thursday - Saturday, and the large back area of the space can accommodate private parties or catered events. His goal is to eventually move the Bradford Exteriors office above the tavern. The building on North Chillicothe Street is being rehabbed for future tenant spaces. Jason is not sure who the end users will be.

### Officer & Committee Reports

- February minutes –Darren Lee moved to accept the minutes from February 16 Executive Meeting, Bob Walters seconded, and the motion passed.
- Treasurer's Report (Mary Brown) SEE ATTACHED. Checking account balance is \$22,643.03
  - Frontier will be providing us a credit (billed twice) and new monthly amount should be around \$65/month.
- Operations (Shannon Weigand)
  - Nothing to report as Shannon was absent.
- Promotions (Julie Weaver)
  - Events
    - Farmers Market (Kathy) - Begins July 4 - Nothing discussed/reported
    - Cruise In (Megan/Julie/Eric R) - Eric Raber has agreed to co-chair the event with Julie and Megan.
      - Volunteers to help the day of the show are needed - August 26, 2 - 8 PM
      - UPCO will be hosting the Beer and Wine Garden along with brining in a live band
      - 5 of 9 food truck spots have been sold
    - Run/Walk (Shannon W) - Volunteers to help day of are needed (September 23), and the event has been moved to the PC Elementary School.
    - Christmas Under the Clock (Stacy) - December 2 - Nothing discussed/reported

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- Rally in the Alley (Mary/Julie/Hilary) - Budget submitted and dates (3 total) TBD. Dates will not conflict with Cruise In or Run/Walk.
- Business Enhancement (Chair TBD)
  - Nothing discussed/reported
- Design (Darren Lee)
  - The 2017 Façade Improvement Grant is ready and needs to be posted on the website. Applications were distributed to building owners Eric Medici and Jason Shumway at the meeting. The submittal deadline is June 15, 2017, and the grant will be awarded at the July 4 Farmers Market. The Plain City Comprehensive Plan Committee reconvenes on March 29, and Design Committee members will be in attendance.

#### Old Business

- Membership - Julie Weaver e-mailed the membership report on March 14.
- Website (Darren) Event Chairs need to submit comments on the new website BEFORE the 4/20/17 Executive Meeting. E-mail set-ups are still in progress.
- 2017 Budget Approval (attached) - Income and expenses that were not displayed for General Fund were estimated and added; expenses for Farmers Market Harvest Night and End of Season party were estimated and added. Total income: \$34,395. Total expenses: \$33,487. Darren Lee motioned to approve, David Kell seconded, and the motion passed.
- Insurance Renewal (Shannon P) Shannon P will follow up with Rummel Brill to aid in completing the paperwork. 2016 Financial statement is needed from Mary for the renewal package.
- 2015/2016 Financial Statement AG Office - Nothing discussed/reported - table to April meeting.
- Clock Tower Funds - Mary will include in next month's Treasurer's Report.
- Job Descriptions - Business Enhancement Committee Chair (attached). Darren Lee motioned to approve, Bob Walters seconded, and the motion passed.

#### New business

- Amazon Smile - Nothing discussed/reported - table to April meeting. Kroger Community Rewards re-up in April.
- UPCO Ad in Jonathan Alder HS spring musical program (\$70) with web address, phone #, and "Volunteer opportunities" added. Darren Lee motioned to approve, Bob Walters seconded, and the motion passed.

**Meeting adjourned** (at approximately 8:20 PM).

#### Upcoming Dates

Executive Meeting: April 20, 2017; 6:30 PM

General Meeting: May 18, 2017; 6:30 PM

Both to be held at the Grub House

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9:20 PM  
03/13/17  
Accrual Basis

## Uptown Plain City Organization Profit & Loss February 2017

|                                | <u>Feb 17</u>         |
|--------------------------------|-----------------------|
| Ordinary Income/Expense        |                       |
| Income                         |                       |
| Program Income                 |                       |
| Membership Dues                | 60.00                 |
| Total Program Income           | <u>60.00</u>          |
| Total Income                   | <u>60.00</u>          |
| Gross Profit                   | 60.00                 |
| Expense                        |                       |
| Operations                     |                       |
| Telephone, Telecommunications  | 246.29                |
| Total Operations               | 246.29                |
| Program Expenses               |                       |
| CCCI                           | 306.11                |
| Total Program Expenses         | 306.11                |
| Other Types of Expenses        |                       |
| Insurance - Liability, D and O | 431.75                |
| Total Other Types of Expenses  | <u>431.75</u>         |
| Total Expense                  | <u>984.15</u>         |
| Net Ordinary Income            | <u>-924.15</u>        |
| Net Income                     | <u><u>-924.15</u></u> |

Balance on 3/10/17: \$22,647.03

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| INCOME & EXPENSE CATEGORY             | 2016 Actual | 2017 Budget | Reference | Actions |
|---------------------------------------|-------------|-------------|-----------|---------|
| <b>GENERAL FUND INCOME</b>            |             |             |           |         |
| Donations                             | \$346       | \$0.00      |           |         |
| Memberships Non-FM                    | \$1,156     | \$1,200.00  |           |         |
|                                       | \$1,502     | \$1,200     |           |         |
| <b>GENERAL FUND EXPENSE</b>           |             |             |           |         |
| Design Committee                      |             |             |           |         |
| Business Enhancement Committee        |             |             |           |         |
| Insurance                             | \$2,375     | \$2,700.00  |           |         |
| Annual Meeting                        | \$219       | \$300.00    |           |         |
| Organization Committee                |             |             |           |         |
| Phone /Internet                       | \$406       | \$960.00    |           |         |
| Postage                               | \$954       | \$1,000.00  |           |         |
| Marketing Committee                   | \$685       | \$500.00    |           |         |
| Re-development Grant (FIG)            | \$2,500     | \$2,500.00  |           |         |
| Business Enhancement Grant (BIG)      | \$2,000     | \$2,000.00  |           |         |
|                                       | \$9,138     | \$9,960     |           |         |
| <b>FARM MARKET INCOME</b>             |             |             |           |         |
| Registration Income (memberships)     | \$765       | \$1,550.00  |           |         |
| Sponsorship Income                    | \$1,250     |             |           |         |
|                                       | \$2,015     | \$1,550     |           |         |
| <b>FARM MARKET EXPENSES</b>           |             |             |           |         |
| Event material (signs)                |             |             |           |         |
| Event services                        |             | \$1,000.00  |           |         |
| Barriers                              |             |             |           |         |
| Other (Harvest Night)                 | \$126       | \$150.00    |           |         |
| End of Season Party                   | \$187       | \$200.00    |           |         |
|                                       | \$313       | \$1,350     |           |         |
| <b>CLASSIC CAR CRUISE-IN INCOME</b>   |             |             |           |         |
| Registration income                   |             |             |           |         |
| Sales income                          |             | \$13,570.00 |           |         |
| Sponsorship income                    | \$5,750     |             |           |         |
| Other (Includes Vendor Income)        | \$4,591     |             |           |         |
|                                       | \$10,341    | \$13,570    |           |         |
| <b>CLASSIC CAR CRUISE-IN EXPENSES</b> |             |             |           |         |
| Advertising                           |             |             |           |         |
| Awards                                |             |             |           |         |
| 50/50 Pay-out                         |             |             |           |         |
| Donations (Library)                   | \$192       |             |           |         |
| Event Material                        |             |             |           |         |
| Event Services                        | \$5,102     | \$7,547.00  |           |         |
|                                       | \$5,294     | \$7,547     |           |         |
| <b>4 MILE WALK / RUN INCOME</b>       |             |             |           |         |
| Registration/Sales Income             | \$4,502     | \$4,000.00  |           |         |
| Sponsorship Income                    | \$4,450     | \$4,000.00  |           |         |
|                                       | \$8,952     | \$8,000     |           |         |
| <b>4 MILE WALK RUN EXPENSES</b>       |             |             |           |         |
| Advertising                           |             | \$150.00    |           |         |

2017 Budget Draft 2/21/17

| INCOME & EXPENSE CATEGORY                 | 2016 Actual | 2017 Budget | Reference | Actions |
|---|-------------|-------------|-----------|---------|
| Awards                                    | \$605       | \$2,200.00  |           |         |
| Donations (Masons)                        | \$2,568     | \$1,500.00  |           |         |
| Event Services                            | \$2,913     | \$2,650.00  |           |         |
|   | \$6,086     | \$6,500     |           |         |
| <b>CHRISTMAS UNDER THE CLOCK INCOME</b>   |             |             |           |         |
| Auction income                            | \$2,120     |             |           |         |
| Sponsorship Income                        | \$2,400     | \$4,400.00  |           |         |
| Vendor Income                             |             |             |           |         |
|   | \$4,520     | \$4,400     |           |         |
| <b>CHRISTMAS UNDER THE CLOCK EXPENSES</b> |             |             |           |         |
| Advertising                               |             |             |           |         |
| Awards                                    |             |             |           |         |
| Miscellaneous                             |             |             |           |         |
| Event Material                            |             |             |           |         |
| Event Services                            | \$3,979     | \$3,520.00  |           |         |
|   | \$3,979     | \$3,520     |           |         |
| <b>RALLY IN THE ALLEY INCOME</b>          |             |             |           |         |
|   | \$3,077     | \$5,675.00  |           |         |
|   | \$3,077     | \$5,675     |           |         |
| <b>RALLY IN THE ALLEY EXPENSE</b>         |             |             |           |         |
|   | \$2,037     | \$4,610.00  |           |         |
|   | \$2,037     | \$4,610     |           |         |
| <b>TOTAL INCOME</b>                       | \$30,407    | \$34,395    |           |         |
| <b>TOTAL EXPENSE</b>                      | \$26,847    | \$33,487    |           |         |



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## BUSINESS ENHANCEMENT COMMITTEE

### Committee Chair Job Description

The following description was adapted from materials from BoardSource. Note that materials apply to both for-profit and nonprofit unless otherwise noted.

1. Is a member of the Executive Committee
2. Acts as chief spokesperson for the committee
3. Set the tone for the committee work
4. Ensures that volunteers have the information needed to do their jobs
5. Oversees the logistics of the committee's operations.
6. Reports to the President
7. Reports to and works closely with the full Board on committee's decisions and recommendations.
8. Prepares and tracks the budget
9. Assigns work to the committee members and volunteers
10. Sets the agenda and runs the meetings
11. Keeps or delegates minutes and ensures distribution of meeting minutes
12. Initiates and leads the committee's annual evaluation
13. Prepares plan and budget for the following year

The Business Enhancement Committee is to support entrepreneurial and small business development including providing educational resources for business owners, existing and new, minimizing commercial vacancies, and supporting the growth of our commercial district.

### Business Enhancement Duties

#### STRENGTHEN BUSINESSES

Build Relationships

Coach & Counsel

Provide Business Guidelines

Business Networking

Social Networking

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*Save the Dates*



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