



Meeting Minutes June 15, 2017

Christina Iman, Shannon Pine, Shannon Weigand, Julie Weaver, Mary Brown, Megan Colwell

- Meeting was called to order by Shannon Pine 6:45PM.
- Tabled the approval of the March, April, May minutes due to lack of a quorum.
- Treasures report was given by Mary Brown. Balance \$19915.13. Mary to check if the phone is being automatically deducted.
- Clock Tower Fund- Julie Reported plaques for the buildings will be \$500.00. She is still waiting to hear back from John Rucker regarding the funds we still have.
- Operations-
 - Shannon W presented the Union County Social Media policy as an example for us for our social media policy. Shannon W. to email it to Shannon P to email and call for a vote.
 - Mural: Shannon W presented a project proposal. See attached.
- Promotions-
 - Tabled the social media marketing report.
 - Gave minutes on the Farmers Market Report- See attached
 - Gave minutes on Cruise In meeting- See attached
- Business Enhancement- Julie reported that the BIG is open for application. Deadline is July.
- Design- Shannon Pine reported that the deadline for the FIG is today (June 15). Julie suggested that the committee invite someone from outside of UPCO to sit on the judging panel. Shannon P will ask a few people and see who she can find.
- Old Business:
 - Membership Update: Julie is still learning the membership program. Is working on correcting membership dates and why it's not always pulling the correct expiration dates. 40 current memberships. Julie has requested we table the lifetime membership discussion until she gets this new membership down. She is working on how to give free membership to sponsors over \$500.00.
 - Annual Retreat: Shannon W suggested that we have hold a follow-up meeting. Julie to check and see if we have a board member attendance policy. Meeting to review annual retreat Aug 29th at 6:30pm.
 - Office Space: Shannon W talked to the old elementary and they reported that they would have space on the 2nd floor. A few issues that may arise from this location would be not having access to the office any time and being on the 2nd floor. Shannon Reported that we don't know what we need to move at this point, so we will table it until we hear anything from the village.
- New Business:
 - Operation Tasks: Julie gave a list of the OAG checklist (See attached). She reported that we need to change the agent from Michael George to Shannon Weigand.

- Meeting adjourned by Shannon Pine at 8:20pm

Forging a stronger, more inviting, and more vibrant Plain City

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Uptown Plain City Organization
Profit & Loss
May 2017

	<u>May 17</u>
Ordinary Income/Expense	
Income	
Direct Public Support, Sponsor	500.00
Indirect Public Support	
Kroger, Amazon Smile	<u>5.00</u>
Total Indirect Public Support	5.00
Program Income	
CCCI	70.00
Membership Dues	<u>100.00</u>
Total Program Income	<u>170.00</u>
Total Income	<u>675.00</u>
Gross Profit	675.00
Expense	
Operations	
Postage, Mailing Service	44.10
Telephone, Telecommunications	<u>245.25</u>
Total Operations	289.35
Program Expenses	
CCCI	<u>1,100.00</u>
Total Program Expenses	1,100.00
Other Types of Expenses	
Insurance - Liability, D and O	2,010.00
Marketing	<u>69.00</u>
Total Other Types of Expenses	2,079.00
Business Expenses	
Business Registration Fees	<u>75.00</u>
Total Business Expenses	<u>75.00</u>
Total Expense	<u>3,543.35</u>
Net Ordinary Income	<u>-2,868.35</u>
Net Income	<u><u>-2,868.35</u></u>

MURAL PROJECT -- PROPOSAL

The Uptown Plain City Organization, in order to assist in Plain City's 2018 Bicentennial, proposes that a new mural be added to the exterior of a building celebrating Plain City and its history.

Possible building

The Masons have expressed willingness to have their current mural wall be the canvas. They have requested that they have a representative on the committee, and that the US flag be included in the design. *(6/14 Masons saying 30-60 days before know if building is okay structurally for this.)*

Suggested design committee

We propose that a Mural Committee be formed consisting of the following representatives, at least one from each group:

- Masons
- Village of Plain City (probably Linda Granger)
- UPCO
- PC Historical Society
- At large members as deemed necessary (or whoever is interested)

Fundraising

One idea is to have a raffle (\$25/ticket) with the prize being that the winner's face is included in the mural.

Another is to pursue grants through the Ohio Arts Council (and any other grants that we can find)

Notes

Shannon W contacted a mural business. To do an estimate, they would need a photo of the wall, the idea of what we want painted, and the dimensions. In inquiring about design assistance, they responded, "We have an in house design fee of \$500.00, otherwise you can design it yourself, or help with collecting photos and ideas of what you want. If you have something to go from, we can likely reduce our design fee, and can save you some money."

Regarding the timeline, we're starting pretty late on this so I doubt if a mural could be designed and painted by 7/4/18. One suggestion is to use the Bicentennial celebration to announce the raffle winner, or even the final design. Then we can see the mural develop in its own time.

At Ol' 42 Grub House

Attending: Julie Weaver, Veronica Hallman, Ann Weeks, Roger Weeks, Mitch Dillon, Matt Vross, Jim Wallace, Kathy Saxour

- Have 7 vendors signed up. Kathy will forward vendor apps.
- 4th of July parade at 3:00pm. FM to set up at 1:30, ready by 2:00pm. Market will resume regular days and hours on July 6.
 - Flags for the kids
- Repeat Harvest Night on last night
- Hold a Spirit Night the Thursday before school starts. Does someone have a good contact for the band?
- Will continue Vendor Cash
- Kathy to contact jewelry person on Facebook
- Committee needs cards for recruiting vendors
- The proposed logos from Colleen Koesters and other logo ideas were discussed. Text only is better choice – different font.
- Marketing: Mitch and Matt to start Facebook ads in June
 - Expand to Powell and Delaware areas possibly for Facebook ads
 - Get pics of vendors for Facebook once market starts
 - Create marketing piece for 7/4 and 7/6
 - Kathy will get posters from Corey
- Opportunity: Dublin and maybe Hilliard farm market are not running this year.
- Ideas: Have new barber at a market
 - Chalk drawing but not at \$250
 - Food trucks: Julie to get Cruise In list of food trucks to Kathy

At Der Dutchman

Attending: Julie Weaver, Megan Colwell, Eric Raber

Facebook: Eric reported that he will be scheduling his next round of posts this week. Made a note that the date of the show and times needs to be on each post.

Band: Megan will check with Josh Yoder about a flatbed to use for the band the day of the show.

DJ: Set

Sponsorship: Julie to send Chapman invoice once we get tees in

Vendors: Eric needs menus for FB- Megan will send

BOS: Finish letters and Julie sent out
Make sign for plaza – Julie will work on this
Big entrance: 3pm through corner

Signs:

- "Like us on Facebook" -8 ½ X 11 make a few copies to have hanging at registration and merch tent- Megan will create
- Plaza sign for BOS- Julie to create
- Yard Signs- Eric to put them up closer to the date
- Village Sign- Julie to update
- Flyers for the Marysville Car Show - Amanda to pass out- Megan will work on creating something special for that show and will contact Amanda Morris to pass out at that show

Awards: 15 year awards needed- Julie working on
Plaque for Joe Chapman- Julie working on

Beer/Wine Garden: Julie will get businesses and KV signatures- waiting on just one
Using flatiron, crossing to N Chillicothe up the front of the Keller Williams building
Will need a lot of "No Alcohol Beyond..." signs
Ordering beer and wine- Look and see what we did last, Megan will contact Tim to review and report back at next meeting
Stay with the same price as last year- Beer \$3.00, Wine \$4.00
Wine- Julie to look at what we want to order

Volunteers: Megan to make flyer to help with volunteer instructions- Megan will do

UPCO Annual Retreat
April 29, 2017
Union Station, Marysville Oh

In Attendance: Julie, Chris, Mary, Shannon W, Shannon P, Bob, Megan, Tina Knotts (Union County CVB)

Focus/ Priorities

- #1. Focus (Internal)- Marketing Plan, Internal Structure
- #2. Identity (Outward Focus)- Education, Outward Focus, Marketing
- #3. Village/ Partnership/ Property Owners and Business Owners
- #4. Volunteers
- #5. Fundraising- Retention, Grants
- #6. Membership

Brainstorming Breakouts

#1. Focus

Procedures/ Policy

- What do we have? Is it current?
- What do we need?
 - Attorney General
 - Non-profit info

Yearly Calendar

- Committee deadlines
- Board deadlines
- Meetings
- Events / Assessments

Structure

- Job Descriptions
 - Event Assessment
- Handbook
 - Development and Implement
- Accountability
- Implement Training
- Sign off on Policies

Event Assessment

Marketing Plans

- Who's doing what? When?
- Liaison with event chairs
- Emails
- Standardize event reports
 - What and when to report to board
 - Chair meeting minutes

Volunteer Application

- Develop process to handle potential new volunteers
- Schedule Training multiple times a year
- Power point
- Message we want to send out
- Partner with Tina and David

Uptown Plain City Organization (UPCO) SOCIAL MEDIA POLICY

I. Purpose

The Uptown Plain City Organization Social Media Policy in order to ensure clear, factual communications with the public and to protect the interests of the organization. For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Instagram, Flickr, and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

II. Social Media Protocol

With social media outlets rapidly growing in popularity, it is important to recognize the balance between personal communication and communication which can impact UPCO. We currently maintain social media outlets such as Facebook, Twitter and Instagram to provide information to the public. These outlets are maintained by the appropriate volunteer and shall only be used for UPCO related activities.

- A. Personal Accounts - This media policy does not preclude an UPCO volunteer from having a personal social networking account. However, volunteers shall not use their personal account to make representations in his/her capacity as an UPCO representative.
- B. Guidelines - The following guidelines are to protect individuals serving on an UPCO board, committee, and/or association (hereinafter referred to as "individual") when using UPCO social networking accounts. Individuals should:
 1. Take responsibility for what they write and exercise good judgment and common sense.
 2. Be honest about your identity. If you have a vested interest in the topic you're discussing, be the first to point it out.
 3. Keep in mind how you present yourself online. The lines between public and private, personal and professional are very blurred in online social media networks.
 4. Use a disclaimer when using social networking. When appropriate, make it clear that what you say represents your thoughts and opinions and not necessarily those of the organization.
 5. Protect confidential and proprietary information. Use caution to make sure that you don't disclose confidential information about UPCO and/or its activities, fellow volunteers or our sponsors.
 6. Respect copyrights and fair use. Always give people proper credit for their work and make sure you have permission before publishing information.