

Kelseyville Business Association
Board of Directors Meeting Minutes
March 20, 2023

In attendance: Fritz Pearce, Kim and Mike Riley, Rick White, Mark Borghesani, KJ Desoto, Helen Finch, Weston Seifert, Christie White and Brad White.

Meeting was called to order at 5:15.

Motion was made by Mark Borghesani to approve meeting minutes, seconded by KJ Desoto.

Motion was made by Mark B. to allocate a budget not to exceed \$5,000 to move forward with the installation of WIFI for downtown Main St. Seconded by Rick White. Unanimous vote in favor.

Brad White reported that bands are lined up, posters completed and distributed, sponsors are lining up.

Everyone agrees that merchant vendors at street dances is unfavorable, however, one non -profit youth organization based in Kelseyville will be allowed to set up a table alongside of the KBA Raffle table to share information about their organization. Mark B. motioned that KBA raffles proceeds will be donated to Kelseyville youth groups only. Helen Finch seconded. Unanimous in favor. It was agreed that Terra Seifert's Girl Scout Troop #10145 would receive funds from July 1 street dance in honor of their effort to install flags on flag holidays.

Sponsor Status:

Gold Sponsors at \$2500: Lincoln-Leavitt, Totorica Tile, Rick White Konocti Realty, Brad White Blues Productions. Saw Shop is pending.

Platinum Sponsonrs \$5,000 : Calpine – pending

Diamond Sponsor \$7,500 : Reynolds Systems donated \$10,300

Street Dance Sponsor \$350 : Matt Mazzai

It was determined that a traffic consultant should be brought in in order to validate KBA concerns regarding speed and safety on Main St. This report could then be helpful in our appeal to the county to provide some sort of safety measures.

It's Time to Getaway wishes to make a presentation at one of our meetings or mixers. As they are advertising, as opposed to informational, it was determined that they would be required to join KBA in order for this to happen.

BOD agreed to share stage with Max Angeleri of Brick Tavern on April 15th for a downtown block party. Mike Riley, Rick White and Brad White agreed to assist.

Turns out that switching Independencia to Sept. 16 to coincide with actual holiday may be problematic as it is the same day as Wine Auction and many KBA members are already committed to that event. Discussion with those concerned will continue.