

## **Downtown Business Association, Inc.**

Meeting Minutes – May 6, 2010

Chappel Family Practice

Meeting Called to Order: 6:07pm

**Approval of Minutes:** After a review of the minutes for the April 8th, 2010 meeting, Jerry Gemskie made a motion to approve the minutes as read with required corrections, a second was made by Ladell Rigsbee. Motion Passed.

**Financial Reports:** John Fields gave an update on the Financial status of the DBA. He reported that the accounts were doing well because of a great push in membership and because of the Ornaments on Parade event managed by Jerry Gemskie. The printing of 10,000 membership directories did reduce our available funds by a good amount, but the hope was that 10,000 directories would last the year.

### **Old Business:**

**Antique and Craft Fair:** The Antique and Craft Fair that was put on by the Kissimmee Main Street organization was reviewed as a success by many of the members in attendance. Mike Trim reported that from his perspective as a vendor at the craft fair, his company did very good sales for the day. Other business members also reported better than expected traffic and sales for the day. The DBA conveyed its opinion that they would like to see more events like this one.

### **New Business:**

**Parking Meters in the Downtown:** It was brought to the attention of the members that there are now serious discussions about putting Parking Meters in the downtown. This is because the county is looking to build a parking garage on the county administration site and they plan to charge to be able to park in the facility and they are worried that people will park in the downtown for free instead of paying to park. This would hurt the ability of the county to pay the debt service for building the facility if they can not find a way to force county patrons to pay to park. The DBA members were very concerned by this news. Information from city sources was that they do not want to put in parking meters, but that there were discussions going on between the county and city departments. The DBA members instructed the officers to draft a letter stating the business communities stance against parking meters. The common feeling was that it did not make sense to add another obstacle into an area that every has worked so hard on revitalizing. Adding a parking meters would hurt the downtown of the long term.

**Dakin Street Merchants:** The Dakin street merchants were working on several ideas to help bring additional people into the downtown. They are working on expanding their first Friday events by closing off one side of Broadway to help give more space for the cars and the pedestrians who wanted to see them. Buster is also working on the possibility of a much larger car show in Toho Square some time in December.

**Advertising:** A publication known as Florida Travel & Lifestyles presented an opportunity to advertise in their publication. The membership decided against spending money at this time.

**Taking PayPal Payments on the Website:** It was brought up that taking payments through PayPal on the website seemed expensive. For a \$50.00 membership payment, there was approximately a \$2.00 charge for processing the payment electronically. The member discussed other payment options and their associated cost and decided to stick with PayPal. Other services charge monthly fees and PayPal does not. This makes the overall costs of PayPal much lower to the DBA. A motion was made by Tom Lanier to keep PayPal which was seconded by Carl Sheerin. The motion passed.