



FRIENDS OF MIDTOWN BOARD MEETING

April 15, 2024~ 6:00 pm- 7:30 pm

In-Person: Pursuit Coworking (922 N 3rd St)

Google Meet joining info

Video call link: <https://meet.google.com/bzd-dqup-vjv>

| Board Members in Attendance | Board Members Not in Attendance |
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| Hannah Witwer (President) Julian Northrop (Vice President, Communications) Heavenly Smith (Community Building) Bob Drago Kelsey Horn Ed Jaroch Molly Haragan (Community Building) Sandi Emery (Secretary, Business) Autumn Anderson (Business) Ray Yaegle (Communications) Ashlee Reick (At Large) | Priscilla Morales (Communications) Austin Cheers (Treasurer) David Morrison Erin O'Dea Nissa Kelly |

UPCOMING EVENTS

| March | April | May |
|-------|---|---|
| | <ul style="list-style-type: none">• 4/20 Great Harrisburg Litter Clean Up | <ul style="list-style-type: none">• 5/5 Verbeke St Median Clean Up• 5/11 BSM Market Celebration Event• 5/18 Midtown Yard Sale• TBD: Trash Clean-Up <i>considering May 13 (Mon) or 22 (Wed) evening</i> |

TIMELINE

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|----------------|-------------------------|
| Communications | Community Building |
| Business | Beautification & Safety |



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BOARD MEETING AGENDA

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| Board Business | <ul style="list-style-type: none"> • Introductions • Chriss Greenblatt joining • Autumn farewell • March Treasury Report (vote) • March Meeting Minutes (vote) |
| Nominations | <ul style="list-style-type: none"> • Current open positions in need of co-chairs: Membership & Development, Beautification & Safety, Nominating |
| Membership Report | <p>Total: 145 (same as last month)</p> <ul style="list-style-type: none"> • 52 Individual (-2) • 51 Household (+1) • 24 Business (19 Gold, 3 Platinum, 2 Unknown) (-2) • 18 Sustaining Members (+1) <p><i>Figures are from Wix and PayPal accounts</i></p> |
| Committee Updates | <p>Please share updates for your committee below:</p> <ul style="list-style-type: none"> • Community Building |

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| | <ul style="list-style-type: none"> ○ Outdoor Film Series - raised \$5,200 of \$8,300 goal. Draft lineup: Mamma Mia, Black Panther, An American Tail, The Little Mermaid, Shrek 2, Grease ○ Candidates Night “Primary Debate” - great turnout! ○ Broad Street Market Courtyard Event - May 11th, 11 - 2 ○ Midtown Yard Sale - proposing May 18 (w/ rain date of May 19) ○ Summer Solstice Yoga event - Thursday June 20 or Friday June 21 (third in the burg weekend) ○ Talk to HU about setting up a table at summer concert series ● Business <ul style="list-style-type: none"> ○ 11 Events in April/May for Midtown Makers Series ○ We are going to need 2-3 volunteers for 4/27 from 10AM-2PM at the midtown scholar ● Communications <ul style="list-style-type: none"> ○ Quarterly Outreach - launched our first quarterly/spring social campaign & newsletter, press release ○ Website revamp - goal to launch in Q3 ○ Newsletter - Please have committee items for this month's newsletter in by Wednesday, March 27th, as we plan to have the newsletter out by Friday, March 29th. A reminder email will be sent out on Wednesday, March 20th. ● Beautification & Safety <ul style="list-style-type: none"> ○ Great Harrisburg Litter Clean Up - 4/20, 7:45am - 12:15pm site coordinators, Reily & Logan Streets ○ Verbeke Median Clean Up - 5/5, meet at the corner of Verbeke and Green Street, bring gloves and tools if you have them ○ May Litter Clean Up: considering May 13 (Mon) or 22 (Wed) evening - welcome feedback from FOM Board |
| Board Member References | <ul style="list-style-type: none"> ● FOM Bylaws linked here (updated description for Community Building Committee) ● Update personal information here ● 2024 Events Schedule and Volunteer Sign Up & New ideas ● FOM Donor Tracking Sheet ● <u>Take photos at all events</u> - send to media@friendsofmidtown.org to post on FB and/or IG and upload into this Google Drive folder ● See committee email distribution lists here (from 2020 survey) ● Reference - Strategic Planning Session Slides |
| New Business | <ul style="list-style-type: none"> ● Feel free to add discussion topics ● Use Outdoor Films as a fundraiser for BSM? |

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| Closing | <ul style="list-style-type: none"> • Next meeting May 20th at 6:00 PM • Motion to close |
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Notes:

- Autumn is leaving the board to pursue her position on the School Board
- Molly moved to post March minutes online, Sandi seconded
- Molly talked about the Candidate event, and it was a great turnout, it would be nice to push out the recording of the event. Molly thanked the team for being there and helping to make the event happen.
- May 11th is going to be a Market celebration for the Broad St Market
 - Friends of Midtown is looking to have a table, coloring pages and crayons for this event
- May 18th is the Yard Sale where we have very minimal
- Heavenly reached out to multiple locations to see if we could use the space for a Summer Solstice Event, celebrate with 108 sun salutations and are looking to do it in the Broad St. Market Courtyard, could do it at 6PM when the Market closes
- Business Committee:
 - Ideas for Makers Series
 - We discussed ways to get recognition for the work we do with the Makers series like collaborating on Facebook Events and having more cross-promotional steps for the businesses to take to support FOM
 - Business is going to need a new co-chair as Autumn is leaving
- Newsletter got a redesign and is looking great!
- Litter Cleanups
 - Looking to do a cleanup on a weekday potentially since weekends are tough
 - And looking to do 1x a month
 - We decided Wednesday might be a better day for us to do a start and stop
 - We discussed how we decide what areas to focus on
 - Identify a business per zone for us to have as our starting point and seeing if they can cross-promote
 - Rotating days would be helpful too to get better crowds, we found Mondays and Tuesdays are not as popular, Wednesdays and Thursdays could be better to try out
 - Could we map our business members out
- Reminder for the board to sign up for events
- Julian brought up that we will want to send out renewal emails when people are about the need to renew
- Ray mentioned that we had people who messaged us to repair a green light and they have been replaced by LED's, the request for them to not be LEDs Verbeke, this is the cities responsibility and not FOM's, if we could put the person in touch with 311 or to connect to the city.
- Hannah shared there was concern from the community about old signs in the park, and we have taken the old signs to dispose of or reuse the signs to hold our movie sponsorship
- We talked about the map on the Friends of Midtown website and found it is out of date
- Autumn moved to end the meeting and Sandi seconded - meeting ended at 7:10

