Broad Street Market Alliance Board of Directors Meeting Minutes

August 13, 2025 5:30pm - 7:00pm

1. CALL TO ORDER

The meeting was called to order at 5:30 PM and was presided over by Board Chairperson, Tashia James.

2. ROLL CALL

Quorum established with 12 of 15 seated board members present. Others in attendance: Cheranda "Cherri" Parks-Taylor, Market Manager, and about a dozen vendors.

Board Member	Present	Absent
Armstrong, Theo	x	
Bonner, Naydia		x
Bowers, Danielle (for City Council)		x
Davis, Bryan (for Mayor)	x	
Ebersol, Jesse	x	
Gellerman, Paul	x	
Green, Merrick	x	
Hawbaker, Venus	x	
James, Tashia	x	
Jones, Ariel	x	
Lichtenstein, Gavin	x	
Majors, Westburn	x	
Seiders, Joel (for Mayor)	x	
Tep, Tito	x	
Williams, Brandon	x	
Vacant (for City Council)		x
Vacant (for Community at-large)		x
Vacant		x

Bylaws require that a majority (eight) of current members be present for a quorum; therefore, a voting quorum was established.

3. APPROVAL OF MINUTES

Prior month's meeting minutes were not available for review and will be considered at the next board meeting.

4. MANAGEMENT REPORTS

- General updates were provided, including intent to have written reports from committees moving forward.

- Update given on investigation committee and board results; commitment to continue the process.
- Meeting held with Mayor Wanda Williams to establish stronger communication and introduce the Market Manager.
- Monthly reports will be sent to the Mayor providing market updates.
- Application for gaming grant underway.

5. COMMITTEE REPORTS

FACILITIES

- No major updates for facilities.
- Stone Building: Strong patronage. One vendor stall remains vacant—Shwarma vendor approved but out of contact. Advertising possible through The Burg and in-market. Internal transfer option may be revisited.
- 3rd in the Burg event was successful with live music and ~100 attendees.
- Staffing: Part-time custodial role remains open. AARP funding not expected. Chair presented two job ads for custodial/maintenance roles. Community interest expressed for seasonal work.
- Tent: Drastic decrease in temperature reported; vendors satisfied. City will inspect gravel concerns. Flooring quotes under review; plans to submit to Finance Committee.

FINANCE

- Committee met Monday.
- Began planning 2026 budget.
- QuickBooks billing switched from monthly to yearly; discussion about centralizing billing and grant tracking in QuickBooks.
- Desire to present balanced budget; clarified that cash on hand may be spent annually to cover greater expenses.
- Discussed CAPEX vs OPEX; beginning to consider mixing categories.
- Tax-exempt status application submitted; awaiting response in 3–5 weeks.

FRIENDS OF THE BROAD STREET MARKET

- Requested budget for Halloween and Oktoberfest events.
- Discussed community engagement strategies, including promotion at the Civil War Museum.
- Plans to revitalize mailing list.

GOVERNANCE

- Committee limited in activity due to chair suspension.
- Guidance provided on investigation process; claims will be discussed at later date.

MARKETING & COMMUNICATIONS

- Social media update: 19k views. Numbers down, typical for August. Increased Facebook engagement driving new followers.

- Expect uptick in fall activity.

NOMINATING
- No updates.

VENDOR REVIEW
- Resolution introduced to approve results of vendor election: 2/27 vendors elected Jesse and Tito. Motion made and later handled under new business.
- Vendors submitted statement of support for Market Manager Cherri, citing her skill, ability, and adaptability. Many signed in support.
- Market operations reported as smooth. Tito noted no major projects underway, with focus on Stone Building priorities (screen doors, cleaning exhaust, cleaning walls).
- Vendors emphasized importance of having an on-site manager for oversight.

6. PUBLIC COMMENT
- Comments raised regarding committee legitimacy, internet usage, website irregularities, transparency, and missing documents.
- Suggestions for pep rallies in the courtyard; coordination with Gavin and Paul planned.
- Security incident reported involving firearm; prompt police response noted. Discussion followed on adequacy of security.
- Concerns voiced over lack of public financial statements and compliance risks.
- Issues raised with dumpster access, incorrect hours posted online, and vendor hour listings on Facebook.
- Several speakers expressed strong support for Cherri, while others questioned the Board's alignment with vendor/management interests. Debate ensued, with clarifications by Tashia, Ariel, Theo, and Brandon.
- Calls for greater transparency, communication, and resolution of lease agreement with the City.
- Brandon resigned from the board during discussion.

7. OLD BUSINESS
- Fundraising development proposals under review.

8. NEW BUSINESS
- No additional items beyond resolutions.

9. RESOLUTIONS
- Resolution passed appointing Tito and Jesse to the board (motion by Theo, seconded by Tito, unanimous).
- Resolution No. 2025-8-12: Motion by Paul, second by Theo. Passed unanimously.
- Resolution No. 2025-8-13: Motion by Bryan, second by Ariel. Passed unanimously, though Mark dissented, citing bylaws. Ariel clarified intent to update bylaws accordingly. Bruce noted current process seems compliant.
- Resolution No. 2025-5-1: Motion by Bryan, second by Joel. Passed unanimously.

10. OPEN DISCUSSION

- Bryan suggested moving fundraising proposals and grant applications into Finance Committee.
- Tashia called for lease agreement to be signed by next meeting (new or amended).
- Bryan reported discussions with Mayor; recommended Executive Committee form core group for negotiations. Emphasized grant compliance requires lease by year-end.
- Bryan requested personnel matters be directed to the Chair for handling.

11. NEXT STEPS/ACTION ITEMS

- Next meeting scheduled for the 2nd Wednesday of the next month.

12. ADJOURNMENT

- Meeting adjourned by motion from Ariel, seconded by Venus.
- Executive session followed.

MINUTES OF THIS MEETING WERE:

Recorded and prepared by: Paul Gellerman, BSMA Secretary

Approved by the BSMA Board of Directors on: ________________

Certified by the BSMA Board Chairperson:

Signed: ______________________ Date: ______________________

Tashia James, Board Chairperson