

*The purpose of this association is to promote the betterment of the Pecatonica area.

Meeting Minutes for meeting held

August 5, 2009

Pecatonica Village Hall

President: Bob Eiss

Vice President: Jeff Sterling

Treasurer: Joy Seaton

Secretary: Polly Perkins

Member-at-Large: Tiffany Newcastle

Attendance: Shawn Connors, Jeff Sterling, John Kline, Joy Seaton, Leigh Clark, Bob Eiss, Polly Perkins, Bill Faller

- I. Meeting brought to order: 8:07
- II. Approval of prior Meeting's Minutes –Accepted Comments: Billboard opportunity gone
- III. Treasurer's Report – Accepted
- IV. Old Business and Unfinished Business
 1. Membership Drive status – Eleven invoices were sent July 3. Two were returned with checks. In the future invoices will be sent with membership drive information.
 2. Cars-on-Main Report

The show was a tremendous success. 219 entries (44 more than last year) that came from 62 communities. The set goal was set for next year - 300 cars. This means more extensive advertising. The preliminary results do not have all the bills included. The Divas want to do this again next year. The total raffle was less than last year. Next year things can be done to push the raffle more. \$5 was added to expenses to balance the payout of \$448. Press releases were sent but not put in RRStar or Freeport papers. Next year follow up is needed. It was moved and approved to pay Tovah Schnorr \$100 for her last 2 years ad development effort and donate \$150 to Stateline Divas. The net profit \$2538 will be used for promotion next year so media coverage can be expanded to radio and maybe television and perhaps get someone with experience next year to help with promotion. There may be another bill from Backeberg for the banner on Rte 20. Next year the village will be asked to close 3rd Street to Reed (and possibly Bennett's) as well as the Village parking lot. The registration tent may be moved to the ZMS garage parking lot and then take 4th street to Reed. The Village did a great job cleaning street after storm the previous night. (Dan Barber did on own time?) Glen Moist and Bob cleaned up the bricks at parking lot and all along Main St. The Woman's Club did not show up and it is not known why. Discussion about food for next year included: bars and Lions work together to do pork chops? Dan's Dogs? Or no food vendors? The street dance was a success. Police officer was great. Suggestions for next year: – 3rd Street Station open earlier. How can we expand off

Cars-on-Main? Brochure to promote village needs to be updated. Have a historic homes tour?
Eliminate People's Choice award and change to Exhibitor's choice?

3. Cars-on-Main THANKS Ads and article will be run to thank people. Next year Skinner would like to increase \$100 every hour and \$50 every half hour with sponsorships to support this.
4. Lights were not taken down. Going to rent scissors lift. Need approval for sidewalk use?
(Received)

New Business

1. County Fair Booth (set up and take down) – August 18th – 23rd Joy, John, Bob and Joan volunteered to put up on Sunday. Meet at bank August 16th at 2:00
2. Christmas Walk – December 4 and 5 (Friday and Saturday) What worked well: little trees decorated by school children, band, silent auction, Mayor reading story, Lion's Santa. It was suggested that a food drive be added. Discussion about a community tree issues included placement, decoration cost, insurance, and vandalism. Next meeting discussion will continue and tasks assigned.

Adjourn: 9:02