

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

## **Meeting Minutes for meeting held**

**September 2, 2009**

**President: Bob Eiss**

**Vice President: Jeff Sterling**

**Treasurer: Joy Seaton**

**Secretary: Polly Perkins**

Attendance: Bob Eiss, Joan Cunningham, Jeff Sterling, John Kline, Leigh Clark, Joy Seaton, Tiffany Newcastle

- I. Meeting brought to order: 8:06
- II. Approval of prior Meeting's Minutes - Accepted
- III. Treasurer's report – Accepted. Discussion: Lender Electric bill to take down the lights was \$1562.50. It was moved and approved to transfer \$1000 out of money market to membership in order to pay this. Northern Illinois Environmental wrote a check and PIA wrote a check back for \$400 in order to donate the Port-a-Potties for Cars-On-Main. A letter was written of appreciation.
- IV. Old business and unfinished business
  1. Cars-on-Main Financial Report - The final report was presented. Willie Backaberg donated his time and did not take money for the banner. PIA will have money to work with next year. 3D Sound is planning on bringing 3 units (an addition of 1) so an additional \$100 for a total of \$700-800 will be the cost next year. Bob had a conversation with Mr. Zanker (ZMS) and clarified that no cars were parked on his property but next year PIA would like to put the registration tent on his property. He was not receptive but did say - talk to me next year. Next year's Cars-on-Main is July 24, 2010. PIA would like more general public traffic. This means more advertising. Perhaps pay Tohvah more or use Joan's PR person (\$40/hr). Other suggestions included: 10 second spots on TV; get TV stations' personnel to sponsor a car or enter cars. Skinner's goal of 300 cars will mean expanding parking spaces. John Kline volunteered to facilitate brainstorming session with other community members - Skinner, Moist, sound, village board members.
  2. Roofline lights removal from buildings is complete. The bill was \$1562.50.
  3. County Fair Display Discussion: What about the future? It has become a hassle every year. Comments indicated that a lot of it is out of date. If

pictures are not updated, do not post them? Should we keep doing it? Joan sends proof of insurance; the County Fair is reimbursed from the State so the cost is nothing; PIA does the work. It was suggested that someone be hired to take pictures and frame them uniformly. A new title board needs to be put up as well. Would Tohvah do this around June? Could one display area be community and the other be businesses? Steve Eytalis' cost for new frames is \$67 large and \$53 small. Another suggestion was black foam board but if it gets wet it is ruined. This will not work. Other discussion centered on PIA members versus non-members. If not member, what then? If they want a picture, then PIA fee needs to be paid. It was felt that community organizations/ public service, clubs and organizations should be included by PIA. This would include Pecatonica Heritage Museum, library, police... Several expressed the desire to hire someone to take pictures, mat with different colors, and frame them but, use existing frames. Get bids from the gal at the Flower Shop. If not a PIA member, then the business should buy their own frame. The effort should be made to update displays. There are 14 big frames and 16 small frames now. Bob will draft a Fair Display Policy for board members to review.

#### V. New business

1. Christmas Walk - Dec 4 – 5, 2009 Leigh - band and choir; Joan - Ferguson/Pec Chiro/ Top Way carriage ride; Joy - silent auction; Bob luminaries; Jeff cookies for mayor; mayor read story. Is Theater doing a second show? Businesses do their own thing. Leigh suggested doing something different - holiday parade. She said George would get balloons of characters. The first year or two would be small. Leigh volunteered to look into it further. Joan would like to consider wintering over with different colored grasses in flower pots. This means not doing little Christmas trees. Instead, put in pine boughs. If trees go in, holes must be drilled in stand base.
2. Banners are tattered, rods broken -- committed to 3 years goes until next fall.
3. Websites – how to update questions Leigh would do the updates but needs info talk to Bob later.
4. Membership up to 44; same as last year but different people (Diedrich granted membership for not charging to fix cigarette urns).

Adjourn 9:22