

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

Meeting Minutes for meeting held

April 7, 2010

President: Bob Eiss

Vice President: Jeff Sterling

Treasurer: Joy Seaton

Secretary: Polly Perkins/Tiffany Newcastle

Attendance: Bob Eiss, Joan Cunningham, Tiffany Newcastle, Shawn Connors

- I. Meeting brought to order 8:05
- II. Welcome of guest
- III. Approval of prior meeting minutes: Accepted
- IV. Treasurers report: Accepted
- V. Old and Unfinished Business
 - a. Membership Drive current status Current drive 41 members, dues paid of \$1865. (Last year we had 45 members and dues of \$2160) Will conclude membership drive at the end of April.
 - b. Pinewood Derby, April 17-18. An additional email announcement was sent out to area businesses
 - c. Cars on Main Campaign:
 - a. The wagon rides have been confirmed with Carol Bellows. They will run from 11-2pm and the wagon holds 12-14 persons. We will work with them on a route prior to the event.
 - b. Mailing: We are now listed on Go Rockford.com Mr. Countrymen printed and donated flyers to all 331 prior registrants. 3D Sound has additional flyers they are distributing.
 - c. Roller Derby Girls: Bob will re-confirm their participation
 - d. County Fair Display: Sandy Larson is taking pictures. Deadline is May 29th.
 - e. A.W. Rawson Lodge Invitation: Leigh did attend
 - f. Memorial Day Parade: PIA made a \$50.00 donation to the parade.
- VI. New business
 - a. Shawn Connors brought up advertising on radio 93.7, 9.1, 102.1 to promote Cars on Main. He will verify the cost and the time allotted. He believes it is \$750 for 2 stations, \$12 more for 3 stations. The ads would be 30 seconds and would run 12-14 days before the event 5-6 times.
 - b. Additionally, Shawn is looking into bringing a Chamber of Commerce to Pecatonica. Possibly combine with Winnebago's Chamber? Just in the early stages of investigation at this point.

Meeting adjourned 8:58