

MINUTES
SEDONA VILLAGE BUSINESS ASSOCIATION
BOARD OF DIRECTORS ORGANIZATIONAL MEETING
THURSDAY, MAY 14, 2009 @ 4:30 PM
SEDONA WINDS

1. All newly elected Board members were present - Sean Baguley, Tim Byrne, Mel Copen, Lori Lo Duca, Tom Graham, Judy Hill, Michelle Moore, Mark Mumaw, & Kathy Nelms – quorum established. Also present was Peter Gendron.

2. After motions duly made, seconded and unanimously passed the following action was taken by the Board:

A. Mark Mumaw, Judy Hill, Kathy Nelms & Michelle Moore were designated as elected for 1-year terms;

B. Lori Lo Duca, Tom Graham, Sean Baguley, Mel Copen & Tim Byrne were designated as elected for 2-year terms;

C. The following officers were elected to serve until their successors are duly elected:

Chairman	Kathy Nelms
Vice Chairman	Tim Byrne
Secretary	Tom Graham
Treasurer	Mark Mumaw
Executive Director	Peter Gendron

D. In light of the fact that the Corporation's Bylaws do not contain a description for the newly created position of Executive Director, Secretary Graham was designated to provide a job description for consideration by the Board at its next meeting;

E. Mark Mumaw to provide Secretary Graham with the mailbox key and Tom will receive the incoming mail and direct it to the appropriate officer for action;

F. Chairman Nelms directed and authorized to appoint a Website Committee to recommend to the Board how the Corporation's website will be utilized and who will be responsible for the position of webmaster – extensive discussion on purpose of website – Website Committee to bring recommendations to the Board; Board authorized Treasurer to obtain proprietary ownership of SVBA domain name from previous webmaster.

G. Membership list to be officially maintained, updated and distributed by Treasurer Mumaw;

H. Monthly Board meetings to be held on the 1st Wednesday of each month @ Sedona Winds @ 4:00 PM followed by a Membership General Business meeting at same location at 4:30 PM. Agenda to be prepared by Secretary Graham and distributed. Minutes of meetings to be prepared by Secretary Graham and distributed for adoption the following month. Secretary Graham directed to determine names on current distribution list other than Board and other members;

I. Executive Director (ED) Gendron presented a document to the Board titled "Enhancement of Business Interaction" listing various activities ED Gendron was going to undertake to assist in building the SVBA into an effective and successful business association with perceived value to its members and the community. These activities included the following:

a. Formulate a list of all businesses with a map showing the location of each business and a description of each business activity;

b. Institute a monthly membership "Coffee & Donuts" morning meeting (7-8 AM) with informational topics/speakers;

c. Institute an every other month subject to be addressed by discussion, speakers and other guests at the Membership General Business Meeting (June will be "Bring Back the Buses"; August will be meet with Yavapai County representatives; Sept/Oct will be the Sheriff's "Public Safety");

d. Organize activities to occur on the business corridor to increase vehicle and pedestrian traffic such as a community-wide garage sale and business sidewalk sale, start a "Citizen's Morning Walk" and a "Citizen Bike Ride"; and

e. Advertise the foregoing through The Villager, Kudos, Information Boards, SVBA Newsletter and Community Information Sheet.

ED Gendron was given the go-ahead to work on these type items under the direction of the Chairman and the Board;

J. A Bylaws Committee was formed to review the current Bylaws and make recommendations to the Board for amendments. Committee is Nelms, Baguley & Graham;

K. ED Gendron to work with the All American Road Committee (AARC) to help make the July 4th celebration of the official opening of the Red Rock Scenic Byway (RRSB) a huge success. General discussion followed about SVBA interfacing with the AARC in the future to promote the RRSB;

L. Discussion about the relationship between the SVBA and the Sedona Village Main Street Partnership, Inc., an AZ nonprofit corporation that has obtained 501(c)(3) status as a tax deductible entity under the Internal Revenue Code (SVMSP). It was agreed that the two organizations would each have the same board of directors to avoid conflicts of interest. The SVBA Main Street Revitalization Committee was reappointed to be the reporting arm of the SVMSP to the SVBA;

M. Secretary Graham to ask Dave Cook if he wants to remain as the SVBA representative on the AARC.

3. All Board members to be provided with SVBA Bylaws.

4. The next meeting is scheduled for Wednesday, June 3, 2009 @ 4:00 PM.

5. Meeting duly adjourned @ 6:30 PM

Thanks to all present for their time & effort and especially to Judy & Sedona Winds for hosting and the usual delicious cookies!