



Board Meeting
Monday, August 20, 2018 - 5:00pm @glaze
Minutes

- Call to order, Announcements – Marc called to order at 5:05pm. Present: Rob Kos, Dan Umhoefer, Theresa Umhoefer, Sam Azinger, Amy Ollman, Nancy Egelhoff, Andy LaFond, Marc Mrugala, Karen Krchma, Jesse Daily. Absent: Lara D’cruz Jung
- Approve July Annual Meeting minutes – Approved
- Treasurers Report – Rob stated that the cash position remains good. We are averaging about \$1250-\$1500 income per week from beer sales at the Traveling Food Truck Tour. QB online is getting close to being caught up. Amy is going to give Rob the login info for the PNC checking account, so he can bring QB current. Rob will send Amy the QB Online login info.
- Traveling Food Truck Tour Update– They have been very well received. We’ve been averaging \$1250-\$1500 income per week. The last is this coming Thursday. Next year we’d like live music rather than a DJ. We’d like to sell wine and that will be communicated ahead of time so there is no conflict with a beer sponsor. We will also evaluate the frequency of the event. They are typically once a month. Ours have been weekly.

There was discussion about adding a tour of Thiensville aspect of the event, via a horse carriage, bus. Allow patrons to hop on, hop off at various Thiensville locations. A pedaling mobile bar was discussed and decided that it may be problematic as far as licensing.

- Events
 - Farmers Market – Jesse reported that the market is doing well this year. We have spent less on marketing with steady attendance.
- Old Business/New Business/Other -Notable dates coming up:
 - Sept. 17 – Next TBA meeting

- Nov. 10 – Light pole Christmas light hanging
 - Fri. Dec 7 – Christmas Tree Lighting. Rob has the application for the permit from the Village. He'll contact the owner of the Walgreen's parking lot to see if we can do our Holiday Market.
- CUW – Concordia is partnering again with the TBA to offer the fall semester digital marketing class. Rob will contact local businesses to let them know about the opportunity.
- Adjourn – Marc adjourned at 5:50pm. Nancy made the motion. Jesse seconded.