



Board Meeting
Monday, Oct. 14 2019 - 5:00pm @glaze
Minutes

- Call to order, Announcements – Sam Azinger called the meeting to order at 5:05pm.
 - Present: Executive Director: Rob Kos. TBA Board members: Andy LaFond, Nancy Egelhoff, Sam Azinger, Amy Ollman, Marc Mrugala, Dan Umhoefer, Theresa Umhoefer, Kristina Eckert. TBA members: Karen Krchma, Barkha Daily.
 - Absent: Ron Knaus, Jesse Daily.
- Approve September meeting minutes – Nancy Egelhoff made a motion to approve the September meeting minutes with amendments. Sam Azinger seconded. The amended minutes were approved.
- Treasurers Report – Sam Azinger reported that the TBA continues to be in good financial shape. There is roughly \$33,000 in the bank accounts, but there are still outstanding bills to be paid regarding Food Truck beer and other items.
 - Sam reported that Chillin' in the "Ville made a profit of \$1,231. The TBA voted to pay event expenses of \$2,980. This would be considered a donation to the Village Park Reimagined. The TBA was very happy with the event and have committed to do it in 2020. The TBA would pay the expenses again at the same level. The TBA has requested that our donations be recognized with a TBA stone in the park.
- Events
 - Traveling Food Truck Tour recap – Rob Kos is meeting with Andrew Swofford in 2 weeks to discuss the Food Truck events for this year and next year. One item for discussion is that the TBA would like to sell more mainstream, name recognizable beers next year.
 - Village Market – Rob Kos reported that the last market is Oct. 15. It was another good year with 65-70 vendors during the summer season. We do need more food vendors.

- Business Trick or Treat – Rob Kos reported that we are slow on getting businesses to sign up, but that is usually the case. Another email reminder was just sent out. The date is Thursday, Oct. 24, 4pm – 7pm. This is usually very successful.
- Christmas Tree Lighting – Friday, Dec. 6. We'd like to get a stage, risers or bleachers for the choir. The Holiday Market starts at 5pm with the tree lighting festivities at 6pm and Santa at nearly 7pm. The firetruck will transport Santa & Mrs. Claus again.
 - Homestead HS choir confirmed
 - Holiday Market – about 6 – 8 vendors.
 - Mila's will be asked for cookies.
 - Village BP will provide the hot chocolate.
 - There will be a coloring contest.
 - Kristina will provide giveaway items.
 - Karen Krmcha and her husband Mike will volunteer to help.
- Old Business/New Business/Other
 - New member drive – Ron Knaus, Rob Kos and Barkha Daily met at PWSB to discuss marketing materials for the TBA membership drive. It needs to answer the questions “What do we do?” and ‘ Why should I join?” Barkha presented the materials she has been working on. The goal is to get them ready for a December membership campaign.
 - The New Newtrition Ribbon Cutting was Sept. 26. It was well attended and Karen ran a very nice event. The TBA was very encouraged about of ability to put on such an event.
 - Proposed “Nightmare on Elm St.” event 2020 – Rob Kos reported that The Traveling Food Truck would be tied into the Business Trick or Treat. It would be held in Village Park. It would feature kid and family friendly activities with food trucks and beverage. Rob is meeting to discuss with Andre Swofford next week.
 - The Thiensville light poles will be strung with holiday lights on Sat., Nov. 9. Marc Mrugala is coordinating for the TBA.
- Adjourn – The meeting was adjourned at 6:15pm.