



Board Meeting  
Monday, October 12, 2020 - 5:00pm, via Zoom  
Minutes

- The meeting was called to order by Ron Knaus at 5:01pm
  - Present: Rob Kos, TBA members Ron Knaus, Andy LaFond, Amy Ollman, Sam Azinger, Kristina Eckert and Jesse Daily. Guests Karen Krchma, Jennifer Abraham, Sandy Custer and Stan Smith.
  - Absent: Marc Mrugala, Nancy Egelhoff
- Sandy Custer & Stan Smith gave a presentation regarding the Mequon-Thiensville Promenade project. The project is at the northeast corner of Mequon Road and N. Cedarburg Road. It will be a curved stone wall welcoming people to the center of Mequon and heading into Thiensville. The project is nearly fully funded but there are sponsor and donation opportunities remaining. As they near their fundraising goal a mailing will be sent to all TBA and Chamber of Commerce members seeking donations.
- The September meeting minutes were approved. Jesse Daily made the motion to approve and Andy LaFond seconded.
- Treasurers Report – Sam Azinger reported the TBA remains on good financial condition. Income from the Village Market exceeded recent years. This was due to vendors having fewer outlets for sales and wanting to be a part of our market. Hopefully this growth will carry into future years. Rob Kos noted that income from the food truck tour was down over 50%. This was due to the pandemic, but we were very happy to be able to hold the events. Jesse Daily made the motion to accept the report with Kristina Eckert seconding. The report was approved.
- Status of events:
  - Traveling Food Truck Tour final accounting – Rob Kos reported that the events had a net profit of approximately \$2,100. This is down over 50% from previous years. This was due to the pandemic,
  - Village Market – Jesse Daily reported that the market has been a big success this year. Vendors fees are up from previous years. This was due to vendors having fewer outlets for sales and wanting to be a part of our market. Hopefully this growth will carry into future years. Attendance was down about 25%.
  - Business Trick or Treat – Due to new CDC guidelines and the rise in Rob Kos asked if the TBA wanted to make any changes in the event. It was decided that the public and business owners would be given the CDC guidelines and would decide if they wanted to take part and if so, would do so in a safe manner.
  - Christmas Tree Lighting – Friday, Dec. 4. Due to the pandemic this event will be cancelled this year. Ron Knaus will speak to the Fire Department about having a firetruck drive around town with Santa and Mrs. Claus.
- Other business
  - Light pole decorating will take place on November 14. Ron Knaus is coordinating.
  - In the past the TBA has donated the food truck tour tips (2020 = \$1,011.50) to Village Park Reimagined. Andy LaFond made a motion to approve with Ron Knaus seconding. The motion to make the donation was approved.
  - Ron, Sam & Rob had meeting with Tim Vertz regarding TBA marketing and website. Tim Vertz will help build a new website and Ron, Sam and Ron will work up marketing ideas for the TBA.
- Adjourn – Ron Knaus adjourned the meeting at 5:58pm.