



Board Meeting
Monday, November 16, 2020 - 5:00pm, via Zoom
Minutes

- The meeting was called to order at 5:05pm by Ron Knaus.
 - Present: Rob Kos, Board members Ron Knaus, Amy Ollman, Theresa Umhoefer, Dan Umhoefer, Kristina Eckert, Sam Azinger.
 - Absent: Jesse Daily, Nancy Egelhoff, Jesse Daily, Marc Mrugala, Andy LaFond
- The October minutes were approved.
- Treasurers Report – Sam Azinger reported that the TBA remains in good financial shape. This time of year through the spring is generally quiet with few expenses. Although the income from the food truck events was down, our reserves are sufficient to carry the TBA through. Sam reported that due to his family and work obligations, it is difficult to allocate time to being Treasurer. Sam asked if someone would like to take on the Treasurer duties. It is possible that Ron Knaus or someone from PWSB would take on this role.
- Status of events:
 - Business Trick or Treat – The Business Trick or Treat was a success. Although participation from businesses was down about 50% with the public down about 30%, everyone was happy that we were able to safely hold the event, observing CDC guidelines.
 - Christmas Tree Lighting – This will be held on Friday, Dec. 4. Because of the pandemic, this will be a drive by event. The plan is the tree lighting will occur at 6pm. The tree will be lit at that time. Santa & Mrs. Claus will be seated on a TFD truck in the Walgreens parking lot with its flashing and will be waving to people as they pull into the parking lot and drive by and exit. If they have a Christmas coloring book entry, they can hand in that entry. The sound system will be playing Holiday music.
- Other business
 - We discussed various options for helping the cheel, who recently had a fire which resulted in the building being destroyed and will be torn down. Jesse and Barkha Daily (the cheel owners) have been working on opening their new venture, The Daily Taco which is located at the corner of Main St. & Freistadt Rd., where Falafel Guys was located before they moved to the Mequon Public Market. That opening has been delayed by a yet to be determined amount of time. The TBA will be a part of a committee being put together comprised of representatives from various community groups. This committee will work with Jess and Barkha to best provide support. In the meantime, the TBA will help promote the various fundraising efforts that are on social media and promoting the Daily Taco when it opens. To date, the public outpouring of support has been good to see.
 - The lamp post decorating will happen on Saturday, November 14. It will be led by the church group of volunteers who have done this for over 20 years.
 - A new website design has been proposed by Rob Kos, Ron Knaus, Sam Azinger and Kristina Eckert. Vertz Marketing has offered to do the work and a budget of \$1,500 has been approved by the TBA to be paid to Vertz Marketing for this work. This is a significant reduction in their usual fee, and it is very appreciated. The hope is to have this done by the end of the year.
- The meeting was adjourned at 5:42pm by Ron Knaus.