

SOM Board of Director's Meeting MINUTES

March 19, 2015 – 12:00 – Springfield on the Move Office

IN ATTENDANCE: JoAnne Bohlen, Diane Parker, Buddy Dexter, Alan Woodbury, Mary Perry, Jason Rasmussen, Rod Arnold, Tom Hernon **EXCUSED:** Carol Eramo, Barbara Sanderson, Sandy MacGillivray, Marie Gelineau, Heather Hartford, Carolyn Lane **GUEST:** Walter Martone **STAFF:** Carol Lighthall

Call to Order: Mary Perry called the meeting to order at 12:07PM and introduced Walter Martone to the group. Walter is Springfield's newest select board member.

COMMITTEE REPORTS

Organization

MINUTES of February 19, 2015 were approved as presented.

FINANCIAL REVIEW for February was provided by Buddy Dexter, indicating that expenses were minimal, so not much change from the previous month. He added that when the raffle is finished each group will receive \$3,200. (Thank you Buddy for leading the charge on this!)

Design Report - Alan Woodbury reported that the Good Buy Store, Community Center, Springfield Post Office are all expected to participate in SOM Façade Program this season. DOC Contracts are pending.

Promotion Report - JoAnne Bohlen highlighted that planning had begun for Market Madness Street Fair, Sept. 5th. She is hoping that the event can be supported by the whole SOM organization as opposed to just the promotions committee. She indicated that some comparisons had been made to Moonlight Madness, so some thoughts been given to change the name to Market Days Street Fair, an updated logo is being worked on. Carol L. added that the storefront display program has been successful in having community not for profits dress up available storefronts. The public response has been very positive.

Economic Development - Carol L. provided a summary of committee activity related to the downtown Brochure, and ongoing work with property owners and prospective tenants for One Main, Odd Fellows Bldg. and Woolson Block. The Economic Development Committee meets the first Wed. of each month at 3PM, next meeting April 1st at SOM.

OLD/NEW BUSINESS

Partner Updates – SRCOC – no report, SRDC – no report, Springfield Select Board – Walter Martone reported that a non smoking ordinance is being established within proximity of the library, he indicated too that ordinance enforcement is being considered, SWCRPC – Jason R. outlined status of J&L bike path extension, which will require an Act 250 amendment due to 50' buffer. He added that the Downtown Master Plan has a few months remaining for the scope of work. A public meeting will be held at the Great Hall on April 23rd, beginning at 6:30PM. And encouraged all to attend in planning for the future of Downtown Springfield.

Farmer's Market Update - Carol L. reported that the farmers market vendors are scheduled to meet on March 24th, a pre-season market will be held at the Methodist Church on April 18th and the Sixth Season open officially on May 30th. SOM is very busy working on vendor outreach, advertising and promotion and other related preseason work.

Other Business – Downtown Master Plan (included in the SWCRPC report above), Rotary Fundraiser (included in the finance review above). Carol L. indicated that the Electric Vehicle Charging Station will be installed in May and a Downtown Loan Program is being considered.

Date for next meeting: April 16th (3rd Thursday of the month), Location TBD

Adjournment: Mary P. adjourned the meeting at 12:55PM.

Respectfully submitted,

Carol Lighthall

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