



Board Minutes
Thursday, July 15, 2021
Noon; Main Street Guymon office, 116 NE 5th

Mission: Promoting the history, culture, and commerce of the downtown district.

Meeting called to order by Chairman Donna Riffel at 12:10.

Attendance: Board Members present: Nayely Esquivel, Tyler Griffin, Donna Riffel, Kristine Scott, Kim Smith, Charles White. Director Melyn Johnson was also present.

Minutes. The May 2021 minutes were approved with the motion made by Kim Smith and seconded by Charles White. They passed unanimously.

Financials and Budget: Discussion on the financial report took place. Charles asked if we could get a Year to Date Profit and Loss report. Charles asked if Sheila had responded about what the City of Guymon has determined for Main Street Guymon funding for this fiscal year. Melyn had emailed and not heard from Sheila (she may be on vacation).

Charles, Board Chairman Donna Riffel, and Director Melyn Johnson have been working on the presented budget for 2021-22. We have some work set out for us. To make the budget work we increased membership dues by \$7,500 dollars, meaning the board and director are going to need to gain that amount of dues in the upcoming months. We cut the \$20 in Main Bucks to Cash Mob each month; cut the \$20 to the Vital Volunteer each month; cut the plant and façade grants for this year; and cut the \$100 in Main Bucks for the Shop Small drawing. The travel was cut to a minimum of two meals a day with the meals on the travel taken from Melyn's meal budget.

Melyn's meal budget was cut by \$500. We need to make more of an effort to sell the cookbooks. Outback was cut by \$500. We added a Fund Raiser, "Trail Stories" and to make this budget come through, we will need to sell \$4,250 in sponsorships for the event, sell \$1,000 in tickets, and receive an Arts Council Grant of \$2,500.

Organization Committee Report: The Organization Committee members ask each board member to go to at least three restaurants and ask them to join Main Street Guymon. Melyn put together a list of 39 restaurants in Guymon, two of which are members. The list was passed around for the board to sign up who they would be willing to visit with before the next board meeting. Melyn will send out the list to all the board with points on why they should consider membership.

Promotions Committee Report: The committee met with school officials and had a very positive and productive meeting, setting up ways that we can work together better.

Business Development Committee Report: The Business Social Media Star for July will be chosen next week by the committee. They will also be setting up Phase 1 of the Social Media Improvement plan to work on with member businesses.

Melyn gave the **Director's Report** for June.

The next meeting is August 19, 2021, at noon in the Main Street Guymon office and will be the Board Training by Karen Dye of Newkirk, Oklahoma.

Meeting adjourned at 1:00 pm.