

## 3/11/19 KBA General Meeting

General Meeting called to order at 6:01pm by Rick White.

Board Attending:

Rick White, President

Amy Hinson, Secretary

Sabrina Andrus, VP2

Mike Riley, Com Rep



### Introductions of new KBA Members – Welcome!

Lianne Campodonico of Campodonico Olive Farm [www.campodonico-olives.com](http://www.campodonico-olives.com)

Megan Lankford Attorney at Debra S. Blum

Members review minutes from January 14<sup>th</sup> 2019 General Meeting. Rick White asks the Members for a motion to approve:

Jeanette Bentley 1<sup>st</sup>

Judy Stelljes 2<sup>nd</sup>

All in favor.

### Financials

Board puts forward streamlining the budget process making the board responsible for final budgets without general member voting to approve. Committees managing events for the KBA will be responsible to put together their budget for 2020 and have that approved by the board.

Membership response in general was to keep with prior procedure of the KBA to allow all Members to vote on all financials.

The Board will take the response into consideration and continue to find ways to streamline and reduce administration time on budgeting.

#### Questions on the Financials:

Jeanette Bentley has a question on KEC section, need Tracy Klein to clarify

Motion to approve Treasury Report:

Jeanette Bentley 1<sup>st</sup>

Myron Holdenreid 2<sup>nd</sup>

All in favor.

### Committee Reports

#### Beautification – Trena Pauly

a wish list has been given to the board to help keep Main Street fresh.

- Paint is available from Mark Borghesani at Kelseyville Lumber if you want to use for your building.
- Cleaning proposal from People Services- per cleaning- water source needed
  - \$100 for pressure washing sidewalks from West America Bank to the Pharmacy
  - \$180 for cleaning the curbs and trash cans
  - \$65 leaf cleaning within the same area, dump disposal is extra.
- Cross Walk Safety is a major focus, several options to draw attention to pedestrian traffic is under review

All work to take place between Monday to Friday 9-3pm

### **Communication – Brian Fisher-**

#### **Social Media and Web:**

Thanks to Kim Riley! As of Feb 25<sup>th</sup>, Kelseyville's Facebook (FB) followers achieved 3000 with a reach of 21000 people.

This is the highest reach in the county!

Our current website is sometimes slow to load. We want to communicate as much content as possible on our website in a way that is efficient.

Our current approach utilizes simplified methods that could be taken to the next level to improve the speed of the website and allow us to add more content. Brain asks that those with knowledge in this area to please reach out.

#### **Signage:**

Working with a contractor to get a bid to improve the Kelseyville signs on hwy 29 to make them pop. The bid will be available soon.

#### **Media and Members:**

Peace and Plenty Farm had a great feature recently in the SF Chronicle, Melinda Price was asked how she got their attention. [www.peaceandplentyfarm.com](http://www.peaceandplentyfarm.com) or [www.instagram.com/peaceandplentyfarmer/](https://www.instagram.com/peaceandplentyfarmer/) Melinda- started a campaign of emailing food writers, had an angle that is interesting to them and they responded quickly. Watch out for another article on Peace and Plenty for harvest.

Rick White is available to do short video features for businesses being used for FB. Reach out to him if interested. [Rickwhite57@gmail.com](mailto:Rickwhite57@gmail.com)

### **Baconfest – Rick White, theme Year of the Pig**

Goal is to sell 1000 tickets, 400 more than 2018 which was a sell out event.

Scaling up brings new challenges, a need for more sponsors, Chefs and bodies on the ground.

In 2018 Chefs were overwhelmed with people at their booth. Some had issues keeping up with tracking tickets. This year we are thinking of an event person available at each booth for people management.

The size of the event will increase from 1 to 3 blocks to improve flow and to increase vendors.

Ticket price is the same as last year with a combined Weekend Pass in conjunction with the Home Beer and Winemakers Festival.

This year the ticket will include a free drink in addition to 10 tastes for food.

Please share with those that you feel may want to participate all information available at [www.beerwineswine.com](http://www.beerwineswine.com)

### **Swig and Jig – Mike Rile**

First annual event taking place 3/17/19. 100 tickets total, only 38 left so hurry and get one!

<https://www.eventbrite.com/e/kelseyville-st-paddys-day-swig-jig-tickets-5514091>

Check in will be at Lake County EDC, thanks to Andy for allowing the use of the site. It is located next door to Konoctee's who have some great shirts available, check them out! [www.konoctees.com](http://www.konoctees.com)

Riley cabs is offering a discount if you have an event wrist band **707-263-1690**

Hold on to your tickets too, a super cool gift basket is being put together by Helen Finch. Businesses are welcome to pitch in for the basket. [finchgardens@hotmail.com](mailto:finchgardens@hotmail.com)

### **Street dance – Rick for Brad White**

What a great year it will be! We have extra dates planned for late summer.

A dance instructor will be available for Zydeco night. Check out [www.visitkelseyville.com/local-events](http://www.visitkelseyville.com/local-events) for a full list of bands that are booked for this year!

**Andy Lucas of Lake County EDC spoke to give updates on their organization**

The EDC has a focus on developing infrastructure to better attract businesses to invest in Lake County. Start up capitol, housing loans and grants are available through the EDC. Check out their site for more information including a workshop to help small businesses at West America Bank in Clearlake on March 18<sup>th</sup>. [www.lakecountyaedc.org](http://www.lakecountyaedc.org)

General Members are concerned about speeding and parking on Main Street. The Beautification committee is working on traffic control through lighting or speed bump installment. Businesses are urged to contact District 5 Supervisor Rob Brown to get assistance from the County **707-263-2367**. Businesses are also encouraged to park off of Main Street to allow customers a space when visiting.

Join us for the next KBA mixer at Ely Stage Stop and County Museum on April 8<sup>th</sup> at 6pm!  
[www.elystagestop.com](http://www.elystagestop.com)

**Meeting adjourned by Rick White at 7:15pm**