

Kelseyville Business Association

General Membership

Meeting

2-05-24

Helen greeted everyone as they arrived with refreshments and snacks at 5:30. Sophie was late arriving and joined in at 5:50.

**January Meeting Minutes:** Sophie provided the minutes for the last meeting. Even though it was missing a couple letters Mark Borghesani approved the minutes, Fritz second it.

**Treasurer's Report:** Lisa Cowdrey couldn't attend but sent over the report for Helen to brief everyone.

**Membership:** Jennifer Gayda wasn't feeling well. Helen announced our members number are at 125 people.

**Sponsors:** KJ Desoto talked about the Wi-Fi sponsorship page. She would like to personally reach out to each sponsor and discuss the opportunities they will have with the new advertisement on the Wi-Fi page.

**Christie White:** The website is up and running!! She will be updating everything to have the proper forms available and will be helping anyone who needs it.

**Kim Riley:** Updating the Wi-Fi page and having the paying sponsor have the larger advertisements, also having a rotating advertisement for everyone. We have an average of 50,000 active viewers on Facebook.

**Brad White:** List is all set for the music fest 2024. The stage needs repair and has a couple of people who would like to help.

- Independence day is confirmed and will be on Sunday September 15.

**Trena Pauly:** Beautifications. Trena will be fixing the sign and updating the dates for the events. The billboards are up and are looking good. Looking into solar lights to light them up so they are visible at night. Reflective tape for crosswalks and the flashing signs is in motion.

**Max Angeleri:** Max did a lot with researching the Bylaw and made great points with Who? What? When? and Why? Needs to update the Bylaw paperwork to make sure we run properly and sufficiently.

**Weston Seifert:** Kelseyville advisory committee to support the planning for the area plan.

- Mark clarified that starting a new organization would not be the best idea and that the KBA would lose the control that they have worked hard to have.
- Weston will be going to the meetings to bring information back for the KBA to discuss what's happening so the KBA can stay in the loop.

**Rick White:** Has a Bacon fest meeting set up and is open for everyone to attend.

**Mark Borghesani:** Updated everyone that Change the Name has its own organization, and he had a table at Kelseyville lumber for signatures and had people filling out post cards to send out directly.

**Old Business:** Everyone is great and set for the Mixer Dates.

**New Business:** The KBA will have a booth up at the Blackberry cobbler festival on cobb.

- Mark and Christie motion and second spending up to \$300.00 for a 8x5 plaque for Mike.