



**DELRAY BEACH MARKETING COOPERATIVE, INC.
BOARD OF DIRECTOR'S MEETING**

Wednesday, January 17th, 2018 11:30 A.M.

Location: Delray Beach Chamber of Commerce

Board of Directors Minutes

1. Call to Order/Roll Call – All present.
2. Public Comments
 - a. None.
3. Consent Agenda – November/December Dashboards, November minutes
 - a. Stephanie would like to point out that the we received a ton of press during our busiest time. **Motion to remove November minutes from consent agenda and approve the Dashboards by Jill Brown, second by Lori Hayward. All in favor. Approved.**
4. Agenda –
 - a. December financials – Lori said there are a few things that need to be adjusted in Excel and she will work with Tiffany on this. It's a great format and no major issues. Stephanie stated that we had over \$20,000 in donations at the Tree this year, the most we've ever received. Stephanie also reported that DBMC ended up having to pay Meisner \$14,000 to ensure the inside of the Tree was lit, this was not in the DBMC budget. Lori suggested we may need to do a budget amendment before April.
 - b. Update on Holidays – Tree Lighting, New Year's Eve post-event reports
 - i. All reports were passed out. These included the Tree Lighting post-event report, the New Year's Eve post-event report, the Tree Build report and the Tree Site Management report.

For next year, Kelli Freeman suggested that we do 12 days of Christmas countdown to the 25th Anniversary of the 100ft. Christmas Tree to get everyone excited. Jill suggested that we setup a way to purchase and print your tickets to the activities at home. She will work with Tiffany to set this up next year.

Delray Beach Marketing Cooperative

Mission: To attract people to the City, create a positive image and increase awareness of Delray Beach for a positive economic impact through Destination Marketing, marketing programs, events and community collaboration.

• City of Delray Beach • Community Redevelopment Agency • Greater Delray Beach Chamber of Commerce
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- c. Appointment of new officers
 - i. Chair – Jill Brown
 - ii. Vice Chair – Dan Castrillon
 - iii. Secretary – Kelli Freeman
 - iv. Treasurer – Lori Hayward
 - v. Board Member – Caryn Gardner-Young
 - vi. **Motion to accept the above slate as the new Board and approve the financials and Holiday reports by Caryn Gardner Young, Second by Lori Hayward. All in Favor. Approved.**

5. Board Comments

- a. Suggested that our next board meeting be a creative planning session. We can have it at the Arts Warehouse, February 27th from 9:30-12:30.
- b. Dan requested that we send the golf cart insurance agreement to him to review.

6. Adjournment

Motion to adjourn.

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