

**MainStreet Commission Meeting Minutes
May 18, 2011**

Members Present

Michael Clark, Chairman
Richard Vuillaume
Tom Kane
Rick Butkus

Guests Present

Roger Barton

Staff Present

Donna Framke, Marketing Director
Nancy Byrne, Secretary

Also Present

Kim Scalise, Chamber of Commerce
Dawn Donnellan, OPAMA

Chairman Michael Clark called the May 18, 2011 MainStreet Commission meeting to order at 6: 35 p.m. There was not a quorum present at the start of the meeting.

Chairman Report - Donna reported that Amy Chmura has resigned as Special Event Coordinator effective June 1st. Mike told Kim Scalise that he has recommended to the Mayor that she be named a MainStreet Commissioner.

Legacy Code Review - The MainStreet Commission reviewed Section 4 of the Legacy Code in reference to Signage and had the following comments.

Page 79- G. Temporary Signs –

2.) Special Sale Signs - The Commissioners asked for some clarification on this section. Does the wording of this section differ from the current code? The group was under the impression that there was a limit to the number of temporary signs a business could have. Would it be allowable to have a temporary sign for 30 days, then skip 30 days and then have another temporary sign for another 30 days and so on?

2.) Special Event Signs - Also how long can signs in the public right-of-way be up for? The group thought there was a time limit on them. Is there a time limit or a maximum number of signs you can have? Is the intent to allow that a special sale sign could be placed at a business six times per year?

Will it be allowed to have a special event sign up one month and a special sale sign up the next month?

Page 76 – D. Sign Regulations –

5.) Murals – The notes from the April MainStreet Commission meeting differ from the chart. The Commission stated that no additional murals would be allowed, but existing murals would be grandfathered in with a maintenance provision.

11.) Frame-Freestanding – Our notes from April indicate that they would be allowed but could not be taller than the sign at Mack Industries.

Rich then commented about the Clark Gas Station regarding the shed, signage and old telephone pole. It was previously indicated that in the future, these issues should not occur and yet they have. Could you please provide a timeline on how the changes at the gas station occurred to further explain this? Was the electronic sign there prior to the name change to Marathon?

12.) Sandwich Board-Temporary: Under Special Conditions it states: *sandwich board signs shall not be counted toward the total number of signs permitted. Shall be displayed only during business hours.*

They questioned if you could put a sandwich board sign out every day without a permit.

14.) Monument-Ground – Thirty-two square feet is not large enough for most businesses. Also with zero lot lines, you cannot use a monument sign.

Regarding the site plan review process, the commissioners requested ample notice so they can be available to review and provide input. The group also requested to be informed of demolition permits. The members expressed a desire for better communication between the MainStreet Commission and the Planning Department.

Benches on the Avenue Update – Nancy reported that the benches have all been placed on the street and they look great. The reception was very well attended and she thanked the commissioners who were present. She indicated that she is compiling the information for the brochure and the voting site. She asked Rick to provide the photos by May 25th. She thanked Becky for attaching the plaques so quickly. The awards will be presented at the Music in the Plaza concert on August 20th.

Findzall Marketing Plan Update – Cathy and Mark Maloney will begin visiting the stakeholders next week. Mike Clark felt everything went well with the OPAMA Board and membership meetings. Dawn also felt the meetings went well.

Cruise Night Discussion – Roger Barton was present to discuss the details of street closings and other issues surrounding the upcoming Cruise Nights. Donna reviewed the signage that will be placed. Donna asked the commissioners to take a walk down the street during the first few cruise nights. Dawn and Mike Clark asked for an outline of the street closings and details for their members and customers.

Roger Barton presented the MainStreet Commission with a check in the amount of \$475.00 for a percentage of the beer sales for the Music in the Plaza events last summer. Mike Clark expressed his appreciation for Roger's efforts and the efforts of the VFW for the Music in the Plaza events. He noted that it has been a very good partnership.

Corvette Show Update – Donna reported that Dave Heineman expects about 150-175 cars will be parading down Oak Park Avenue from the Convention Center. Donna reviewed the details for the event.

There was a motion made by Rick Butkus, seconded by Rich Vuillaume, to adjourn the meeting. Vote by voice call: Chairman Clark declared the motion carried and adjourned the meeting at 8:00 p.m.

<p style="text-align: center;"><i>Reminder</i> <i>Next MSC Meeting</i> <i>Wednesday, June 15, 2011</i> <i>6:15 p.m.</i> <i>Kallsen Conference Center</i></p>

Upcoming Events:

- Benches on the Avenue – May 13th – October 2nd
- Farmers Market – June 4th – September 24th – 7 a.m.-Noon
- Cruise Nights – Tuesday's June 7th – August 30th – 5-9 p.m.
- Corvette Show – Sun. Afternoon - June 19th
- Music in the Plaza – June 25th – 7-10 p.m.
- Caribbean Beach Block Party – Sun., July 17th – Noon-7 p.m.