

Corridor Improvement Authority  
3/21/19, 6:00pm

Meeting called to order at 6:03pm

Members Present:

Kelly Smit, Rod Pletz, Mike Spain, Bill Kays, Brian Morin

Members Absent:

Tyler O'Connor, Tim Mitchell, Dan Kocsis

Guests Present:

Robin Gulliver, Tom Neary

Agenda:

- Approval Of February Meeting minutes
  - Motion to approve: Brian, 2<sup>nd</sup>: Kelly
  - Motion passed unanimously
- Triathlon
  - Posters are printed and ready for distribution
    - Bill due: \$385 for poster printing
    - Brian Motioned to approve, Mike seconded
    - Motion passed unanimously
  - 79 registered
    - Numbers are low based on previous years
    - How do we increase participation
      - Get flyers out to colleges and around town
      - Brian will work with St. Joe today
        - Invite them to our meeting to talk about services offered
      - Work with SL Business Association
      - If numbers are still low at April meeting we will look into new advertising venues such as radio ads
  - T-Shirts
    - Discussion about t-shirt designs
    - Group decided to use design created by Kelly's daughter
  - Donations

- We need to start working on soliciting donations
- Rod will send out donation form to be used when talking to potential sponsors
- Some sponsors committed money for 2018 but did not give money
- Group agreed sponsors at the \$500 level should prepay before we add their logo to the shirt
- Banners
  - Quote is \$320 to replace 2 banners
  - Group agreed it was worth purchasing them
  - Motion to approve funds to purchase: Kelly, 2<sup>nd</sup> Bill
  - Motion passed unanimously
- Volunteers
  - Robin met with Tom over the phone to talk through volunteers
  - They will meet again when Tom returns from Florida
- Trailhead
  - Customized bricks discussion
    - Kelly has sold the first brick
    - Carl will set up a separate account for brick money so it is not tied to CIA general fund
  - Next Committee Meeting, Monday, March 25, 6:00pm, Lions Club
  - Next Steps
    - Bill is working with Keeler Township attorney to come up with a draft lease to present to Lions
    - Land survey: Kelly will work with her surveyor to get a quote once we have lease completed
- Membership Update:
  - Is there anyone else in the community that may be interested in joining the CIA?
    - New Driftwood Owners?
    - Amy Tillman?

Next meeting: April 18, 6:00 pm, Keeler Township Hall

Motion to adjourn: Brian

Second: Kelly

Meeting Adjourned: 7:01pm

