

Official MABA Minutes – January 4, 2015

The regular meeting of the Malvern Area Betterment Association was held at the Malvern Public Library. It was called to order at 4:00 p.m. by President Deb Breeding. Members in attendance were: President Deb Breeding, Secretary Diane Clay, Treasurer Lura Shehan, Greg and Bonnie Pierce, Mary Poort, Patty Beres, Amy Smith, Scott Shehan, Bruce Breeding, Bev Dashner, Cheryl Jones, and Becky Bell

Minutes were read. A motion to approve the minutes was made by Bev Dashner and seconded by Amy Smith. Motion Carried.

Treasurer's report was as follows: Regular checking \$5,575.43, Recreation project \$30,307.30, Gateway to Chaos \$15,571.58, Malvern Bucks \$860, and Pay Pal account \$890.82. Memberships received \$1,120. Patty Beres made a motion to approve the treasurer's report, Bev Dashner seconded. Motion carried.

Deb Breeding will send an email reminder regarding membership dues.

The Youth Award was tabled until the next meeting giving Patty Beres time to create a written policy to present at the February meeting.

The Welcome Center was closed December 19th thru January 3, as Ruby Simms was out of town.

The Independence Day Celebration was updated by Bev Dashner. MABA has received the signed carnival contract, the carnival cost will be \$5,000, cost to be shared with the Fair Board. We can pre-sell ride tickets for \$15.00, with those funds being split between the Fair Board and MABA. If the carnival makes over \$5,000 we will receive an additional 10%. Future meetings will be held with the Fair Board to put together a schedule of events and marketing plan. This year is a trial to see the success of the joint venture on the second day of the Fair. The topic of manpower for MABA was discussed as well as not getting involved this year with the main concession stand but to just have our concession trailer available late afternoon into the evening. MABA will man and take the gate cover charge for Saturday only.

Valentine Dinner Cheryl Jones reported on the dinner will be held on February 8, at a cost of \$60 per couple. The dinner will offer a choice of steak or salmon. Volunteers will be able to dine after the event for a lower cost of \$15, they need to notify Cheryl of their dinner choice. A suggestion was discussed of paying Classic Café for hosting this MABA event. Greg Pierce moved MABA give Classic Café \$100, Lura Shehan seconded. Motion Carried. Cheryl reported the help was pretty much lined up except the need for one more server. The menu for the evening was discussed given the cost of beef. Ideas were needed for something to pass out to the ladies. We will offer door prizes again this year that Bonnie Pierce will coordinate. Classic Café is being asked to book 10 extra guests as we have had some guests not show/cancel their reservation. We'd like to let people know in advance that the evening's dinner is cash or check, preventing Classic Café getting charged for using credit cards. The topic of musical entertainment was brought up, followed by a motion to pay for a musician. Amy Smith seconded. The motion carried.

The Mills County Community Foundation Grant application is due by February 1st. The dollar amount of the request was discussed and decided to ask for \$25,000. Our grant application needs

to be more specific, listing details and cost of the items. The last estimate was \$56,000 for the playground equipment, not including the mulch. It was discussed whether the grant should go for the shelter or playground equipment. It was suggested that we do the grant for playground equipment. Some expandable equipment options were discussed. Bev will continue to look into other playground equipment grants. Money raising ideas were discussed: MABA could have an auction of items that businesses would donate that they no longer wanted, canvassing Omaha and the Council Bluffs area; a mailer being sent to individuals that graduated from Malvern and are living out of town; a golf tournament, hosting a youth tourney in the morning and serving them lunch, followed by the adults in the afternoon, serving them a steak dinner. The idea of a kid oriented mailer was offered, as well as a donation form to be put on the website (this could be referred to on Facebook). We talked about the need to get people involved by choosing two playground designs and getting them to vote on their favorite. Bev and Cheryl will work on the websites and face book. Deb is going to present some ideas for playground equipment to the Park Board. Our goal is to complete the Rec Park Project this year.

401-403 Façade Project Report. Pinnacle was not certified to remove asbestos, they were going to have a subcontractor come in to complete the work but instead Pinnacle decided to take the training needed and the work will begin again next week.

Strategic Plan - MABA needs to their Strategic Plan updated. The Board will need to have a separate meeting to put a new plan together.

Policies and Procedures A committee to review policies and procedures policy was discussed. Scott Shehan and Bruce Breeding volunteered to review the policies and procedures manual and bring their suggestions to the next MABA meeting.

MISC The topic of our EnPlein Air event being moved to a different time of the year was debated with ideas of how to get more people interested in attending and participating in the event. We also discussed the future of the BBQ contest and separating the two events and moving things back downtown. Several ideas came up, offering to set up an art gallery of works from the artists competing, and taking a small percentage if an item would sell. We talked about a start day of Friday and end day of Saturday, combining with the Music Market on Friday night as a kick off. Consensus was maybe the date could be changed to the 3rd week of June.

Meeting adjourned at 5:15 p.m.