**Clarendon Alliance Board Meeting**

Via Zoom

June 17, 2020

**Present:**

* Board Members: Nora Bankert, Kieran Daly, Bill Gearhart, Debbie Kaplan, Casey Nolan, Scott Pedowitz, Megan Pierce, Bill Trahant, Natasha Ungerer, and Mike Zwolinski
* Executive Director: Elizabeth Crocker
* Arlington Economic Development Liaison: Susan Soroko

Not present:

* Jon Kinney, Tom Moriarity, Tom Petty, Hillary Shure

Meeting was called to order at 6:25pm.

**Approval of Minutes**

* May 20, 2020 minutes were approved unanimously

PRESIDENT’s REPORT

* Encouraged board members to become members as individuals or through their business
* FY21 budget will be discussed in July once we decide on what we are going to do for Clarendon Day

FINANCIAL REPORT

* What we decide to do for Clarendon Day will have a big impact on the budget

BOARD POSITIONS

* The Board approved electing Jon Kinney to serve as a Real Estate category board member until we have an annual meeting
* Billy Caliper has resigned his seat on the board in the Business and Professional category (There were four people who expressed interest and we want to engage them on committees.)
* The Board approved electing Mark Fedorchak to serve as a Business and Professional category board member until we have an annual meeting
* Officers
  + Scott Pedowitz was elected to the position of President
  + Megan Pierce was elected to the position of First Vice President
    - Note: Megan will be on maternity leave September through December
  + Natasha Ungerer was elected to the position of Second Vice President
  + Casey Nolan was elected to the position of Treasurer
  + Debbie Kaplan was elected to the position of Secretary

EXECUTIVE DIRECTOR’s REPORT

* The new website is up!
* It is extremely robust including the ability to sign up for members
* Action is to review and provide any feedback to Elizabeth
* Susan encouraged us to keep reporting updates to our board liaison and recommends that we invite Christian to join an upcoming Board meeting
* Covid:
  + Elizabeth has been communicating with businesses ongoing – restaurant banners were a big hit
  + First member discount offered from Twin Ace Hardware: 10% off of Covid related materials to Clarendon members
* Arts Festival
  + Moving forward for Labor Day weekend for now, contingent upon county approval
  + Need to make sure we are comfortable holding an event in Clarendon and that we ensure that all take the precautions
* Clarendon Day.
  + **Clarendon Comes Together**
    - September 26
    - Fundraising Raffle managed from new website
    - $5,000 coming in, 25% going to local businesses ($3750 in proceeds to us)
      * Examples are, fitness membership, bike, chef’s table
    - 50/50 raffle
    - Live concert at AIM streamed on our website
    - Nonprofit donation drive
      * 5 booths in the plaza accepting donations per table
    - Marketing push to encourage people to shop and eat in Clarendon with promos
    - Create a marketplace on our website for $20 or %25 to get a listing with a link
    - Kids
      * Chalk Art Contest: take photos and select a winner
      * Scavenger Hunt
  + The board agreed to approve the name and skeletal plan for Clarendon Day Comes Together

Meeting was adjourned at 8:20pm