



Minutes of March 21st, 2017 Board Meeting

Present

Board & Administration: Joe Leo | Melina Zito | Mark Levajac | Tammie Kopin |
Director Fatimah Raymond | Natalie DaSilva

Visitors & Residents: Mr. Basil, Jason Krychiw

President's Report

President Joe Leo called the meeting to order at 8:35am. Mark Levajac was introduced as a new Board member. Director Raymond distributed the financial report, 12/31/16 – 3/20/2017, and stated that she would have the Audit draft by Friday, March 24th. No quorum was reached; Director Raymond will email the report to all members at a later time.

Director's Report

Events

- a) **Kids Zone & Lucky Green Champaign** | Due to the cold weather not all inflatable's were out. A total of 20 vendors participated in the Kids Zone, 9 were Union Center merchants and the SID hosted a VIP Booth with pre-printed VIP cards and giveaway goodie bags for children.
- b) **Spring Extravaganza, April 15th** | will work on the event to bring more merchants, activities and foot traffic to the Center. Flyers will be sent out to schools, posted on social media, UnionTV34 and the website.

Marketing

- a) The Annual Chamber mailout resulted with over 30 calls/new members signing up for the Union VIP program.

New Business

- a) **Networking Sessions** | There will be two up-coming evening meetings, this time both will be in Union Center. Gussa Russo, Calesa Restaurant and Magic Fountain locations were discussed as possible locations for the next meeting. Director Raymond will schedule a session every two weeks to keep everyone updated on the plans.
- b) **Dinner & a Movie Champaign** | Director Raymond is starting a new campaign where restaurants will have a pre-fixed menu. She is also working with the movie theater and we will encourage people to park in the back due to the Streetscape.
- c) **Taste of Union** | The SID will continue to support the Annual Taste of Union and will donate \$500.00. The SID will have a half page in their Ad Journal.

Meeting was adjourned at 9:23am.