

ONRA MINUTES
Bi-Monthly Board Meeting
Tuesday, March 23, 2010
Columbus Health Department

Call to Order: President Cyndie Gerken called the meeting to order at 10:00 a.m. The following Board members were present: **Charla Devine, Cyndie Gerken, Denna Johnson, Ed Kemper, Mary Ellen Weingartner, Larry Bicking, Nancy Campbell, Jan Livingston-Brady, Jeana Paglialunga, Elizabeth Reeb, Paul Seibel, Marian Vance, Ed Wagstaff, Lynn Kartavich, David Wesler,** and **Mary Anne Reeves.** Staff member Louis Agresta was also present.

Secretary's Report: A motion to approve the minutes of the January 26, 2010 Board meeting was made by Denna Johnson and seconded by Lynn Kartavich. Motion carried.

Treasurer's Report: Treasurer Denna Johnson reported that for the first time in several months, the organization has a positive cash flow with more in the general fund than we owe. Denna also reported that a lot of membership monies have been coming in. President Cyndie encouraged Board members to write small notes on the membership renewal notices that were circulating around the room, as that helps quite a bit when people are deciding to renew. A motion to approve the Treasurer's Report was made by Paul Seibel and seconded by Mary Ellen Weingartner. Motion carried.

Coordinator's Report: Louis Agresta presented the following report:

Coordinator's Services Billing - Louis reported that the total service billings for January and February totaled \$5,246.67 with 80% (\$4,197.35) being submitted to ODOT for payment and the 20% match (\$1,049.32) being billed to ONRA. A motion to approve payment was made by Denna Johnson and seconded by Elizabeth Reeb. Motion carried.

Thea's Departure - Louis reported that Thea Walsh is no longer working with the TCC and has taken a job with the Ohio Department of Development. President Cyndie reported that she appreciated everything Thea had done for the organization. Scott Schmid, long-time TCC Planner, is serving TCC's interim Director until a final selection is made, probably in May. Cyndie expressed her confidence in Louis as the Byway Coordinator, and again publicly thanked Thea for everything that she has done on ONRA's behalf.

Interpretive Signage Project - Louis reported that the Signage Committee met on March 1st and finalized the first 17 of 20 signs to be sent on to Interpretive Graphics for production. The three signs held back were Phoneton, Camp Chase, and Broad Street Bridge. Louis reported that the 17 signs should be arriving in early to mid-May. A list of other potential signs was sent to the Board to begin drafting signs for those locations or to provide any additional signage ideas. Once the signs are received, Louis will coordinate installation and will determine any additional costs. Denna Johnson requested installation specs for her maintenance man and suggested it would be good to provide them to all signage locations. Cyndie Gerken encouraged Board members to continue soliciting signage donations as we will need additional match money for a maintenance fund.

ONRA Minutes 3/23/10 (cont'd)

Grant Status and New Applications - Louis reported on the current grants for which ONRA has applied. Louis submitted an application for a \$100,000.00 Scenic Byways grant to update the Corridor Management Plan. The Scenic Byway grants are awarded sometime in September. Louis also reported that ONRA has applied to the Miami County Foundation (MCF) for a \$1500 co-sponsorship of the Phoneton interpretive sign. He indicated that the MCF grants should be awarded in early May.

Membership Renewals - Louis reported that ONRA has received almost \$3,000.00 in January/February membership renewals, including those of Board members plus 35 renewals from a large membership drive sent to past members who haven't renewed in several years.

National Road Yard Sale - Louis reported that the National Road Yard Sale will be held from June 2-6. He brought a press release for Board members to pass out in their communities. There was some discussion about a date mix up and Denna reported that this was because of an error in the initial press release sent out by the organizers. Perhaps because of this error, Belmont County will be having their sale a week earlier than the "official" June 2-6 dates.

Walk to Washington - Louis reported that he was contacted by a gentleman named Steve Curran, who is in charge of organizing the Walk to Washington, an event to promote depression awareness being held August 14th - October 6th. Steve was willing to promote the National Road Alliance as a sponsor, in exchange for our advertising their event. Louis will be putting "The Walk" in the ONRA Spring newsletter as well as on the ONRA web site.

Newsletter - Louis reported that the Spring newsletter is currently in the works and requested that the Board send him any stories or information that should be included as soon as possible. Cyndie mentioned that she would like to have the newsletters completed in time for the National Road Yard Sale so that we could have them available for shoppers.

Old Business:

President Cyndie reported on ONRA's Ohio Magazine advertisement in the March issue. Denna Johnson brought in a copy of the magazine ad and reported that the article which accompanied our ad was to have been a full story on Bed and Breakfasts along the Road, but instead was shortened and about antiques. ONRA still received credit for the page even though we paid only \$200.00 instead of the initial \$1600.00 price tag. Cyndie then reported on the state of ONRA's future leadership. Current Vice President Doug Smith will not be moving up to be President, Denna is serving as "interim" Treasurer, and Secretary Ed Kemper and President Cyndie's terms will expire at the end of this year. Cyndie encouraged Board members to consider the call to step into a leadership role. She also reported that most business of the Executive Committee is conducted through email, so the time commitment is not huge. Interested Board members are asked to contact any officer by phone or email.

ONRA Minutes 3/23/10 (cont'd)

Committee Reports:

Marketing Committee – Denna Johnson reported that the Marketing Committee had met earlier in the month and had come up with several different marketing initiatives. The Committee would like to buy Ohio products, and if not made in Ohio they must be made in the U.S.A. The first item is an ONRA lapel pin. The pins are to be 1” in diameter, will cost \$2.09 and they would like to sell them for a \$5.00 donation. She also mentioned that the pins will be paid for out of the Marketing grant. A motion to approve the purchase of the pins was made by Jan-Livingston Brady and seconded by Mary Ellen Weingartner. Motion carried.

The second marketing initiative is the first edition of a National Road Yard Sale Cookbook. Denna reported that the cookbooks sell for \$16.95 retail. Denna worked out a deal to buy 100 cookbooks for \$8.50 a piece. Denna reported that in addition, ONRA was able to come up with 56 recipes to be included in a second edition of the cookbook. ONRA will get a divider page advertisement, as well as an entire section for the ONRA recipes. A motion to approve the purchase of the cookbooks was made by Mary Anne Reeves and seconded by Mary Ellen Weingartner. Motion carried.

The third marketing initiative is ONRA playing cards for which the Association will be selling sponsorships. Each card will have the ONRA logo on the front, as well as an image from the Road or ad on the back. Frank Quinn created a sponsorship matrix that will make it easy to track which cards have been “sold” and which ones remain. Donations toward this project will provide significant matching funds toward the Marketing grant. Denna reported that the decks of cards will sell for a \$10.00 donation. A motion to proceed with the playing card project was made by Elizabeth Reeb and seconded by Jan Brady. Motion carried.

Bus Tour Committee – President Cyndie reported that an East End public bus tour is planned on Wednesday, May 12th. Chair Lynn Kartavich and the Bus Tour Committee are actively seeking ways to book as many public passengers as possible. Louis passed out fliers to Board members so they could make copies and distribute them to people in their county. Lynn reported that she has contacted several groups, one of which might want to book a Fall Bus Tour. She also mentioned the importance of providing a local contact (in addition to Louis in Springfield), because some senior citizens are hesitant to make long distance phone calls.

Adjournment: A motion to adjourn was made by Paul Seibel and seconded by Jeana Paglialunga. Motion carried. A Bus Tour Committee meeting was held after the Board meeting.

Minutes compiled by Louis Agresta and respectfully submitted by Secretary Ed Kemper.