



*a non-profit organization
dedicated to promoting and preserving
a vital, historic downtown.*
a.m.

**Board of Directors Meeting
March 9, 2010
Community Development Building
8:00 to 10:00**

Those in attendance were Rick Oddy, Shannan Harris, Shelley Diercks, Julie Eckstrom, George Hinz, Dori Mann, Ellen Hutchinson, Carol Duff, John Becker, Pete Sorensen and Shari Chorney.

President Harris called the meeting to order at 8:07 a.m. We will add Nominating Committee to the agenda under Committee Reports.

Motion: To approve the agenda.

**Motion: Carol Duff
Second: Julie Eckstrom**

Motion carried.

Motion: To approve February 23, 2010 minutes.

**Motion: Julie Eckstrom
Second: Carol Duff**

Motion carried.

President's Report

The President thanked those in the room for attending the 2010 Planning Session.

Shannan and John attended the City Council meeting where Bonnie McDonald, Executive Director of Preservation Alliance of Minnesota, requested a few minutes to comment positively on the City's Downtown Action Plan. The organization is impressed with the Downtown Action Plan and went on to say that they will be posting the state-wide Main Street Program Coordinator position today. They offered us assistance and stated that there may be possible funds available.

Shannan gave the Board an overview on the Minnesota Main Street program and the 2010 selection of five communities for additional assessment as the first pilot, certified Main Streets in Minnesota in almost 15 years.

Kathy Boos asked Shannan about the PUPP form the Fall Festival of the Arts had filed. Someone with the City of RW, she didn't know who, said they should check with us prior the form being processed. They are not planning any major changes. Neither Shannan or Kathy knew why they asked about this for the 2010 event.

The 2010 Sponsorship letter along with a cover letter and invoice for historically swapped memberships will be developed this week.

Committee Reports

Organization Committee

The group will meet Tuesday, March 16 at 8:30am at Caribou Coffee.

Promotions

There will be a discussion meeting on bringing the Great Minnesota Pumpkin Weigh-Off back to Red Wing. The discussion will include a possible location change so the event is closer to the Farmer's Market.

Business Development

The committee has been renamed from Economic Restructuring to Business Development.

John gave an overview on a \$20,000 grant available from the Minnesota Southern Minnesota Initiative (SMIF). Red Wing Downtown Main Street would need to raise funds – what can we afford? The first cut is in two weeks. SMIF has commented that most people submit a grant two to three times before they are successful. There will be another window in six months.

Should people who serve on committees be members of DTMS? Food for thought – possibly require a percentage of the committee to be members, we have a large number of volunteers during the Holiday Stroll and wouldn't want to turn them away, and at what committee level would membership be required?

Design

The committee has decided to meet monthly on the fourth Tuesday at 8:00 am in the conference room of the Community Development Building located at 419 Bush Street.

Shannan asked the committee to check with America in Bloom regarding available funds.

Chamber of Commerce

The Chamber has two upcoming events, Taste Buds and Business After Hours.

VCB

Scott Gilmer has resigned as VCB liaison to the Red Wing Downtown Main Street Board. Discussion followed on possible Board liaisons between the VCB and Red Wing Downtown Main Street. Should we invite Steve Bortz to attend the next Board meeting?

Our current swap memberships have ended so this organization will decide which organizations it will become a paying member. If the VCB decides to become a member of Red Wing Downtown Main Street, the current nonprofit fee is \$75.

Discussion followed on lodging tax, our organization's liaison to the VCB and Mike Schultz having a conversation with the VCB to fund some of the Downtown Action Plan.

Nominating Committee

The purpose of the committee will be to recruit future Board members meeting approximately two times yearly. Bringing in different perspectives is important. With the experience and expertise serving this organization, the past President would be a good candidate to chair this committee. Pete Sorensen, John Becker and Ellen Hutchinson will serve on the nominating committee.

Old Business

The overall consensus on the planning session was that Shannan did a good job; the group covered good ground and accomplished a lot.

Will we be going forward with the budget Ellen proposed? Is there contingency built in? Extra revenue may come from membership and events. The budget is a starting point, fluid and is designed to live within our means. Is there room built in to do things like the SMIF grant? Was the \$2000 included for the Minnesota Main Street program's yearly fee?

When did Minnesota become a Main Street Program? Shannan will check.

There was one additional reword to the by-laws. We will provide a copy of the proposed by-laws revisions to members who request a copy and ask them to direct their questions to John. The Board will vote on the by-laws revisions at the next Board meeting April 13.

The Board discussed reducing the twice monthly meetings to one meeting the second Tuesday of each month from 8-10 a.m. The four committees of Promotions, Organization, Business Development and Design may consider meeting on the fourth Tuesday of each month. Possible meeting spaces include the lower level of the Cogel Phelps Building until occupied, the Sheldon Theatre and staying with the current location in the Community Development Building.

Committees can decide if they want to send their meeting minutes to the Board. In the past, each committee was given a notebook to store minutes. A suggestion was made to make the committee minutes available in an office library and at the public library.

With an estimated time of an hour, Willie Safe will move us on March 24. Telephone and Internet services will be updated the same day, and we'll begin using our new email address of info@downtownredwing.org, applying forwarding services to downtown@redwing.net as we transition.

New Business

Pete Sorensen was honored for his time as President of Red Wing Downtown Main Street with a wing tie tack. Thank you, Pete.

Pete reported that the fireworks permit has been submitted. The auction of the Cancun trip will provide \$800-\$900 profit towards our fireworks fund. Other fireworks fundraisers include a donation by Osemi for the use of a home in Dillon, Colorado for a summer and winter vacation. Gardas will donate a Daytona trip.

Board Comments

The upcoming 3D meeting will be held Thursday, March 18.

City Council approved \$500 for a Blue Ribbon Panel facilitator. The City has spent \$189,000 as we continue to lobby for who will take care of the nuclear casks in twenty years after Xcel.

Perhaps we can partner with the Chamber on mass mailings.

Shelley gave an update on the Motorcycle Show scheduled April 17.

Motion: To adjourn.

Motion: Ellen Hutchinson

Second: George Hintz

Motion carried.

Meeting adjourned at 10:06 a.m.