



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

**Board of Directors Meeting
October 13, 2009
Community Development Building
8:00 to 10:00 a.m.**

Those in attendance were Julie Eckstrom, Wendy Ehlers, John Becker, Shannan Harris, Carol Duff, Shelley Diercks, Pete Sorensen and Ellen Hutchinson. Shari Chorney also attended.

President Sorensen called the meeting to order at 8:06 a.m.

Motion: To approve the agenda.

**Motion: Carol Duff
Second: Shannan Harris**

Motion carried.

Motion: To approve the minutes from the September 29 meeting.

**Motion: Carol Duff
Second: John Becker**

Motion carried.

The Executive Board of Directors will work on a 2010 Budget after the October 27 Board meeting.

We need to make sure we are accounting for our Downtown Dollars which should be listed as a liability on the balance sheet. A copy of the Downtown Dollars Excel spreadsheet will be sent to Board members.

Motion: To approve the August 2009 and September 2009 financials.

**Motion: Carol Duff
Second: Shelley Diercks**

Motion carried.

President's Report

Downtown Founder's Meeting

Those in attendance at the Downtown Founder's meeting on Tuesday, October 6 included Carolyn Hedin, Tom Longlett, Brian Peterson, Scott Gillmer, Ellen Hutchinson, Randall Hemmerlin, Shari Chorney and Pete Sorensen.

Items discussed included short and long range funding. We may be able to get funding from HRA.

The next meeting is scheduled for Tuesday, October 20 at 4:00 p.m.

Chamber Downtown Meeting

Discussion raised questions such as how important is the Chamber to the community in comparison to the Downtown Action plan? Can we merge the two organizations? The discussion continued and included conversations about the special services district, sales tax and expanding the reach of downtown, specifically to include Old West Main Street.

The main discussion topics included the potential of sharing an executive director, joint powers, joint committees and shared office space.

The City received the letter requested from Red Wing Downtown Main Street to help with funding in assessing hazardous waste and petroleum brown fields.

Committee Reports

Organization Committee

The Organization Committee will focus on recruiting new members and making personal visits to members who are up for renewal. The committee meets every third Thursday in the St. James Courtyard.

Promotions

The Trunk or Treat PUPP form has been approved. We currently have twenty participants for parking spaces who will hand out treats. Parking participants need to be downtown and parked by 2:30 p.m. Trick or Treating will take place from 3:00 p.m. – 6:00 p.m. Event T-Shirts are available for purchase by the Friday, October 16 order deadline.

Shop for a Cause will be held October, 30 with proceeds going to Red Wing's Pay It Forward Fund.

In helping raise funds, two volunteers from Red Wing Downtown Main Street made cotton candy at the Great Minnesota Pumpkin Weigh Off held at Bay Point Park.

A sympathy bouquet was sent to the Boxrud funeral from Red Wing Downtown Main Street.

We will continue to welcome new businesses with a plant and membership follow-up will be done by the Organization Committee.

Inspired Home & Flower Studio will move into River City Flower Market in December.

Economic Restructuring – Covered in President's Report above.

Design

The Bench Policy was approved. We will send a copy of the policy to our members.

The Santa House will have access to power at its Riverfront Centre holiday season location.

Flower Basket meeting – At the Flower Basket meeting a decision was made that the flower baskets will come down each year no later than September 15. There will be fewer baskets in the 2010 season as they reduce the number of watering carts. Kiwanis will sponsor 160 baskets next season. Before the next meeting the City will review their funds and decide on the number they can sponsor in 2010. Businesses who sponsor a flower basket will receive an 8.5"x11" sign for their window indicating that they made a donation toward the flower baskets. We will email background information with a flower basket sponsorship form to our members.

Chamber of Commerce – None

VCB – None

Holiday Stroll

The Windows of Gifts goes to the Christian Book Store and will be done approximately November 11, 2009. Holiday Stroll buttons will sell for \$2.00.

Old Business

Minnesota Council of Nonprofits and Minnesota Council on Foundations Conference— Ellen, John, Pete and Cindi will attend the joint conference November 5 and 6 in St. Paul. The conference offers breakout sessions covering nine tracks to include fundraising, leadership and collaboration.

I Wish, I Wish, I Wish

The group discussed last year's campaign line items. We may need to contact Michelle for more details. The campaign creates awareness and reinforces the message that downtown Red Wing is a good place to do holiday shopping.

Discussion continued on how I Wish, I Wish, I Wish Campaign communicates its advertising message. How does the phrase "Shop Local" compare to "Buy Local"?

Motion: **To approve up to \$1000 from the Shop Local line item for use towards the I Wish, I Wish, I Wish Campaign.**

Motion: **Shannan Harris**

Second: **Carol Duff**

Motion carried.

Google Maps Course

Bruce Schwartau from the University of Minnesota Extension Office is available to teach a course instructing participants on the use of Google Maps and GPS for their business. The course will be held at Minnesota State College—Southeast Technical on Tuesday, November 3, 2009 at 6:30-8:30 p.m. Participants have a choice of using an onsite desktop or bringing their own laptop. Space is limited with 10 desktops and space for 15 laptops. Payment of \$20.00 must be received in order to reserve a spot in the course. Bruce will provide participants with instructions on how to create a Google account before the course date. We may offer a follow-up course in January or February.

We will offer the course to Red Wing Downtown Main Street members, and if space is still available we will open to Chamber members.

New Business

After discussion on the importance of Bylaws, it was suggest that we review the Bylaws annually. The committee will begin the discussion following the November 10 Board meeting.

In-Kind Donations

Discussion of in-kind donations included the advantages of tracking volunteer hours, possible ways we could track hours and providing written receipts.

Board Comments

In order to accomplish the improvements to the membership database, Cindi will work additional hours as needed.

Board Minutes will be made available on the website. After the minutes are approved they will be sent to the appropriate person.

A request for logo placement on the aluminum can bins will be discussed with the Fireworks committee.

The Minnesota group who is working on Main Street--Preservation Alliance--sent out a self-assessment form as the first step into the program. We are not grandfathered in; we need to be accepted into their programs. Shannan submitted the completed form and made a copy for the DTMS office.

An update was given on the City Council meeting and included discussion on the reduction in the number of police officers, residential-only parking, bridges on the Cannon Bottom road and parking enforcement.

Do we want to appear in the Republican Eagle insert "Meet Your Local Business People"?

Motion: To participate in the "Meet Your Local Business" insert.

Motion: Carol Duff

Second: Julie Eckstrom

Motion carried.

Motion: To adjourn.

Motion: Shelley Diercks

Second: Ellen Hutchinson

Motion carried.

Meeting adjourned at 10:18 a.m.