



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

**Board of Directors Meeting
October 27, 2009
Community Development Building
8:00 to 10:00 a.m.**

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

President Sorensen called the meeting to order at 8:07 a.m. There was a request to add membership dues refund to new business.

Motion: To approve the agenda with the additions.

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

Motion carried.

Motion: To approve the minutes from the October 13 meeting.

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

Motion carried.

President's Report

Downtown Founder's Meeting

The Downtown Founder's group met Tuesday, October 20 and discussed raising funds to include a one percent increase in lodging tax and a special services tax. Mankato, Minnesota has increased their lodging tax with the result of bringing in more business due to improvements made by the extra funds. Discussion followed with a suggestion to research other cities who have already implemented these taxes.

Chamber Downtown Meeting

Discussion continued from the last meeting on the possibility of joint efforts between the Chamber and Red Wing Downtown Main Street. Possible joint efforts include the potential of sharing an executive director, joint powers, joint committees, shared office space and possible shared events.

The Chamber has voted for Red Wing Downtown Main Street and the VCB to have voting seats at their Board. We also need to nominate someone from the Red Wing Downtown Main Street Board to sit on the 2020 Committee.

Motion: To approve Carol Duff as the Red Wing Downtown Main Street representative to sit on the 2020 Committee.

Motion: Julie Eckstrom
Second: Wendy Ehlers

Motion carried.

Motion: To approve Shelley Diercks as the Red Wing Downtown Main Street representative on the Chamber Board.

Motion: Shannan Harris
Second: Carol Duff

Motion carried.

The City of Red Wing will continue to follow Xcel as its top priority. Other items thrown out on the table include that the City not give more funds to the Port Authority next year and that the City may sell the incinerator.

Committee Reports

Organization Committee

The Organization Committee discussed opportunities to promote being a Friend of Red Wing Downtown Main Street. Discussion also included member visits and follow up.

Promotions

There are 25-30 committed groups for Trunk or Treat Saturday, October 31 with the possibility of up to 40-45 spaces. 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.

We are in need of a Santa for the four Saturdays between Thanksgiving and Christmas.

The Retail Subcommittee met to discuss the 2010 calendar of events including the January Clearance Sale, Red Wing Motorcycle Show during the Flood Run, possibility of Dog Days as well our other annual events.

Economic Restructuring – Covered in President's Report above.

Design

The Bench Policy was sent out to our members. Public works will enforce the policy.

The *Roadside Advertising in a Digital Age* course will be held Tuesday, November 3 from 6:30-8:30 p.m. We still have openings so will open it to Chamber members and a group from Cannon Falls.

Fifteen out of the twenty bike racks have been sold.

Chamber of Commerce – None.

VCB – The Visitors Convention Bureau is working on the *Visitor Guide 2010*. The lodging group meets regularly and works on packages such as stay and ski, stay and shop and would like Red Wing Downtown Main Street to be engaged in a coupon book or idea. How do you entice someone to come to Red Wing in January and February?

Holiday Stroll

Thirty-one days and we stroll.

Old Business

Do we need to amend our Bylaws in order to include a Chamber and VCB voting member to sit on the Red Wing Downtown Main Street Board? During the Bylaws review meeting the group will discuss the items they have found that have raised questions, items that should be included and items that need to be excluded. The discussion will be brought back to the Board at the November 10 meeting.

Those interested in the advertising opportunity the I Wish, I Wish, I Wish campaign offers should contact one of the committee members by Friday, Oct 30, 2009.

New Business

Members of the Retail Subcommittee made a suggestion to entertain an increase of \$25.00 to the Red Wing Downtown Main Street membership dues would help cover additional event expenses such as printing, promotions and posters. We will pass this information over to the Organization Committee.

Discussion on membership dues structure included consideration of a refund request from a member who is going out of business.

Motion: To approve a refund of membership dues in the amount of \$50.00 for Thrifty Chic.

Motion: Shannan Harris

Second: Carol Duff

Motion carried.

Board Comments

Member versus non-member involvement and the hard work they do on the Holiday Stroll was discussed. No payment is required to participate in the Holiday Stroll; however there is a cost to be included in the advertising opportunities. The Republican Eagle donates some of the funds from its tab to the Stroll budget.

Red Wing Downtown Main Street will look into the community grant and training opportunities that the Steps Up organization provides.

Should we consider moving the Downtown Dollars activity to a separate bank account? We will leave the funds in our current account. We need to account for Downtown Dollars as a liability.

A group meeting will be held today, October 27, at 2:00 p.m. at Liberty's to discuss the Red Wing Motorcycle Show during the Flood Run event. Everyone is invited.

It was noted that Carol Duff's work on the City Council is appreciated by Red Wing Downtown Main Street.

Motion: To adjourn.

Motion: Pete Sorensen

Second: Wendy Ehlers

Motion carried.

Meeting adjourned at 10:13 a.m.