



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

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

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

President Sorensen called the meeting to order at 8:07 a.m.

**Motion: To approve the agenda.**

**Motion: Shannan Harris  
Second: Julie Eckstrom**

**Motion carried.**

**Motion: To approve the minutes from the October 27 meeting, with the corrections included from Shannan.**

**Motion: Shannan Harris  
Second: John Becker**

**Motion carried.**

**Motion: To approve the October financials.**

**Motion: Shannan Harris  
Second: Julie Eckstrom**

**Motion carried.**

### **President's Report**

The four representatives from Red Wing Downtown Main Street who attended the 2009 Joint Annual Conference of the Minnesota Council of Nonprofits and the Minnesota Council on Foundations reported on the sessions they attended November 5<sup>th</sup> and 6<sup>th</sup> in St. Paul at the Saint Paul RiverCentre.

Sessions topics included governance, Board ethics, volunteers, Kennedy Serve to Act, online offline marketing, donor retention, GiveMN.org, social networking and health care.

The conference was well attended and included a trade booth. Minnesota Council of Nonprofits provides a wealth of resources that will fit nicely with Red Wing Downtown Main Street.

## **Downtown Action Plan**

A resolution with position paper will be brought to the City Council at its November 23 meeting showing that the Action Plan has momentum and is moving forward. We look for the plan to be adopted as part of the City comprehensive plan.

A phone call to Bonnie McDonald from Minnesota Preservation indicated that it looks like the proposed Main Street Program is moving forward and that the program will receive funding through the Legacy Grant Partnership program beginning January 2010 (3/8ths cent sales tax). They will initiate a hiring process soon after to put in place a program coordinator. The coordinator will organize assessment teams that will visit those communities who are selected based on a downtown self-assessment form survey that was completed. Red Wing Downtown Main Street completed the survey. They plan on bringing in five pilot communities as certified programs and develop a network of communities working towards certification.

Discussion continued on the importance of support of the Downtown Action Plan by our City Council in being selected as a certified community for the Main Street Program.

There has been discussion of making better connections with Old West Main Street, broadening the downtown core area and broadening our Board. The Pottery District and downtown Red Wing could both benefit from working together on business recruitment.

We will email the position paper and invite our members to a drop-in session on Monday, November 16 to ask for their views and input before presenting to the City Council.

At the November 16 session, the top points to touch on will be that the plan includes a small increase in taxes as part of the special service district, is for a limited time and has measurable benchmarks.

## **Committee Reports**

### *Organization Committee*

The Organization Committee brainstormed on ways to promote membership including individual memberships. Follow-up thank you notes will be sent to businesses and individuals after a committee member visit. Promotion of Downtown Dollars for the holiday season was discussed noting where dollars can be purchased in Red Wing.

### *Promotions*

Trunk or Treat was amazing! The feedback has been very favorable, and the event will be held again in 2010 on the Saturday before Halloween. The committee discussed reducing the amount of time spent trick or treating. Several ideas for new activities next year were also discussed.

Julie Eckstrom and Shelley Diercks will carry the Red Wing Downtown Main Street banner during the Holiday Stroll parade.

The Windows of Gifts will go in this weekend at the Christian Book store.

*Economic Restructuring* – See Downtown Action Plan above.

### *Design*

The final recap from the Flower Basket meeting is that there will be 210 flower baskets next year. There will be two per pole, flower baskets will be eliminated from the areas where they are buried in trees and the baskets will go up approximately ten days before Memorial Day and come down approximately five days after Labor Day. The number of volunteers the City has for this area and how the baskets look at the end of the season will determine the actual dates.

Participants in the *Roadside Advertising in a Digital Age* course held at Minnesota State College – Southeast Technical had a favorable response to the course. We may offer a follow-up course in 2010.

### *Chamber of Commerce*

The interviewing process for the Executive Director position with the Chamber is going well. A subcommittee is working on re-evaluating the pricing structure for now working on added-value benefits that members could really utilize and find valuable. The final recommendation will be made to the Chamber Board on Tuesday November 17. The goal is to roll out the structure for 2010 as they are getting close to invoicing members.

The Chamber and Red Wing Downtown Main continue to meet and discuss the possibility of partnering.

VCB – The Visitors Convention Bureau is on the same track as last meeting.

### *Holiday Stroll*

We are approximately 3 weeks out for the event. Details are falling into place but we have lost some sponsors at different levels and businesses are choosing not to advertise as much in the Republican Eagle's Stroll tab. We are in need of volunteers and will reach back out to Donna Dommer.

### **Old Business**

Ellen, Carol, Shannan and John will bring the results of their Bylaws work to the full Board at the November 24 Board meeting.

Gary Iocco will ask the SteppsUp committee if Red Wing Downtown Main Street can take advantage of the grant offerings.

### **New Business**

Is there sales tax allowed on the Holiday Lights labor? Discussion followed with how Red Wing Downtown Main Street invoices the holiday lighting. In the past the City of Red Wing has not been invoiced in exchange for providing us with the electricity. We will continue in that direction for the 2009 season.

It was suggested that Red Wing Downtown Main Street have a privacy policy surrounding emails that go out to our membership. We must be conscious of our 501(c)3 status and that emails coming from our office may give the impression that we are in some way endorsing what is contained in the email.

Discussion on purchasing a new computer for the Red Wing Downtown Main Street included possible options to check into including Tech Soup which provides resources for nonprofits and that former IBM employees are allowed one free computer per year.

A celebration of Dennis Napper's life was discussed. We will hold a gathering, possibly coffee and cake and purchase a couple of flower baskets in his honor. Other ways to honor Dennis were discussed and will be pursued.

There was discussion on buy local. Does the City of Red Wing have a buy local preference? Money spent locally multiplies.

Women Cents has requested use of Red Wing Downtown Main Street's sound system. Gary Iocco has volunteered to set up, give instructions and take down the sound system.

**Motion: To adjourn.**

**Motion: Shelley Diercks**  
**Second: John Becker**

**Motion carried.**

Meeting adjourned at 10:08 a.m.