



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

**Board of Directors Meeting
November 24, 2009
Community Development Building
8:00 to 10:00 a.m.**

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

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

Motion: To approve the agenda with additions to New Business.

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

Motion carried.

Motion: To approve the minutes from the November 10 meeting with the revision from Julie.

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

Motion carried.

President's Report

Red Wing Downtown Main Street continues to meet with the Chamber.

The three candidates were in Red Wing for final interviews. An offer will be extended to one person within the next couple of weeks.

Dialogue continues of the possibility of collaborative efforts between the two organizations. Three Red Wing Downtown Main Street Board members met with Jerry Olson and discussed the positives and negatives of such efforts.

Do our mission and values align with the Chamber? An important goal would be for each organization to retain its identity. How do we ask people to be members of both organizations? We should consider that the Main Street Program will be selecting five cities as certified programs.

The Downtown Action Plan was adopted last night as part of the City's Comprehensive Plan. Carol Duff reported on the City Council meeting.

At the November 16 meeting funding was discussed. Randal from HRA suggested and recommend to the HRA Board to consider matching funds to Red Wing Downtown Main Street. The HRA Board turned it down.

Committee Reports

Organization Committee

Because the Membership Picnic was such a success, the Organization Committee discussed having two social gatherings during the year. In January the committee plans on developing a press release to inform and promote becoming a Friend of Red Wing Downtown Main Street. We will inform our members who are looking for year-end giving opportunities of the new GiveMN.org website that provides a way for people to make donations to nonprofit organization online. Perhaps our members would consider making a gift to Red Wing Downtown Main Street.

This year voting cards will be given to members who attend the annual meeting. Members must be current with their membership dues in order to be eligible to vote. Current means that a member is not more than 90 days overdue.

Promotions

The 2010 Calendar of Events has been sent out to a few people and will be sent to the greater membership as well with a cover letter and sponsorship opportunities in the next few weeks.

The Great Minnesota Pumpkin Weigh-Off would like to return to Red Wing in 2010. The event would be a good match with the Farmer's Market group.

The Board received two thank-you letters for the flowers we sent; one from Dori at Red Wing Shoe and the other from the Boxrud family.

We have had a request to do the Hockey Packets again this year. We will ask businesses who want to participate to drop off their coupons and bag fillers at the Red Wing Downtown Main Street office. We'll need to be ready by January.

River City Flower Market won the Scarecrow contest. Funds raised from the contest were donated to SOAR at Red Wing High School and to the Red Wing Area Food Shelf in the approximate amount of \$60.00 each.

Economic Restructuring

We received a \$25.00 donation to the fireworks account from Bill Pfohl's students at Burnside School.

Plans are underway for Mississippi Alumination 2010. The committee will be sending an end-of-year letter asking for help in the form of a financial gift and/or a gift of time and talent in the support of our local fireworks program. There are plans for additional events to aid the fundraising and build the endowment to pay for the annual event.

Design

Committee meetings will start up again after the first of the year. A nine-person task force will be working on the Smart Street program. The Bike and Walk committee will piggy back with the Live Healthy Red Wing event in 2010.

Chamber of Commerce

A revised Chamber dues structure was presented by a sub-committee for feedback from the full board. With a couple minor tweaks, the board accepted the revised membership dues structure. Within the next few weeks a letter and renewal form will be sent to all Chamber members for this next year. There were just minor changes and several new benefits added.

VCB – None.

Holiday Stroll

We are in need of volunteers for take down after the event at 8:00pm. Holiday Stroll posters and prints will be sold at Red Wing Framing & Fine Art Printing. The medallion has been found, and an announcement will be made the night of the Holiday Stroll.

Old Business

A group of Board members is halfway through the line by line review of our organization's Bylaws. Some of the areas that have been refined include boundary issues, classes of memberships, inconsistent references to the program coordinator/secretary and ex-officials. The second half review will be done on the second of December. Membership will vote on revised Bylaws at our annual meeting.

Discussion on a new Red Wing Downtown Main Street computer was discussed. Research will be done over the upcoming weeks.

Motion: To approve up to \$800.00 to shop for a laptop and report back to the Board.

Motion: Shannan Harris
Second: Carol Duff

Motion carried.

John Becker sent a copy of an email and web privacy policy to Board members to consider adopting for Red Wing Downtown Main Street. The MCNP provided a suggested policy which they use. It's important that our members know that their privacy will be protected.

How can we help our members share news and promotions? Ideas and suggestions were discussed.

We will invite Dennis Napper's family to join us and our membership to celebrate Dennis's life and involvement with Red Wing Downtown Main Street. Coffee and cake will be served. Funds will be collected for a bench and plaque in Dennis's honor.

Motion: To approve matching the amount of collected funds up to \$300.00 for a bench and plaque.

Motion: Shannan Harris
Second: Carol Duff

Motion carried.

Additional funds will go towards a flower basket.

Red Wing Downtown Main Street will hold their annual meeting on Friday, February 2010 in the St. James Hotel Summit Room if available. The theme of the evening will be "Meet Us on Main Street." We will invite the Board of Directors from the different organizations. The event should consist of social fun, meeting and educational components. Shannan will check on a keynote speaker and will discuss the event at the next Promotions Committee meeting. Discussion continued on the timeframe, activities for the evening and invitation list.

Pete and Shannan were invited to Noontime Kiwanis where they talked about the Downtown Main Street program and handed out membership information.

New Business

Pete and Shannan met with Cindi to discuss her 90 day review.

Motion: To approve a wage increase of \$1.00 per hour retro to Cindi's anniversary date effective immediately.

Motion: Shannan Harris
Second: Shelley Diercks

Motion carried.

Preservation Alliance of Minnesota sent a letter asking for a donation and sharing their three goals and year-end challenge which is re-launching the Main Street Program, state rehab tax credit, and expanding their field services.

Motion: To approve a donation to the Preservation Alliance of Minnesota in the same amount as last year's donation.

Motion: John Becker
Second: Carol Duff

Motion carried.

Board Comments

Motorcycle meeting will be held today, November 24 at 2:00pm at Liberty's. Police Chief Tim Sletten is expected to attend. The next meeting will be held on December 29th.

We will ask Gary Iocco to give us a demonstration at one of our Board meetings on the use of the sound system.

Motion: To adjourn.

Motion: Shelley Diercks

Second: John Becker

Motion carried.

Meeting adjourned at 10:03 a.m.