



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

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

Those in attendance were Pete Sorensen, Shannan Harris, Wendy Ehlers, Ellen Hutchinson, Shelley Diercks, Carol Duff, Dori Mann and John Becker. Scott Gillmer, Shari Chorney, Brian Peterson, Bob Kubes, Cindy Taube and John Howe also attended.

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

Bob Kubes, CIC with Musty-Barnhart Agency, Inc. reported on a claim filed by a person who drove over a barricade during the Holiday Stroll event damaging all four of their tires. The claim is for one tire. The barricade was lying next to the curb at East Avenue and Fourth Street. Discussion followed with a decision to follow-up with the volunteers who were located in the barricade area during the event and turn in the claim.

It was suggested we need a special events policy for the Holiday Stroll event and possibly for the Fireworks event. Bob gave us an overview on the policy along with other alternatives, and he'll keep us informed.

We will touch base with Mark Kalb from Cornerstone Church regarding comp memberships and nonprofit organization memberships. Changes to comp memberships were made in early 2009 and not communicated as well as we had intended.

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

**Motion: Pete Sorensen
Second: Shannan**

Motion carried.

Motion: To approve November 24 minutes.

**Motion: Shannan Harris
Second: Wendy Ehlers**

Motion carried.

Motion: To approve November 2009 financials.

Motion: Shannan Harris

Second: Carol Duff

Motion carried.

President's Report

Red Wing Downtown Main Street continues to meet with the Chamber. Board liaisons were discussed. Cindy Taube is stepping back on her liaison role with Red Wing Downtown Main Street.

The Mayor's Blue Ribbon Panel is now official. Co-chairs are Scott Wordelman and Dennis Egan with twelve additional members. The organizational meeting will be Wednesday (December 9th) from 5:00p.m.-7:00p.m. Many of the upcoming meetings will be open to the public.

Meet Us on Main Street, our 2010 Annual Meeting will be held Friday, February 5th.

What is the best strategy for getting out and educating the community on the Red Wing Downtown Main Street principles and the Downtown Action Plan and as it relates to the principles. The Board will request a time slot on the agenda of various Boards to do a short presentation in January. We will also invite the various Board members to our 2010 Annual Meeting.

Committee Reports

Organization Committee

The Organization Committee will meet again on Tuesday, December 29th at the St. James Hotel. They will continue their discussion on having two social gatherings during the year and promoting the Friends of Red Wing Downtown Main Street membership.

A membership application packet will be mailed to Lisa Bayley.

Promotions

Highlights from the last Promotions Committee meeting include the following:

Holiday Stroll feedback from Promotions Committee members was positive and favorable. The Festivals of Trees event may be held both Friday and Saturday next year. If we are to increase the length of Holiday Stroll we would need a separate committee to take on the additional tasks and planning.

There is room for the Promotions Calendar of Events to grow however; we would need our volunteer base to increase as well.

Representatives from Country Inn & Suites and Nichols Inn & Suites attended the last Promotions Committee meeting.

The next Promotions Committee meeting is Tuesday morning January 5th and will be held at Caribou Coffee from 8:30a.m.-9:30a.m.

Holiday Stroll

The cotton candy machine wasn't working properly so sales were lower than expected. Red Wing Downtown Main Street is now able to store Holiday Stroll equipment at the main floor of Red Wing Ace Hardware

Chamber of Commerce

An offer was extended to one of the Executive Director candidates but declined. The search committee will look to the other two strong candidates.

Membership dues letters will go out by the first of the year.

VCB – The VCB continues to work with a revenue stream that is less than last year. The Board meets tomorrow morning (Wednesday, December 9th).

Old Business

We have reserved the Summit Room at the St. James hotel for our 2010 Annual Meeting February 5, 2010. Cost to rent the room is \$500.00. Our ticket price will cover the expense. Some of the discussion that followed included ideas on potential activities and speakers for the event. In addition, we would like to set up informational tables.

Motion: To approve the commitment to the St. James Summit Room and to give the Organization Committee decision leeway on invitation and event planning with \$1000.00.

Motion: Wendy Ehlers
Second: Dori Mann

Motion carried.

Save the date information will go out in Tuesday Talk.

New Business

It was agreed to skip the next Board meeting and resume as usual on Tuesday, January 12th at 8:00a.m.-10:00a.m. in the conference room of the Community Development Building.

A letter will go out early 2010 to members who have swap memberships with us to inform them of our discontinuation of this type of membership.

Our membership dues have not been increased for eight years. At a meeting with the Retail Subcommittee the group suggested a \$25.00 increase. In the next Tuesday Talk we will ask for feedback from our members.

A suggestion was brought up and discussed on Red Wing Downtown Main Street sponsoring a photography contest to bring in images for our website. The winner of the contest would continue to submit images. Details will be finalized and brought back to the Board at our next meeting.

HRA's position on Red Wing Downtown Main Street is that they support the Downtown Action Plan. We will attend an HRA Board meeting to educate members through our presentation and invite them to our 2010 Annual Meeting.

Board Comments

Jerry Borgen does a good job with the American Ski Hall of Fame. Some Olympic participants attended in person while others attended via Skype discussion. The press was surprisingly absent. Perhaps a Red Wing Downtown Main Street event could be planned around this event in the future.

We will wish our members a Happy Holiday season in the December 15th Tuesday Talk and let them know that Tuesday Talk will take a break and resume on Tuesday, January 5, 2010.

The Dennis Napper event will go on as planned tonight.

Motion: To adjourn.

Motion: Wendy Ehlers
Second: Shannan Harris

Motion carried.

Meeting adjourned at 10:07 a.m.