



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

**Board of Directors 2010 Planning Session  
Tuesday, March 2, 2010  
Indigo Room  
3:00 to 7:00**

Those in attendance were President Shannan Harris, Vice-President John Becker, Julie Eckstrom, Ellen Hutchinson, Dori Mann, George Hintz, and Rick Oddy. Shari Chorney was also in attendance.

**A. Review 2009 Goals and Dream Big 2010**

Dream Big 2010 ideas:

- All stores successful
- Red Wing as a bonifide destination, not a pass thru
- Variety of tourism
- See locals downtown
- Board of Directors photo
- DTMS apparel
- old time movies
- Open House at new location
- More uniform business hours
- Increase utilization of bandshell
- Clothing store
- Accepted as one of five Minnesota Mainstreet cities
- Music store
- Year-round activities
- Executive Director
- Lucrative funding source
- Monthly meeting with other local organizations, for example the Port Authority
- Fresh flowers for DTMS office
- Increase the number of downtown benches
- Increased involvement from local restaurants
- DTMS policy manual
- Increase business second floors
- Cleaner sidewalks
- Flowers in front of businesses
- Increase "what to do tonight" options through cultural options including music, visual arts
- Sidewalks full of people every day, including teenagers
- Music on sidewalks
- Additional coffee shop
- Eateries with outside seating
- Second floor walking ramp connections

**.B. Budget 2010**

Ellen presented the 2010 DTMS budget forecast. She's suggested the Chart of Accounts be revised beginning with entries made in 2010 as we upgrade to the latest version of QuickBooks.

**C. Bylaw Revision Discussion**

John provided the group with an overview and reasoning behind the proposed by-law revisions. We will offer to provide a copy of the proposed revisions to our membership before we cast our votes.

**D. Marketing Goals**

1. Get and provide information on available storefronts including contact numbers
2. Draw as many local people as possible to Downtown Open House
3. Hold focus groups; send out secret shoppers to discover what we have to offer to locals versus tourists

**E. Communication**

1. Add features to Tuesday Talk, for example, Business of the Week
2. Survey our members for input on type and frequency of communication they are interested in receiving.
3. Understanding group dynamics
4. Increasing the volunteer base

**D. 2010 Committee Objectives**

**1. Economic Restructuring Committee Goals:**

- a) Further identification of members
- b) Data collection to include available store fronts and employment
- c) Synopsis and comparison of business health
- d) Increase level of interest in opening business
- e) Shared resources with other local organizations including Chamber/VCB/Port Authority

**2. Organization Committee Goals:**

- a) Board members will assist solicit 50 new Friends of Downtown members
- b) Complete retention visits prior to October 1, 2010
- c) Host social events to include Dennis Napper's bench dedication and the donation of free trolley rides for members
- d) Increase overall membership by 10% with a loss of 5% or less

**3. Promotions Committee Goals:**

- a) Holiday Stroll Trademark
- b) Show me the money
- c) Have fun

**4. Design Committee Goals:**

- a) Signage from bike trail to downtown
- b) More secure bike storage at the Depot
- c) Set a regular meeting schedule

- d) Increase the number of committee members
- e) Provide further education on bench and sign guidelines
- f) Collaborate with Red Wing in Bloom