



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

Board of Directors Meeting

August 10, 2010

Those in attendance were: Rick Oddy, George Hintz, John Becker, Patty Brown, Carol Duff, Shelley Diercks, Ellen Hutchinson, Julie Eckstrom & her fabulous muffins

Not present: Dori Mann, Shannan Harris

Others attending were: Shari Chorney, Brian Peterson, Sari Gordon, Robert Stark

The meeting was called to order by: VP John Becker at 8:05

Approval of Agenda:

Motion: George Second: Carol

Motion carried.

Approval of July 13, 2010 Minutes:

Motion: Shelley Second: Rick

Motion carried.

Approval of July Financials: deferred until next month

Motion: Second:

Motion carried.

Presidents Report:-John reported that Shannan had her 90 day review with Tracy and the feedback was very positive. The executive board approved a \$1 per hour raise, effective this pay period.

Tracy painted office wall red and it looks great.

Diane Hallstrom's mother passed away and the Board decided to donate \$25 to Susan G Komen Foundation in the memory of her mother.

In the past the DTMS has sent plants to new business Blue Duck and the Board has decided to send plant and John has already talked to him about membership.

The Collaboration Committee didn't have it's regular meeting last week. The prior meeting included Lisa Bayley as the group was trying to figure out how to be pro-active with the Mayor's Blue Ribbon Panel recommendations. There is some discussion of bringing a facilitator for a four hour meeting this Sept but nothing has been decided as of

yet. One the top priorities still seems to be a collaborative retention visit process. Lots of work needs to be done on this, but it would be a great project to get started on.

Open House help on Aug 17-Shelley had offered to help Tracy with balloons and cake pickup and decorating of office. We have about 40+ people attending the Basic Training.

We are trying different locations for our Board meetings. St James Hotel costs are \$25 with coffee & water. Indigo Room costs \$50 without coffee/water. Other suggestion may be the Chamber, Shoe, or Liberty's. Offer to membership and see if anyone would like to host the Board meeting.

MN Main Street offers each Designated Community technical assistance for the year. We have an opportunity to use this for the benefit on any topic that is most needed. Once we find out exactly what our benefits are, we could have a speaker that could explain what they can do to help the businesses and bring motivation to people who are down about the economy. Julie may look into this speaker and talk with Emily Northey. Brian Peterson said to consider a series and get a speaker that you don't have to pay anything or very little for and combine efforts with Chamber or have a series of dates.

Michael Murphy has had two of his personal sound system speakers stolen during River City Days valued at around \$2000. Doug Noreen will organize a fundraiser for replacement for him.

Committee Reports:

Business Development: did not meet last month-Brian has meeting at 2pm in the City Council Chambers about Complete Streets on Aug 11

Innovation incubator meeting with Chamber next Tues at Fairview Hospital and tomorrow will hear back from SE Tech-Loan Review committee and they will create a meeting-Application is due at end of August-Shari Chorney will find out when they meet and we would like more clarification about verbiage-John and Carol should be at that meeting

Design:-Julie brought shirts to look at. We ordered tan & navy polo shirts for the board members to wear to the Basic Training next week.

Tracy did a clean sweep reminder in Tues Talk, and will put when flower baskets should they go down and when do cornstalks go up. Cornstalks will go up Oct 1st.

Red Wing items to sell-DTMS will be the middleman-if it was a specific item with our logo we could do it easier being that we are a 501c3. We could do ornaments, coffee cups, clothing, or hats. Signworx, Carlsons, Brenda Stelter would all get bids for different items.

Photography club-announce winner at Holiday Stroll-have table at Art Festival –calendars made with those photos – great idea!

Organization:-nothing to report

Promotion: George -Upstairs Downtown/Open House plan on sending out letter to businesses asking \$10 to participate to help with costs. Will hand out a sheet with a brief description on what the Open House businesses will be offering that day. They will advertise in applause, radio, in paper. Educate them first with email letter then follow up with survey to find out if the business is interested. Announce at churches that Sunday

Nominating: look for people of interest for board members

Chamber: Patty-Bus after hours at 900 block bldg-over 130 people came

AM Espresso-Frontenac Golf Club-good attendance-great networking-really encourage DTMS to attend

BIC looking at relocating people to RW-Patty had a great day with the workers from BIC in TX to entice them to come here from San Antonio-lots of business people are really welcoming them

Golf Tournament Aug 26-is full

Sept 10th –AM Espresso at Indigo Room-facebook informational session added into it/Kim Emery will be holding the session

Bus after Hours-Lawrence Realty/Lawrence Bohmbach agency

VCB: not present

City Updates/2020-Carol 2020 working on their committees and need people

Sept 23, 9-11am at 9th floor Seminary Plaza-Clean sweep energy efficiency workshop-RW chosen by Xcel Energy/Pam Gorman wants to make downtown a focus and this workshop is geared toward small businesses-Trillion BTU-saving your energy costs

City Council did pass the conservation easement

Kent Laugen was not present to talk about DTMS holding a candidate forum-open Q & A for businesses to ask the candidates

Old Business:

a. Open House/Celebration/Thank You Event-August 17-cake ordered, balloons ordered, appetizers ordered from Brickhouse. Tables in hallway, cake and drawing in office

b. Stay & Play Package Update-bags are done and will be brought to lodging businesses in the next couple weeks. Julie will contact Steve Bortz from Country Inn & Suites to see what our next move is.

New Business:

a) Technical Assistance Ideas-MN Main Street benefit-will do survey monkey

b) Sari-increase website traffic-overall FB traffic double-Sari and Tracy work together to keep site fresh and accurate-many people downloading off our site

c) Bob Stark– smoke testing for waste water pipes-trying to identify where the extra storm water is coming from–happens when we get large amounts of rainfall in a short amount of time-will get him email list and put on Tues Talk when these smoke tests will be taking place.

Board Member Comments

Executive decision to go with two colors-khaki and navy for our DTMS shirts they should be around \$20 each

Motion To Adjourn:

Motion: Julie

Second: Shelley