



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

**Board of Directors Meeting
September 29, 2009
Community Development Building
8:00 to 11:00 a.m.**

Those in attendance were Pete Sorenson, Shannan Harris, John Becker, Ellen Hutchinson, Shelley Diercks, Julie Eckstrom and Carol Duff. Brian Peterson, Bruce Chamberlain, Carolyn Hedin, Shari Chorney, Karol Harley, Cindy VanWinkle and John Howe also attended.

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

Downtown Action Plan

Brian Peterson reported that the Advisory Planning Commission conducted a public hearing to consider the Downtown Action Plan as a formal amendment to our city's comprehensive plan. The Advisory Planning Commission is supportive and recommended approval to the City Council. Brian will take the Downtown Action Plan to the City Council in October after looking over their strategy for supporting Downtown Main Street. It may take some time to figure out how to finance the plan.

Pete reported that Red Wing Downtown Main Street will have three or four representatives attending the Minnesota Council of Nonprofits Conference. The conference offers a fundraising track which we hope will contain ideas that are suitable in helping us raise funds in support of the Downtown Action Plan.

John Becker had a conversation with Joan Foot who has experience in nonprofits and has been involved with MCNC and the foundation. She agreed to a request to provide us with her professional opinion on Red Wing Downtown Main Street's bylaws.

Will Red Wing Downtown Main Street need a finance plan in place in order for the Downtown Action plan to be adopted? Brian suggested that we identify the process we would go through to address how the plan will be financed.

Carolyn Hedin described how the Founder's Committee model worked for the Anderson Center. The Anderson Founder's Committee was a small group of people who committed to meeting once a week for a two-year period. The group consisted of six people who were dedicated and passionate about the Anderson Center. In two years the group of volunteers came up with the concept, organized it as a nonprofit and raised enough funds for three years. The Anderson Center was opened and an executive director was hired.

If we look at Downtown Main Street as being essential to the future of downtown Red Wing, how does it fit in terms of being an equal entity with the Port Authority, HRA, etc? If so, then we should look to see how they're funded and develop a long-term funding plan appropriate for Downtown Main Street.

The importance of grant writing was discussed. The McKnight Foundation has a mission that focuses on the type of support written about in the Downtown Action Plan. Even though this grant is designated for the seven-county metro area it's suggested that Red Wing Downtown Main Street go ahead and apply this year. It may be worthwhile to set up a meeting with Lee Sheehy, who oversees McKnight's grant making to promote regional development for livable communities. We would make Red Wing Downtown Main Street's pitch and talk about if there's a possibility of an exception to the seven-county metro area for next year's grant. There is a possibility of a \$200,000 grant over two years or more.

There was discussion on the benefits of sustainable funding options including a special service district and a special tax for the area and region.

Bruce sees two things during the first couple of years that rise to the top and are of importance, one of which is to build community-wide credibility for what the Red Wing Downtown Main Street is doing in regard to downtown, and two, build in the dedicated funding source.

Red Wing Downtown Main Street is looking at ways to work more efficiently with the Chamber of Commerce.

Shannan suggested bringing those who made Red Wing Downtown Main Street happen back to the table to help us with their expertise. This is a broader issue than just a Red Wing Downtown Main Street issue. How do we fund an Executive Director position both short term and long term?

Carolyn suggested we pull together a committee of six people. Next, brainstorm on the different entities that need to be represented. The committee could be charged with the responsibility of the long-term planning. The new committee could hire a consultant, possibly part-time, for three years that would do the job of the executive director. This person would have the experience to allocate and delegate.

As a result of a brainstorming session the group selected possible key people and agencies to sit on the DTMS Founder's Committee. The committee would work with the Downtown Action Plan by deciding what to accomplish over a two- to three-year period, how to raise funds and would report back to the Board at each Red Wing Downtown Main Street Board of Directors meeting. Carol Duff, John Becker, Shannan Harris, Mayor Howe and Pete Sorenson will make contact with the people and groups.

Julie Eckstrom suggested we develop a letter to summarize the purpose of the group. Brian Peterson will write and circulate the letter.

The first DTMS Founder's Committee meeting will be held on Tuesday, October 6 at 4:00 p.m. with the goal of organizing and developing a mission statement. Brian Peterson will report on the results at the October 12 City Council meeting.

Motion: To approve the minutes from the September 15th meeting.

Motion: Carol Duff

Second: Shannan Harris

Motion carried.

2010 Budget

Membership

Red Wing Downtown Main Street relies on its membership to continue its work. Our organization would love to have businesses and individuals who do business with us as members.

The Organization Committee will make a personal visit with those members who are behind on their dues. If a member is experiencing hardship they are and will be encouraged to contact the Organization Committee.

When a member is behind with their membership dues when will the member be considered a non-member?

Motion: To approve that when a member is six months overdue said member will be considered a non-member.

Motion: Carol Duff

Second: Shannan Harris

Motion carried.

The Organization Committee's next goal will be to focus on recruiting new members.

Holiday Stroll

Businesses must be a member to participate in events.

The Holiday Lighting invoice is usually sent to business owners the second week of October. Fees for non-members will be higher than fees for members.

Shop Local Campaign

The 2008 Shop Local Campaign included Earth Day seeds, Santa, table toppers and advertising with the I Wish, I Wish, I Wish Campaign. There was group discussion regarding budgeting for 2009 and 2010.

Committee Reports

Promotions

The PUPP has been filed for the October 31 Trunk or Treat Halloween Event. We won't know the actual number of stalls needed until a week before the event.

Design

Vicky Riester donated a Santa Cottage which has been painted and decorated with lights and greenery. Where to place the cottage will be discussed at the next committee meeting.

Organization

The Organization Committee was thanked for the time and effort they put into the Member Picnic. There was a nice turn out, good food and awards. Cindy VanWinkle mentioned members appreciated the personal phone call reminding them of the event.

Red Wing Downtown Main Street goals for 2009 included offering one additional educational opportunity. Shari Chorney and Julie Eckstrom will contact Bruce Schwartau about Google Map GPS training.

Annual Meeting 2010

There was group discussion on the 2009 Red Wing Downtown Main Street Annual Meeting which was held at the St. James. The tentative 2010 Red Wing Downtown Main Street Annual Meeting date has been set for Friday, February 5, 2010.

New Business

The City of Red Wing has asked for a donation for the printing costs of Footsteps through Historic Red Wing. We will ask Steve Kohn if it's possible to have our logo added to the back page.

Motion: To approve a \$100 donation for sponsorship of Footsteps through Historic Red Wing.

Motion: Shannan Harris
Second: Carol Duff

Motion carried.

Discussion of donations continued including the request from Drive for Kids.

Motion: To approve no contribution this year to Drive for Kids.

Motion: Carol Duff
Second: Shannan Harris

Motion carried.

A group will meet in the Red Wing Downtown Main Street to look over the financials and a preliminary 2010 budget.

Following discussion on the capability of emailing invoices, Ellen suggested checking Tech Soup for an up-to-dated QuickBooks version priced specifically for nonprofits.

Old Business

The discussion on comp and in-kind memberships continued from our last meeting. Some of the highlighted points included:

- Fairness to all members
- Paid memberships add more value, member will be more engaged
- Bylaws state that only paid members have a vote on issues (only members with current memberships may attend annual meeting)
- As a 501(c)(3) we are not allowed to give special privileges

Motion: To adopt policy that all memberships are paid memberships based on categories and the number of employees and is effective January 1, 2010.

Motion: John Becker
Second: Carol Duff

Motion carried.

Once the details are worked out a letter will go out to the affected members to inform them of the new policy.

Motion: To adjourn.

Motion: Pete Sorensen
Second: Julie Eckstrom

Motion carried.

Meeting adjourned at 10:57 a.m.