



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

Board of Directors Meeting May 11, 2010

Board Members in attendance were: Rick Oddy, Shannan Harris, Shelley Diercks, Julie Eckstrom, George Hintz, Dori Mann, Ellen Hutchinson, Patty Brown, Carol Duff, John Becker,

Guests/Liasions in attendance were: Shari Chorney, Gordy Gieske, Patty Brown, Cindy VanWinkle and Tom Quanrud .

The meeting was called to order by: President Shannan at 8:09am

Nancy Knudsen and Greg Strauss from the Republican Eagle promoted the advertising options for the online newspaper. Their suggestions were for the sliding billboard or the ½ pg ad running one full week per month. A statistic was given that 84% of the RE viewers do not subscribe to the newspaper. Shannan said she would like to see an online presence for DTMS. Nancy will write up a proposal with more details.

Approval of Agenda: with additions

Motion: Shelley Diercks **Second:** John Becker

Motion carried.

Approval of March 2 Planning Session:

Motion: Shelley Diercks **Second:** Dori Mann

Motion carried.

Approval of April 13 Minutes: with one revision to change Karol Harley to Carol Duff under the motion to approve agenda

Motion: Julie Eckstrom **Second:** Rick Oddy

Motion carried with one revision.

Approval of Financials from: April-Ellen informed the board that 990 Tax Form was completed and mailed.

Motion: George Hintz **Second:** Julie Eckstrom

Motion carried.

Presidents Report:

The Mayor's Blue Ribbon Panel asked DTMS and others to give a synopsis of our organization as part of a panel presentation. We were then asked to provide them with examples of how the groups collaborate. Shannan met with Patty Brown, Kathy Silverthorn, Myron White and Sheri Chorney to discuss ideas and examples which Patty compiled and returned to the Blue Ribbon Panel.

Tracy Hardyman started as Program Coordinator on April 19 and is doing great. We purchased a laptop and wireless printer for the office and will be loading the new version of Quickbooks.

MN Mainstreet has new statewide director, Emily Northey. Shannan and Tracy will be attending the meeting in St Paul on Mon, May 17 to meet the other people on the task force and to be more involved.

Shannan and John met with Sari to review needed updates for the DTMS web site. Velma is still working on the new FileMaker database program.

DTMS was not listed as a member of the new 20/20 group in the distributed informational piece, but Carol thought that DTMS is a member. Shannan attended the May meeting. An interesting program at the meeting was titled The Shifting Paradigm of Entry Level Talent and discussed how the young people coming into the workforce are different than the generations prior. Also if DTMS has items they want to share with the 20/20 group, the

Following the 20/20 meeting, Myron White, Patty Brown, Shari Chorney, Brian Peterson, Randall Hemmerlin, Kathy Silverthorn, Shannan and Tracy will sit in a collaboration meeting and try to identify a couple of projects: retention visits, choosing a vacant commercial building to revive.

June 22, 23, 25 are possible dates to hold a public presentation on the retail trade analysis and looking for sponsors to fund this project.

Committee Reports:

Business Development: John reported that Brian Peterson encouraged this committee to go through the Downtown Action Plan and pick out a couple of points that would make the most sense for them to work on.

John also mentioned the Angel Investment Tax Credit that was passed in April that provides a 25% tax credit for angel investment in start-up companies from the Downtown RW Innovation Incubator. John presented this information at the Chamber Board meeting. Their business resource committee took it under their wing and will decide if there is a next step. They will discuss it again at their May 18 meeting. The Technical College has also expressed an interest.

Design: Julie presented a few different styles of DTMS logo wear. The decision was for an embroidered logo polos and would run around \$19 from Carlson's. These would just be for DTMS volunteers or board members, but would make them available to members if interested.

Organization: Carol-New Friends of Downtown membership letter was mailed out and 8 people became members. Social event is on May 25 at Levee Park and there will be complimentary trolley rides for our members and a picnic.

Promotion: Shannan reported Pajama party poster will be ready next week. Memory Makers and Ferrin's windows will be decorated for PJ party. Shannan, Karol Harley and Joni Juliar met with State Health Inspector, Heather Flueger about new changes required this year with food sales events.

Committee will be moving their time slot because of conflicts with the collaboration meeting on the first Wed of the month. June's meeting will not change and Vicki Riester will chair in Shannan's absence.

Nominating: John noted that they should really get together and talk about which members that may be leaving at the end of the year. A future meeting will be scheduled.

Old Business:

MN Mainstreet: A packet was given to everyone about the draft criteria that we would need to be judged on to be selected as one the designated communities and Shannan asked everyone to look it over so everyone understands it. She will know a lot more about it after the meeting next week.

New Business:

-3/50 Project: presented by Cindy VanWinkle and Tom Quanrud. They heard Cinda Baxter, founder of the 3/50 Project, speak in Hudson, WI. The premise is to shop independent or local, spend a total of \$50 per month in 3 of your favorite shops that you don't want to see disappear. The350project.net has a variety of educational tools and is a great vehicle for businesses to use to educate the public. A large poster in the window of DTMS to help educate the public was an idea given. It was also noted that this site doesn't work for all types of businesses and we want to keep a positive message to all of our members. This will be presented to the organization committee and will be revisited. There are a variety of options regarding using this as part of a Shop Local Campaign and educational tool. There may be some options for covering the cost of having Cinda come to Red Wing, and the Duff Foundation was mentioned as one possibility.

-Business Awards: Shannan noted that this was a really good idea and it should be talked about by whatever committee that wants to take ownership of it. No particular committee was mentioned.

-Shannan suggested we list in Tues Talk the informational fiber optic public meeting that will be held on May 17. Carol suggested a survey market, but there wasn't enough time to do it before that meeting.

-A Motion was made for DTMS to be a member of the Farmers Market Association for \$40 a year

Motion: Rick Oddy

Second: Shelley Diercks

Motion carried.

-John mentioned that we should really be a member of the Arts Association and he will find out more information on their membership fee.

Chamber-Patty presented the following updates AM Espresso kicked off their first network meeting at the YMCA and 50 people were there, great turnout and it gives everyone an opportunity to introduce themselves and say three things about your business. They meet the first Friday of the month from 7:30-9am. Next one is June 4 at Edina Realty/Edward Jones.

-Next Business After Hours is May 18 at Merchants Bank from 5:15-7pm (note different hours)

-June 8, 4:30pm at the Sheldon, free event, Tom Gillaspay, State Demographer will speak on new trends, labor force

-Chamber Bucks-feedback that merchants aren't sure how to handle them-use them like cash

-Chamber is giving out \$1 Chamber Bucks in June to anyone who walks through their door

-Some way to collaborate on our dues for Chamber & DTMS

There was some discussion about the frequency of the Board Meetings. We are running out of time to cover the items on the agenda and not allowing enough time for feedback and discussion. Some Board Members feel strongly about staying with one meeting per month and others feel that going back to two meetings would be a good solution. No decision was made.

Motion : To Adjourn

Motion: John Becker

Second: Dori Mann

Meeting adjourned: at 10:08