

Downtown Bloomington Association Board of Directors meeting

April 5, 2016

Present: Jan Lancaster, Nancy Ammerman, Karen Schmidt, Ruth Haney, Joe Haney, Martha Burk, Gemma Billings, Jeff Woodard, Dave Park, Carlo Robustelli

Excused absences: Bob Floyd, Carl Teichman and Tim Tilton

Staff present: Tricia Stiller, Catherine Dunlap, Steve Rasmussen and Tim Berry, interim director of the Coliseum/VenuWorks

Ruth called the meeting to order at 5:35 p.m.

Steve Rasmussen introduced Tim Berry, the interim director of the Coliseum. He works for VenuWorks, which is the new management company for the Coliseum. VenuWorks took over this role on April 1st. The new executive director of the Coliseum will be in place by May 1st.

Minutes – Karen made a motion to accept the minutes and Carlo seconded. Motion passed.

Financial - Nancy reported that we are still in the black with all three of our accounts.

Committee reports

- Organization – Bob Floyd has agreed to chair this committee. Trivia is going well. Currently we have 15 teams signed up. Judge Lawrence will be the head judge for the Trivia night. We are hoping to launch the Downtown Ambassador program now that we have a new chairperson for the committee.
- Economic Vitality – The board and some key businesses participated in a test survey to get a feel for the economic impact of the downtown. The committee will review the preliminary results and then make some tweaks to it and then send out the survey to the rest downtown community.
- Design – The committee has not meet for the last two months so the committee is looking for a new date or time.
- Promotions Committee – They have been working on the enhancing of the First Fridays and farmers' market efforts. The committee meets on the second Tuesday of the month. The April First Friday went well and was a good mix of Farmers Market and First Friday crowds despite the weather.
- Farmers' Market – The last indoor market will be April 16. The opening day of the outdoor season will be on May 7th. Catherine showed the 2016 poster and let the board know that we still had plenty for sale. The cost is \$35 and is signed by Harold Gregor. We sold 10 of the posters at First Friday. For the outdoor season, we have 31 full-time vendors signed up for the market, including 5 artists, 9 prepared good vendors and 23 farmers. We also have 12 drop in artists.
 - Delinquent payment – We have one vendor that is not participating in this outdoor season, but still owes for last outdoor season and part of the 2015 Indoor season. Catherine said that she has tried contacting them via email and held some of the token payments as credit towards their account. She asked if there was anything we could do to get the payment. The vendor, It's Poppin', still has a storefront in Uptown Normal. The board said that it would probably cost more than the vendor fee to take them to

small claims court and was probably not worth it. Jan said that she would go to them and ask for the payment.

Executive Directors Report – Tricia reported to the board on her various activities in the last month. Below includes some of the highlights.

- Bloomington Center for the Performing arts – Tricia will be co-chairing their 10th Anniversary Celebration that will be occurring sometime during the week of September 16.
- Meet with Illinois Main Street Colleagues in Springfield – the program has lost funding, but the directors try to meet on a regular basis.
- She is serving on the BN Advantage Sense of Place Committee
- She is working with the Not in our Town group to do a student mural on the retaining wall of the Calvert-Metzler Funeral home parking lot. Mural Artist Vince Bobrosky is working with the students to come up with artwork that ties into the Not in our town message.
- The website has been updated to include a section for board and committee reports
- The city of Bloomington has some extra money so they are purchasing new spring banners for downtown. Tricia helped them pick out the design.
- She is working with two potential new businesses to come to downtown.
- She also assisted five people find housing in downtown.
- Presentations:
 - Golden K
 - WJBC Forum about the signage committee

City Report – Steve Rassmussen reported that the signage committee has been green lighted for one more year. The city is seeking a request for qualifications to get additional signage in the next budget cycle. Steve also reassured the board that the DBA is in next year's budget as well for the same amount as this year.

- Conversations have started about reconfiguring Downtown trash pick up. He will keep us updated as conversation progresses. Ruth asked if they could get additional trash cans in front of the Coliseum. There is a lot of extra trash there, especially after an event. Karen asked if it would be possible to get recycling receptacles at both the Coliseum and in the downtown.
- Once stop shop efforts in the Community Development division are underway. Steve said that it is an evolving process as they work through some of the bugs.

Museum Report – Jeff Woodard reported on a variety of happenings at the Museum.

- April 25th will be the one-year anniversary of the Cruisin with Lincoln Visitors Center. A celebration will be held at 12:15. Everyone is invited to attend.
- They will be attending the Route 66 conference in October.
- They are also working with the organizers of the Lincoln Festival to relocate to the Museum grounds.
- The Museum is working with IDOT to get more Route 66 signage along I 55. Ruth suggested that they get a Route 66 sign made of rocks at Miller Park.

New Business: The traffic committee is talking about implementing parking strategies as outlined in the Downtown Master plan. They will be meeting with Mike McCurdy with Bike BloNo to get additional bike parking in downtown similar to what they have in Uptown Normal.

The meeting adjourned at 6:35.