

Board of Directors Minutes – July 5th 2016

Present: Carl Teichman, Dave Park, Jeff Woodard, Nancy Ammerman, Carlo Robustelli, Jan Lancaster, Martha Burk, and Ruth & Joe Haney.

Staff: Tricia Stiller, Catherine Dunlap

Ruth called the meeting to order at 5:32 p.m.

Carl made a motion to accept the minutes. The motion was seconded by Carlo. Motion passed.

Financial report – Nancy reported that we have about \$56,000 in all three accounts. We have monthly expenses of \$18,720. We are still waiting to hear how much money we raised pouring wine at the Beerfest. Thanks to everyone who helped pour wine on those two days.

Executive Director's Report

- Even though the Illinois Main Street program has been suspended, Downtown Bloomington Association still was able to be accredited by the National Main Street Center. We were only one of five in Illinois. The board recommended that we send out an announcement to the mayor and the council before we sent out a general press release.
- Tricia gave two presentations this month, one to the Kiwanis and the other to the Connect Transit diversity project.
- We received \$500 from State Farm in to our account at the Illinois Prairie Community Foundation as part of the Good Neighbor grant.
- The Bloomington Police Chief will be hold a conversation at 5 p.m. on 7/6/2016 about the homeless and what are our legal rights when interacting with that group of people.
- July is membership renewal time. Tricia will be looking for volunteers to help stuff envelopes and walk membership materials around.
- Signage Committee – Tricia passed around one of the better proposals that the committee received as part of the Request for Qualifications process. They will narrow it down from 9 proposals to 3 that will enter into the interview process.
- Garage discussion – On June 16, a group of downtown residents, property owners and business owners meet with Steve Rasmussen and Jim Karch from the City of Bloomington to discuss trash collection within the downtown area. The first thing that needs to be done is to insure that all of the residents or property owners are paying for trash collection. If they are not, then to make sure they are being assessed. The second phase will be to educate all the residents that they can put their garbage in the trash cans. The city will institute a Monday through Friday daily trash collection. Carl asked about the possibilities of getting recycling in downtown. The city is researching the cost associated with having recycling areas within the district, possibly in the Warehouse District or in some of the abandoned alleys.

Committee Reports

Farmers Market - We are a third of the way through the outdoor season. The Market is going well and we are presently at capacity for full season vendors. Saturday's market was one of our best attended yet. All of our baked good vendors sold out.

- Due to the lack of time, we are not going to do the community harvest dinner this year. Both committee members are willing to help me plan it for next year.
- A new subcommittee has been formed to work on Central Illinois Eat Local Challenge that will run in the month of September. The Central Illinois Eat Local challenge is being done in conjunction with the Illinois Stewardship Alliance and several other farmers markets in Central Illinois.
- Work has begun on planning for the Indoor Season Two weeks ago, Tricia and Catherine meet with Curtis Webb, the new GM of the Coliseum and some of his other staff. They were able to negotiate a lower price for the December through April Indoor markets and more space to accommodate more vendors. In exchange, they will be allowed to sell beverages at the market and will be listed as a sponsor. Catherine is also working on raising sponsorships for the Indoor season. She passed out the current proposal. If you would like to sponsor the indoor market or know someone who would like to sponsor the market, please let me know.
- Kavya - new intern from the diversity project who is going to help us expand our outreach to the Indian community.
- IWU intern - Due to the budget impasse, DBA is losing its assistance through IWU to pay for our intern. Next year we will need to pay for the entire cost of the intern so sponsorships will become even more important.

Promotions -

- July First Friday - We heard reports of the numbers being down across the district for the event.
- Next First Friday will be the Downtown Dog Days, where we will be welcoming our Four-legged friends to the district. The Sunrise Rotary's Bags and Brats event will also be happening that night on the Main Street side of Museum Square.
- 2017 planning meeting will be held in October in conjunction with the Artist Subcommittee, promotions committee and whoever wants to attend.

Organization Committee

- Bob Floyd reported that the committee will have its first meeting shortly and that they will be focusing on two specific areas, the Downtown Ambassador program and increase memberships

Design Committee

- Murals - The committee has shifted its focus to repairing the Faces Mural in the 100 Block of W. Monroe Street.
- Traffic Control Boxes - The committee is accepting artist proposals to paint the three boxes along the square.

- Artist Committee – has created a sign that lists the art galleries that are open on Saturdays during the market. The artists have already seen an increase in visitors as a result of the sign.
- Grow Downtown effort has almost all of the downtown planted.

Museum of History report – The number of visitors continues to grow. For First Friday, they had about 60 people stop by and have some ice cream. There were lots of new faces. Progress is being made to get additional Route 66 signs as part of the state's attraction signage program. There will be 32 additional directional Route 66 signs and two attractions signs one on I55 South and the other on I55 North.

New Business –

- Updated Walking maps are at the printer as we speak.
- Vicki Tilton recently recorded a Forum on WJBC in support of the Downtown.
- Tricia will be on Sound Ideas with Charlie Schlenker on WGLT to talk about the homeless situation.
- Tricia is directing the Summer Theatre production of Bye Bye Birdie and is looking for male volunteers to play drunken Shriners. Please let her know if you are interested.
- Ruth and Jan are working on a revised funding proposal to the city of Bloomington. They are working on coming up with solid numbers to present to council based on the needs of this office.
- ISU project – Tricia has not received any feedback from the Board about the questionnaire that was sent out regarding the ISU marketing project. Please get her your feedback as soon as possible

Adjournment – Carlo made a motion to adjourn the meeting at 6:25 p.m. The motion was seconded by Dave Park. Meeting adjourned.