

## Downtown Bloomington Association Board of Directors

June 7, 2016

Present: Steve Parker, Joe and Ruth Haney, Tim Tilton, Carl Teichman, Dave Park, Jeff Woodard, Nancy Ammerman, Carlo Robustelli, Karen Schmidt, Bobby Castillo, Martha Burk, Bobby Vericella

Excused: Jamie Mathy, Gemma Billings, Bob Floyd

Staff present: Tricia Stiller, Catherine Dunlap

Ruth called the meeting to order at 5:31 p.m.

Minutes – Karen made a motion to approve the minutes as presented. It was seconded by Steve Parker. Motion passed.

Financial Statement- Nancy reported that we are still in the black. She is working on coming up with a one-page sheet to present to the Board at the monthly meeting that reflects our financial situation. Tricia said that membership renewals will be sent out in July.

DBA priorities – Ruth reported to the board that the Executive Committee (Ruth, Jan and Nancy) meet with Steve Rassmussen to talk about a possible increase in funding for the program from the City. Steve worked with the committee to develop an aggressive three month plan so that the committee can go in front of the City council at the September Council meeting. As part of this process, the Executive Committee will be reviewing our current service agreement with the city and developing specific activities the DBA would like to do with the additional funding and also prioritize what we are currently doing. The plan is ask for a multi-year contract with incremental funding increases each year. Suggestions from the board included doing an analysis of the property assessment values 10/15 years ago compared to now. If we can show that due to our efforts, property values have increased which equals an increase of revenue to the city. Also, to do a comparison of the private reinvestment compared to city investment in the program. Board members will be asked to contact their alderman in an effort to garner support for the increase in funding.

Priorities for the program:

- Farmers Market
- First Fridays
- Do more seasonal festivals
- Holiday decorations
- Downtown cleanliness
- Educational speakers for members

Steve made a motion for the board to ask for additional funding. Motion was seconded by Martha. Motion passed unanimously.

ISU Marketing Class – Downtown Bloomington Association was chosen by two ISU senior classes to be the focus one of their projects this Fall. They will help DBA better market ourselves. Board members were emailed a list of questions that the class needs answers to before they start the project. Please take time to review them and start formulating answers to them.

Letter to the Editor – Prior to coming into the meeting, Ruth alerted Tricia to a letter to the editor that said that Normal's downtown was more attractive than Bloomington's. In one of the comments in response to the letter, DBA was mentioned and said that the organization was just a government handout. Carlo instructed the board not to take the letter as negative, but just telling the story about two downtowns. It is a reminder to us that we do need to better at reminding people everything that we do and the great volunteers that we have working behind the scenes.

#### Directors Report

- Last weekend was full of events – We started on Friday night with Tour de Couture, Saturday morning with the Farmers Market and then the Car Show was supposed to be on Saturday afternoon, but we delayed it due to the potential for rain so the event ran on Sunday. We ended up having 149 cars and over 200 participants. People of all ages came out to the car show. The event was so successful that the car clubs would like to come back in the fall to do a Twilight ride. Kudos to the city staff for working with us through the rain postponement of the event.
- Homeless situation update – Police Chef Hefner has agreed to meet with those concerned to discuss the homeless situation within the district. The meeting will be held on at 5p.m. on July 13 at the Bloomington Police Department Conference Room. PATH and the faith community have been invited to attend.
- Trash and recycling – The city staff will be meeting with some concerned citizens about the trash situation on June 16 at Michael's.
- Signage and Wayfinding – Request for Qualifications are currently being accepted to help the city develop a comprehensive signing plan. They are due on June 23<sup>rd</sup>.
- Beerfest – Thanks to all who have already volunteered. We are still in need of volunteers for both Friday and Saturday. DBA goes get funding for providing volunteers for this event. We need 14 volunteers per shift

#### Committee reports

- Design – Martha reported that they are looking for a new place for their next mural. Their original idea, on the side of McGuire's, was denied. They have selected the three traffic control boxes for their pilot project and currently are doing a call for artist for designs. The Grow Downtown effort has the pots planted and have added a couple more tree well gardens. This is Val Dumser's last year of coordinating the Adopt-a-pot program. The search has begun for a new coordinator.
  - o Tim recommended that we find some way to recognize the wonderful volunteers and their efforts to beautify downtown. Perhaps we can nominate them for the city's beautification award

- Organization Committee – Bob Floyd has agreed to chair the committee and will be working on developing an ambassador program.
- Farmers Market – We are completely full for the next two weeks and currently do not have any room for any more full season vendors. WGLT summer concert will be sharing the square with us this Saturday. They will be taking up the Jefferson and Center intersection. A change in the set up this year is that their new stage will arrive at 9 a.m., which is peak time at the market. Catherine is looking for volunteers to help our patrons navigate around the stage set up. Joe Haney, Steve Parker, Carl Teichman and Tim Tilton all agreed to help. Carlo and Linda Healey from WGLT will be there as well.
- Promotions Committee – Tour de Couture, coordinated by our fantastic intern Lily, was a success. Businesses were pleased with the exposure they got through the event. So much so that they would like to do a fall event as well. The July First Friday is the Gather on the Greens/Artistic Freedom. It is a simpler one to allow us to recover a little from the multiple months of constant events. The staff did a tally of the total event days that the DBA currently does is 45.

#### Museum report

- Lincoln Festival will be on July 16 on the grounds of the Museum.
- The Museum has gotten permission from IDOT to list the Route 66 Visitors Center on the attractions signs on I 55.
- They are hosting the Route 66 Conference in October.

#### New Business

- The newest mural is being painted now and was designed by students from the Diversity Project. The DBA facilitated this partnership in response to a mural request from NOT IN OUR TOWN. Public Art funds received from a grant from the Mirza Arts and Culture Fund will be utilized for this project. There will be a huge dedication in the Fall to recognize all of their hard work.

Carl made a motion to adjourn the meeting at 6:40. It was seconded by Bobby V.