

## Board of Directors Minutes – November 1, 2016

Present: Jeff Woodard, Martha Burk, Bob Floyd, Jan Lancaster, Karen Schmidt, Nancy Ammerman, Carl Teichman, Dave Park, Carlo Robustelli, Tim Tilton, Bobby Vericella

Staff: Tricia Stiller, Catherine Dunlap, Steve Rasmussen

Excused: Jamie Mathy, Bobby Castillo, Ruth & Joe Haney

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

Financial report – Nancy reported that we are doing better financially. We are in the black thanks to Tour de Metro and memberships

### Director's Report

- A bench will be returning to the area near Main and Mulberry as a symbol that the behavior that caused it to be removed (hot tar poured on it). It will be a bench that doesn't encourage sleeping.
- Several service agencies, DBA and the faith community are looking for a positive response to the homeless situation. One of the alternatives they are considering is modeling a program in Albuquerque where they put homeless people to work by being ambassadors and clean the street. Another thing being considered is adding public restrooms. Tricia and Karen are forming a committee. Please let either of them know if you would like to be involved.
- Schertz's Music Center will be closing at the end of the year. The owner is retiring and no one in his family wants to take over the business. The building has been sold to Mike Manna. Brainstorming is starting to find out what would be a good fit in those two buildings. Tricia facilitated a meeting between the city's community development and economic development offices and Mike Manna.
- John Shank, former Chocolatier, has rented out that space. It will become a Men's spa called Stash
- Drifters Bar started a new event called the Noble run, but unfortunately many of the businesses in the area were upset about the streets being closed.
- The ISU marketing classes working on DBA as a project will be providing their final recommendations to the staff and the board on December 12 and 13. Please let Tricia know if you would like to attend.
- KMA, the firm helping the city develop it signage plan, will be back in town on December 6 at 8:30 a.m. in the Public Works Conference room (Government Center). The board is invited to attend.
- Tricia will be taking vacation from November 11-21<sup>st</sup>.

### Committee Reports

- Design – Currently six traffic control boxes have been done. They are hoping to get one more done before the cold weather hits. They are reaching out to IDOT to see if they can get

artists to paint the traffic control boxes on their right of way. Carlo asked why the neighborhoods weren't involved in the process. The one done on the corner of Washington and McLean is technically in the Dimmitt's Grove Neighborhood and they would have liked to be involved in picking out the design to go along with their neighborhood brand. Tricia explained that the artwork is being paid for out of grant funds designated for the downtown.

- Holiday decorations – Marlene is working with Tricia and Bobby Mays from Parks and Recreation to spruce up downtown with holiday lights.
- Promotions – Catherine facilitated a meeting of downtown business owners and attractions to develop a promotions calendar for next year. She just closed the poll on the themes for next year's First Fridays and shared some with the group.
- Farmers Market- The outdoor season is officially done, and now the staff is gearing up for the Indoor Market, including the Thanksgiving Market on November 19. A shout out to the ISU for providing a lot of the volunteers for the outdoor season. Due to the transition at the Coliseum there is a quick turnaround between the market and ISU Hockey game. Volunteers are needed to help vendors load out. Please let Catherine know if you can help out.
- Parking – the city is sending out a Request for Qualifications for parking management within the downtown. This RFQ is going to council. If anyone would like to offer their input to the parking committee, it meets at 9 a.m. the Wednesday after the board meeting in the Engineering Conference room in the Government Center.

City Minute – Steve reported that downtown is still a priority for the City council so you will see support from them. The report from the Downtown Summit is complete. Please let Tricia or Steve know if you would like a copy. KMA has finalized its list of attractions to be highlighted on the signage and where the signs would go. Please take a look at it and get any feedback you might have to Tricia.

Museum Report – The Rt. 66 Conference went well. 91 people attended from 6 different states. Efforts are continuing to brand the White Corridor, which would extend from Towanda to Springfield. The museum is looking developing email lists of downtown property owners, residents and downtown employees so they can promote their Lunch and Learn program. The Visitors Center is working on getting articles in International Rt. 66 publications to attract visitors to the area.

New Business –

- The Jean Anderson Awards will be on December 5<sup>th</sup> from 5-7 p.m. at Reality Bites. Board members are encouraged to attend as this will take the place of our December board meeting. Nominations are currently being accepted.
- Moving Forward – Jan reported that she hopes to plan a Board Retreat after the first of the year with a facilitator. Topics to be covered are term limits for board members, reducing the size of the board, reviewing and updating the by-laws, the frequency of board meetings, and enlarging our budget.

The meeting was adjourned at 6:24.