

## Board of Directors Minutes – October 4, 2016

Present: Jeff Woodard, Martha Burk, Bobby Vericella, Bobby Castillo, Karen Schmidt, and Ruth & Joe Haney.

Staff: Tricia Stiller, Catherine Dunlap, Steve Rassmussen

Guest: Linda Showers, professor at ISU.

Excused: Carl Teichman, Dave Park, Nancy Ammerman, Carlo Robustelli, Jan Lancaster, Bob Floyd

Ruth called the meeting to order at 5:34 p.m.

Financial Update: Nancy was unable to attend the meeting. The organization is doing fine financially. Two people recently made donations to our account at the Illinois Prairie Community Foundation fund that pays for our public art projects. Tricia is in the process of sending out membership renewals.

ISU project- We are fortunate to have the opportunity to work with two classes at ISU to do some work for Downtown Bloomington Association. One class will assist us with marketing the district as a destination and the other class will help us market the organization. Members of the Executive Committee and the staff will meet with the classes on Thursday (9/8).

### Directors Report

- Signage Committee – the City of Bloomington approved KMA design firm to come with a signage plan for the city. It will take them six months to complete the plan. They will also be seeking public input. Once they have completed their study, it will go to the City council for implementation funding.
- The Cultural Commission will be meeting soon to define the boundaries for the cultural district.
- Downtown Summit – The city of Bloomington is seeking input on improving communication within the downtown and to talk about priorities out of the Downtown Strategic Plan and the city's comprehensive plan. Tricia is meeting with city staff to develop an agenda for the meeting. The meeting will be held at 7 p.m. on Thursday, September 22 at Epiphany Farms upstairs meeting room.
  - o The executive committee would like to use the October board meeting at a time to come up priorities for the organization.
- Illinois Main Street – The program was a victim of the state budget crisis. Tricia received word that Northern Illinois University Center for Governmental Studies is housing the Illinois Main Street program. They have begun conversations with the National Main Street Center, a subsidiary of the National Trust for Historic Preservation about how best to do this.

### Committee reports

- Tour de Metro – There is a subcommittee working on this annual fundraising for DBA, which will take place as part of the October First Friday. Tim said that he might have some lofts available for the tour if they were still looking for properties. Tricia said that they need a minimum of six properties to make it work.
- Design Committee – Martha reported that two out of the three traffic control boxes have been painted. They have received some good press coverage of it. They are working with the city to get permission to paint the other 13 boxes that the city has. They are also working on getting new Christmas decorations for the Downtown area. Tricia found a firm in Central Illinois that does the installing and storing of the Christmas decorations. They are working on a proposal right now. The next mural project will be to freshen up the faces on the southwest corner of Monroe and Main streets. They are also going to work with the artist to do some new faces on the Northeast corner of the same intersection.
- Economic Vitality – DBA is working to support the EDC to update their residential inventory. Tricia is meeting with Kyle Hamm, head of the EDC next week.
- Farmers Market- Catherine reported that the August 27<sup>th</sup> market was a sad day for us as we said good-bye to two of our long-standing volunteers, Derrick and Gemma Billings and also our IWU intern Jarred Shifflet. We are in desperate need for volunteers. She passed around a sign up sheet for volunteers. Plans are underway for Thanksgiving Market and the Indoor Farmers Market. We have to move the date of our December Indoor Market due to a conflict at the Coliseum. The Downtown Bloomington Farmers’ Market is partnering with several other markets across central Illinois to challenge people to spend \$20 a week on local produce from the Farmers Market and local places at source local food as part of the Eat Local Challenge.
  - o Kickstarter campaign – As the Billings parting gift to the market, they are working helping us launch a Kickstarter campaign to fund equipment that desperately needs to replace at the market.
- Promotions Committee – We are holding a downtown community input meeting for the 2017 events calendar on October 18<sup>th</sup> at the Creativity Center. All downtown business owners will be invited to participate.

#### Old Business

- Bench update – Karen and Tricia meet with Chef Hefner about replacing the bench that was the subject to some vandalism. He reported that the bench has been moved to Miller Park. They are considering replacing as part of a long-term streetscape plan. The bench would probably be one that doesn’t make it comfortable to sleep on it.
- Criterium Bike Race – It was a great event, which was tarnished by tacks being thrown on the race track and several bicyclists being hurt. Tricia has since learned that this has happened at a couple of other bike races in other parts of the country. The Bloomington Police Department has some good leads, but they are search for proof of the act.

#### New Business

- The city has ordered new LED lights for the Market street garage deck.

- Tim reported that there is a problem with the lights going out in the 500 block of North Main. Steve R. said he would talk to public works and see if it was a problem with the lights or with Ameren.
- The city is continuously looking for new ways to improve parking in downtown. So they are currently seeking request of proposals to conduct a parking evaluation and management.
- Museum update – Jeff provided the following update on the Museum activities
  - o Lunch and Learn will be Thursday on the topic of BN Advantage
  - o Diamond Motor Tours will be bringing several groups to Bloomington over the next few months.
  - o The Museum and the Ensenberger building will be hosting the Route 66 conference on October 22-23.
  - o The Museum received an endowment to purchase banners promoting the visitors center and Route 66. It was suggested that if they didn't have a design for the banner the Museum might want to wait so the signage could tie into what KMA is proposing for the community. Jeff said he thought they were being designed as they spoke, but would check on it and pass along that recommendation to the rest of his staff.
  - o The National Park Service is designating the Looking for Lincoln Heritage Corridor at 10 a.m. on September 22.
- Gemma submitted her letter of resignation to the Board as she is moving to Chicago. Ruth thanked her for her service.

Tim Tilton made the motion to adjourn and it was seconded by Martha. The meeting adjourned at 6:53 p.m.