

## Downtown Bloomington Association Board of Directors meeting

March 1, 2016

Present: Jan Lancaster, Nancy Ammerman, Karen Schmidt, Jamie Mathy, Bobby Vericella, Ruth Haney, Joe Haney, Tim Tilton, Martha Burk, Gemma Billings, Jeff Woodard and Bob Floyd

Excused absences: Dave Park, Bobby Castillo, Carlo Robustelli, Carl Teichman

Staff present: Tricia Stiller, Catherine Dunlap, Steve Rasmussen.

Ruth called the meeting to order at 5:33 p.m.

Minutes: Tim made a motion to approve the minutes. Jan second the motion. Motion passed.

Financial report: Nancy reported that the three accounts have \$40,829.

City Agreement – Tricia reminded the Board of Directors that our contract with the city of Bloomington is up for renewal May 1<sup>st</sup>. Karen Schmidt said she doesn't think getting it renewed would be a problem. She will have a better feel after the City Budget retreat on March 10. Ruth asked if we wanted to increase our amount what would we need to do? Steve said that the DBA executive committee would need to outline a proposal explaining what the increase would be used for and why it was needed.

### Committee reports:

- Design – Martha reported that the committee did not meet in February, but they are moving forward with their efforts to get a new mural painted and also to get the city power boxes painted. Tricia reported that Val Dumser has agreed to chair the Adopt-a-pot program once again. CASA will be placing pinwheels as part of their awareness program in the pots this spring.
- Farmers' Market – Catherine reported that applications for the Farmers Market closed today. We found out that one of our favorite prepared good vendors, Katic, will not be participating in the market this year. The numbers for this year versus last year are: Farmers – 24/26, artist 15/19, and prepared good vendors – 11/13.
  - o Farmers' Market themed First Friday – April 1<sup>st</sup>. We have 17 vendors that wish to participate in the event. We just need to find downtown businesses to host them. Jamie volunteered Red Raccoon to host a vendor. We will be unveiling the farmers' market poster that features artwork of Harold Gregor and selling limited edition posters signed by Harold at the event with half of the proceeds going to him and half to the organization.
  - o 20<sup>th</sup> Anniversary of the Market – The market will be 20 years old next year. To celebrate one of the artists recommended that we do an exhibit of the posters since 2003, each of them featuring a local artist. Gemma said she designed three of them so she can give us the files of them. Catherine will reach out to the Museum and to Elaine Sebald to see if she get copies of the posters
  - o Community/Harvest Dinner – On August 6<sup>th</sup> as part of a statewide Main Street Promotion to celebrate National Farmers Market week. This would be an amateur chef challenge using ingredients from the Farmers' Market. The promotions committee will finalize details for this event and will report back to the board. Karen has some experience with this as the West Bloomington effort does something similar.

- Promotions- Catherine reported that they are partnering with the McLean County Wellness Coalition and the McLean County Health Department to do a walking group that will launch on April 8<sup>th</sup> as part of National Public Health week.
- Economic Vitality – Tricia reported that Amy Ingalls from the EDC and Austin Grammer from the city have developed a survey that will be distributed to the downtown businesses that is designed to track the economic impact of Downtown Bloomington and the attractions in the district. Tricia will email the link to the board so they can help test the survey before it goes out.
- Organization – Trivia night will be held at 5:30 p.m. on Wednesday, April 13 at the Eagles. They are giving us the space for free and a portion of the food sales. They keep the bar sales. They are currently soliciting sponsors. The Pantagraph has come on as a presenting sponsor and will donate up to \$2,000 of free publicity for the event. Tim said that Fox and Hounds/Monroe Center will come in at a \$250 sponsor level. Karen said the WBRP will also come in as a \$250 sponsor.

#### Director's report

- Not in our Town mural – Tricia is working with the BCPA, MCAC and the Diversity project to do a mural on the retaining wall of Beck's Funeral home. There are seven students with the Diversity Project that have signed a contract to work with artist Vince Bobrosky as part of an education workshop.
- Signage committee – Tricia and Russell Francois have been co-chairing a City ad-hoc signage committee that has accomplished in getting 9 international parking signs on our garages. The committee is at its end of its allotted time and so Russell and Tricia will be going in front of city council on March 14<sup>th</sup> to get the committee extended, because they feel that there is still work to be done.
- Tricia said she has an opportunity to bring in Ed McMahon from the Urban Land Institute to talk in Bloomington about sense of place and maximizing your community assets. His speaker fee is \$2,000 plus expenses. She has approached the B-N Advantage group along with WGLT about co-sponsoring the speaker with DBA. She will keep the board updated as they progress.

#### Museum report – Jeff Woodard

Jeff reported that the Route 66 visitors' center will celebrate its 1 year Anniversary on April 25<sup>th</sup>. There will be a story in the Pantagraph talking about the economic impact of the museum. There will be a reception for Greg Koos who is retiring from on March 31<sup>st</sup>. All are invited to attend. Also, on Saturday, May 21<sup>st</sup> the museum will be unveiling a new exhibit on Lincoln's work in McLean County. Catherine asked how the Farmers' Market could work with the Museum to promote the exhibit.

#### New Business –

- Tricia reported that the Downtown Bloomington Walking Map is currently being updated and is with the graphic designer. The goal is to have it and the kiosks updated by May 6<sup>th</sup>.
- Bobby Vericella is working on a new project with his property on Monroe Street. He is working with the city to convert Monroe from Main to East streets one way to make add additional parking by adding diagonal parking on one side and parallel parking on the other.
- Hotel development project – Jan reported that Jeff Giebelhausen wants to do more public meetings so that people can ask him questions about the proposed hotel complex. Tim asked that the staff put together some talking points that board members and others can use to write letters to the city council in favor of the hotel proposal. Then the conversation went one step further with the Board of Directors writing a letter to council with all of their signatures on it in

favor of the hotel complex. Jan made a motion to do this and Tim seconded. Motion passed unanimously.

- Relocation of the DBA office – Ruth asked Steve what the status was moving the DBA office to the Government Center. Steve reported that the city is doing a study on what would be the best uses for the offices in the government center. Ruth said that she would like the offices to be part of a pilot effort to move there. Jan, Ruth and Karen will be meeting with David Hales in the near future to talk about this. According to Ruth the money that would be saved by the move would allow the board to give Tricia a pay raise. She has been working as the director for 5 ½ years without a pay raise and she deserves one.
- Bobby recommended that we do a thermometer with the money need to be raised and put it out along with a jar to collect money during the farmers' market.

Meeting adjourned at 6:40 p.m.