

GARDEN CITY DOWNTOWN VISION – BOARD MEETING – 8/15/11

MEMBERS PRESENT: Curt Kinney, Marty Nusser, Nicole Lucas, Bev Glass, Diana Machotka, Julie Christner, Roxie Sperry, Shonda Collins

Nicole called the meeting to order at: 5:50 p.m.

One change to the Agenda is to move the Executive Director Performance Review to the end as that will have to be done in Executive Session. Nicole asked that the agenda and minutes be reviewed. Nicole called for any discussion on either. There was none. Nicole then called for a motion to accept the agenda and minutes. Curt so moved. Roxie seconded the motion. All members agreed and both the agenda and minutes were accepted.

Nicole then turned the meeting over to Curt for the Treasurer's Report.

TREASURER'S REPORT – Curt Kinney

Curt asked the board to look through the financials and noted that between both checking accounts we have \$23,092.00 to last until the end of the year. Our monthly expenses run approximately \$5,500 to \$5,800 and with 4 ½ months left we are cutting our budget close! We do have Fall Fest and Banner Art coming. There is \$8,000 in sponsorships pledged and we have received \$1,500 of that so far. Curt reiterated that the budget will be tight!

Curt urged the board to get out and get their Nasduck Race tickets sold once they are distributed. Shonda has offered a \$30 gift certificate to Wheatfields for the highest seller of duck tickets! Curt also mentioned that booth rentals are already coming in...Marty asked about whether or not the sponsorships that have been invoiced are in the receivables. Curt said that no, they are not posted, at this point, until received.

Bev brought up the One Signature Check Update at Western State Bank. Only her signature is now needed for any check under \$350.00 and that process is already being used.

Bev also referred to her email that our business Credit Card was compromised but has been taken care of and all board members recalled receiving her email.

IWW money is at \$37,000 and once we hit \$40,000 we can't apply for money from Main Street itself – we would use our own money. Discussion on rules – 4 to 1 match up to \$20,000 an application can be applied for and must be approved. Curt asked that if anyone knew of a business needing a remodel or work done to refer them to the office.

Nicole called for discussion or questions on the treasurer's report. None. Nicole then called for a motion to accept the treasurer's report. Marty so moved. Shawn seconded the motion. All board members agreed and the treasurer's report was accepted.

Nicole then moved to committee reports.

COMMITTEE REPORTS

ER – Arlene DeCardenas – Bev Glass

Bev took the report since Arlene is absent. Bev passed around a copy of the Occupancy Map that was completed and will be submitted to the City along with the recruiting packet to the city commissioners at Bev's quarterly review tomorrow at 1p.m. Bev showed the board the recruiting packet. Shonda asked if a commercial breakdown was going to be added to the maps. Was discussed and decided that was up to the City. Bev told the board that the recruitment packet was a precursor towards an ordinance to help determine what businesses come downtown and need recruited. This packet will then be used by the planning committee and for ER's portion of the Master Plan.

Diana wanted to know what the next step was upon completion of the maps/packet. Bev explained that then the packet will be shared and used by the City, Chamber and Economic Development. The next part is to identify the owners of the buildings for 2nd story residential. And the next part is to actively recruit. Marty did ask if Mike Thummel will be getting a cost estimate for second story renovation. Bev said that was already being obtained.

Curt mentioned that the Historical District Review has been completed. Bev added that there is a grant available for application to be able to conduct a survey among the district about becoming a Historical District. All that will have to be contributed is time. Discussion about what a Historical District will mean and the pros and cons of that decision by board.

DESIGN – Bruce Glass – Curt Kinney

Curt took the committee report as Bruce was not in attendance. Curt mentioned that the minutes to their last meeting were very self-explanatory.

Bev let the board know that streetscape research was close to completion. Once that is completed, she will write the narrative. Bev showed the board photo examples of the recommendations that will be included in streetscape with the splash pad, foliage screens and arch-over.

PROMOTIONS – Brian Schwindt, Michelle Mayo – Bev Glass

Bev took the committee report since Brian and Michelle were not in attendance. Bev began with an email from Brian resigning from the board and committee chair position. Bev then asked Shonda how the Sidewalk Sale was and Shonda report that overall dollars were down but thought the gift certificate give-a-way was fun for the customers. Shonda did not have as much outside and that could have been the reason for the dollar loss but felt the overall event was a success. Bev said that Stage had a 15% increase and Bling had a very good day. First Christian Church was on the streets handing out water. Shonda said that she did speak with them about becoming members.

Bev then presented the Work Plan for Third Thursdays and mentioned the budget was significantly reduced to just cover the quarterly posters. Bev mentioned that talent is already contacting her and she will be handing out flyers to the Fall Fest Vendors. Bev also reported that she will be speaking to the merchants on their meeting on Wednesday at 8 a.m. Feels that the retailers will be invited to participate and if they don't want to that there will not be a push. Bev also stated that Golden Plains may be interested in sponsoring Third Thursdays for next year.

Shawn asked about a theme for the launch and Bev stated that the launch itself will be the theme. Shawn then asked Shonda how she felt about the event and Shonda said she was thrilled for the event to begin.

ORGANIZATION – Nicole Lucas, Julie Christner

Nicole began the committee report and reported that Julie will be taking over as committee chair. Since the appointment was at the last meeting, Julie deferred to Nicole for the report this meeting.

Final membership drive list was discussed. Two businesses with IWW's have not paid and Marty suggested breaking up their business memberships into possibly monthly amounts and billing with their IWW's

Bev went over the volunteers that have been procured already and asked Roxie if she could handle asking WSB. Was decided that Roxie would ask the bank for set up (6:30 to 8:30) and/or tear down (2:30 to ...) help.

Bev then handed out the new Mission Statement – CREATING OPPORTUNITIES TO STRENGTHEN DOWNTOWN'S ECONOMIC BASE.

PRESIDENT'S COMMENTS – Nicole Lucas

Nicole spoke about Nasduck tickets as well. 500 need to be sold. Amount is \$10 for one ticket or \$50 for 6 (six-quack) . Curt mentioned that sales increased, last year, when it was decided that you didn't have to be present to win. Prizes are \$1,000 for 1st place,

\$300 for 2nd place and \$100 for 3rd place. Curt also mentioned that there will be 12 Buck-a-Duck races – Winners will be awarded \$10 each.

Bev stated that Arlene has never marked the streets before so she may need some helping marking off the streets for the vendors Friday night.

VICE PRESIDENT’S REPORT – Shawn Myers

Shawn reported that sponsors have been arranged and just waiting on dollars. No reason this should not be a profitable event. There will be no committee chair meeting this week. Shawn also reported that 7 booths have already been booked.

Shawn then deferred to Bev for the advertising budget. Bev stated that she has applied to Convention and Tourism for advertising money, up to \$2,500 but has not heard yet as to the decision. Bev has allotted \$3,000 for advertising and listed a breakdown that was handed out to the board. Shawn mentioned that last year \$8,000 was spent and that cannot happen this year...

EXECUTIVE DIRECTOR’S COMMENTS – Bev Glass

Bev began with the 3i meeting update that her and Nicole attended. Paul with the Chamber pitched an idea for an event called, “Beef, Bikers, Bands and Balloons.” Bev went over the details and let the board know that while we fully support the Chamber on any event that they bring to town, we are not in a position to take on another event at this time.

INFORMATION AND APPROVALS – Nicole Lucas

Nicole moved onto Old Business and there was none to discuss.

Nicole then moved onto New Business/Decisions/Approvals.

Nicole asked for discussion on the Third Thursday Work Plan. There was none. Nicole called for a motion to accept the work plan. Shonda so moved. Curt seconded the motion. All board members agreed and the Third Thursdays Work Plan was accepted.

Nicole asked for discussion on the submission of Bev’s advertising budget for Fall Fest. There was none. Nicole called for a motion to accept the budget. Shonda so moved. Shawn seconded the motion. All board members agreed and the Fall Fest Advertising Budget was approved.

Nicole asked for discussion on Brian’s resignation to the Board and Promotions Committee. There was none. Shonda did state that she did not think it was necessary to replace Brian as we have enough current board members according to the bylaws.

Nicole called for a motion to accept Brian's resignation. Curt so moved. Roxie seconded the motion. All board members agreed and Brian's resignation was accepted.

Nicole asked for discussion on the Property Usage Map. There was none. Nicole then called for a motion to accept the submission of the Property Usage Map. Diana so moved. Shonda seconded the motion. All board members agreed and the Property Usage Map was accepted.

Nicole asked for discussion on the revised Mission Statement. Diana said that she liked the new mission statement a lot! Nicole called for a motion to approve the new mission Statement. Marty so moved. Diana seconded the motion. All board members agreed and the revised mission statement **CREATING OPPORTUNITIES TO STRENGTHEN DOWNTOWN'S ECONOMIC BASE** was accepted.

Nicole asked for additional business, comments or questions. There was none. Nicole called for a motion for adjournment. Curt so moved. Roxie seconded the motion. All board members agreed and the meeting was adjourned at 7:02 p.m.

Shonda then left due to another commitment. Bev left and the remainder of the board went into executive session.