

**GARDEN CITY DOWNTOWN VISION JUNE BOARD MEETING/ANNUAL MEETING –
6/20/11**

Board Members Present: Curt Kinney, Nicole Lucas, Tanner Lucas, Shawn Myers, Brian Schwindt, Shonda Collins, Martin Nusser, Roxie Sperry, Bev Glass, Julie Christner. Diana Machotka is ill and is not in attendance. Arlene DeCardenas was called out of town and is not in attendance.

Members Present: Carol Wigner, Kaleb Kentner, Deb Berry, Pat Veasart, Cheryl Schmale, Gerald Miller, Michelle Mayo, Bob Finley, Linda Finley

Curt Kinney called the meeting to order at 5:40 p.m. and explained that our Annual meeting will be held during our regularly scheduled board meeting. Introduction of the board members to the members was conducted.

Curt called for a motion to approve the agenda. Shonda so moved. Tanner seconded. Curt asked for any discussion. Bev stated that an addendum to the agenda was discussed and Samy's contract was added to new business. Shonda then so moved to accept the agenda with addendum. Tanner seconded. Curt called for additional discussion. None. Motion to approve the agenda carried unanimously.

Curt then called for a motion to approve May's board minutes. Shawn so moved. Brian seconded. Curt called for any discussion. None. Motion to approve the minutes carried unanimously.

Curt turned the meeting over to Bev who began with the Volunteer of the Year Award. Last year the award was named the Kendall Kepley Award to honor Kendall who works many hours on behalf of Downtown Vision and Main Street. Arlene is the recipient of the award. Arlene who serves on each committee and organized and ran Paint the Town last year is this year's Kendall Kepley award recipient. Since she is out of town, she will be awarded next meeting and Kendall will be present to do the honors.

Bev then moved onto outgoing board member, Tanner Lucas. Tanner has served on the board for 3 years and been on the Organization committee. Tanner has been a much appreciated part of the board with his expertise and knowledge. Bev presented Tanner with his award.

Bev then moved to outgoing President of the Board Curt Kinney. Curt will be on Downtown Vision's Board for another year but has served the Board as President for the last 2 years. Curt has served on ER and Design and been an integral part of the organization. Bev presented Curt with his award.

Curt then turned the meeting over to Nicole Lucas for the Treasurer's Report. Nicole pointed out that on paper we look like we are \$36,000.00 ahead but that is due to our bookkeeping changing last year. Net income was actually about \$15,000.00.

Savings account at GPCU has been opened and checking account at WSB was opened.

Nicole then asked Bev if IWW's were current. Bev said yes and that Vision's IWW is paid off. Currently, there is \$30,000 available for façade renovation, signage, product line...State of Kansas allows up to \$40,000.00. Feb and Sept are the months in which the state approves the money but money can be applied for at anytime.

Nicole then asked for any questions. Shonda asked about the miscellaneous account and why it was so high. Nicole explained that the miscellaneous expenditures are notated on the memo portion for reason of expense. Shonda then asked why advertising went over budget and Bev explained that it had to do with advertising in Lamar. Shonda then questioned the special events expenses. Curt mentioned that had to do with the banner purchases.

Curt then asked for any other discussion or questions. None. Curt then called for a motion to approve the Treasurer's report. Shonda so moved. Shawn seconded. Curt asked for any discussion. None. Motion to accept the Treasurer's report carried unanimously.

Curt then moved the meeting onto the committee reports and explained to members about our committees. Curt, being on ER and Arlene being gone, conducted the report.

Curt explained that the main focus of ER is to complete the Master Plan which directly incorporates with the City's comprehensive plan. ER is also completing maps that identify the buildings in our district by color coding on vacancies, 2nd story residential potential, area recommendations and that recommend retail or service/food. The maps are computerized so that they can be immediately updated and presented to interested parties, investors.

A booklet will be ready for investors that include tax credits and incentives. The committee is approximately 80% done with their projects. Once the Master Plan is completed, will be given to Bev who will write it up for the City.

Bev stated that the goal is to get one single package that wherever an investor or interested party goes, Chamber, Vision, Economic Development...they get the same updated information.

In 2004 the Hyatt Palma study found that "white tablecloth restaurants" were in demand and that aspect is being worked on at this time.

Shonda did add that the reports and research do point to businesses other than just restaurants were in the recommendations, as well. Curt added that they are also trying to get info on property owners for their package as well.

Curt asked for any questions. None

Curt then turned the meeting to Bruce Glass head of the Design committee. Bruce began with Banner Art. Last year the event was moved to the Clarion and we increased revenue by 15.3%. We had 15 artists last year and record sales. This year we have 22 artists. The event is to be held at the Clarion on 11/5/11.

The Nasduck and Buck-a-Duck tickets sold out for the 2nd year in a row. This year we will be increasing the Buck-a-Duck tickets.

Design is working on an inventory of the downtown buildings and should be done by August and the report turned into the City. Kaleb mentioned that hopefully before August it can be completed. Bruce agreed and stated that this has to do with the Historic Tax Credits for owners. If the downtown area becomes a "district" there are more benefits and credits for the owners.

Design is also working on their portion of the Master Plan, which is the Streetscape Plan, and should be done and to Bev soon. Design's portion has to do with potential of buildings and will follow the City's comprehensive plan. Curt added that the money that is made from the Design committee goes to the beautification of the downtown area and includes benches and trash receptacles. Bruce agreed and added that banners for the downtown area are needing replaced as well and that will be one goal for the new year.

Curt called for discussions or questions. None.

Curt then turned the meeting over to the Promotions co-chairs, Michelle Mayo and Brian Schwindt.

Michelle began with last year. Year for Vision starts 7/1 and the first event is the Sidewalk Sale. With help from the merchants advertising increased and felt that retailers did well during the sale. It has been discussed that this year there will not be a theme but to add a drawing of gift certificates by participating merchants and that the winner must be present to win to increase traffic downtown. Also has been discussed to have food vendor's downtown during the sidewalk sale. That event takes place 8/6 this year.

Last fall there was not a Holiday Open House as there was not time to get it organized. Michelle noted that sales around the nation were up and felt that the retailers were noticing that as well. Tuba Christmas, Tree lighting and the Christmas Parade were all a

success. Tuba Christmas and the Tree Lighting and Plymell Federated Choir are the Saturday after Thanksgiving. Bev added that will be 11/26. Carriage rides were sponsored by 2 businesses last year.

In March, Who's Your Paddy has maxed out with the 300 potatoes that were made and sold last year. This event increased sales and added new volunteers.

Kansas Main Street Evaluation stated that there were too many fall events and not enough year round events, but there will be the addition of a Third Thursday's event which will be discussed later. Michelle and Brian both stated that an image campaign is being worked on currently.

Curt then suggested that they report on the Freedom Parade. Brian took over the meeting at that point and stated that he has been feverishly (110%) working to find entries for the parade but is not having much luck. He did want the board to know that he has not given up and is continuing to contact people to try and get entries into the parade. Brian said that brainstorming has been going on about contacting food vendors, possible sparkler party in the park. Shonda made a suggestion of a watermelon feed and expressed concern about the Municipal Band needing to know if the parade doesn't go due to their start time... Brian said that he is also checking on the State Theatre and Windsor for tours... Michelle stated that they are also brainstorming about ideas for the following years in ways to improve or morph the event. Brian assured the board that he has not given up on this year, however, and is still working to contact entries.

Bev stated that without enough entries she feels that the parade should be cancelled so that it is not a 5 to 10 minute parade. That at least 23 to 25 entries would have to be booked to make it worth people's time to come downtown. Right now there are 9. Shonda agreed that if we don't have enough entries that the parade should be cancelled. We do the event well or not at all. Shawn asked what our time frame would then be when we make that determination of whether to cancel or go ahead with the parade. Bev stated that the 27th (Monday) was the deadline and we should stick with that and if we don't have at least 23 by then the parade is cancelled.

Curt then asked if that was the board's consensus that the 27th be the deadline. All agreed. Curt then expressed his appreciation for Brian's time and effort in getting the parade going. Julie also thanked Brian for all of his work on the parade. Michelle asked Bev how we would notify people of the cancellation if it gets to that point. Bev said the newspaper, calling the Municipal Band and calling the entries that have signed up.

Brian then stated that was it until the discussion on 3rd Thursdays.

Curt then turned the meeting over to the Organization committee. Report is being given by Bev since Diana is unable to make the meeting. Bev explained to the members

that Organization takes care of Policies and Procedures and Volunteer Appreciation. Last year Vision had 124 members and generated \$80,000.

Organization is in charge of Formal Volunteer appreciation. They have also worked to improve new board member training and new committee member training. Bev stated that she, through Kansas Main Street training and National Main Street conferences brings back information to share with the committees. Organization does a yearly review of all policies and procedures. They review work plans and develop the necessary budgets. Work plans, line item by line item drive the budget development.

Art in the Park joined FallFest last year and last year 5,000 people attended the event. Last year Art in the Park started 45 minutes earlier than the start of Market Fest and people were showing up before we were ready so a meeting was held and details worked out in regards to start time with Art in the Park for this year's event.

There will be a lot food, vendors...Cox Communications is once again sponsoring the entertainment and Jr. ROTC with the High School will also be performing. There will be a Car Show, added jumpy toys, GCCC football players and we are working with the K of C in regards to incorporating with Oktoberfest.

Face book page is up and adding fans. Vision Vanguard goes out weekly with a 65% open rate which is great.

Bev stated that KU students will be doing a project with the Telegram about how our main street has gone from 23 empty stores to 6 which is exciting. And reporting on our Green Downtown.

Garden City Arts is adding a sculpture.

Organization is the smallest committee at this time. Working on Branding and the Master Plan to compliment the cities Comprehensive Plan.

Curt then asked for comments and brought up the membership drive. Bev passed out a list that has not paid. Curt felt that a personal call or visit was a better mode of contact. Nicole stated that a good portion of non-paid members had IWW's and that is part of compliance with having an IWW. Shonda offered to visit with some of the members. Curt left the unpaid memberships for the board to discuss through emails on who is to contact who...

Discussion then turned to 3rd Thursdays. Brian Schwindt took over and relayed that he is very excited about 3rd Thursdays and wasn't sure who was in charge of getting the event going but he has started the ball rolling. August will be the start time and has not gotten the work plan ready but since we are not starting until August (18th) he will present it at next month's meeting.

The concept was discussed for the members on the vision of 3rd Thursdays and Michelle added that the first 3rd Thursday needs to be done up big. Try to hook it into activities for GCCC students. That because of the recommendations of Kansas Main Street and our lack of events in the first 6 months, 3rd Thursdays will be held year round.

Bev stated that this will help Vision reconnect with retailers, one day a month with musicians, performers, fine arts that can be displayed in different stores, street vendors, farmers market – make it a festival atmosphere. This event is being modeled after Hutchinson's 3rd Thursdays which is a huge success. Brian mentioned that he would like to take a Thursday/Friday off and go and attend a 3rd Thursday in Hutchinson.

Shonda asked if Main Street would be closed. Bev stated no.

Brian added that the State Theatre will be giving tours on 3rd Thursdays as well. Michelle stated that she hopes that the retailers will become excited about this event as it can bring a lot of people down to shop.

Curt stated that we will need some patience in the beginning in order to get this event going and that he agrees that this will be a good way to reestablish contact with retailers. Shonda added that a joint event is much easier than one retailer trying something alone.

Curt then moved into the PRESIDENT'S COMMENTS. Curt began with stating how proud he is that 1 year ago Kansas Main Street noted improvements for Vision and how we effectively addressed those improvements. Curt stated he is very happy with the Board and with the Director!

Curt's goal is his dedication to Downtown Vision. In the last 6 years we have brought people downtown through events, improved beautification and commented that our downtown has no comparison in the area. That Garden City has the best looking downtown area.

Curt commends the retailers and professional services in the area. Curt is just very proud of all of the accomplishments and proud to be a part of the organization.

Curt then turned the meeting to Bev for the EXECUTIVE DIRECTOR'S COMMENTS. Bev stated that her office space is being utilized more and more as a meeting space by other organizations.

On 6/30 and 7/1 there will be a conference in Pueblo as an opportunity to discuss with our counterparts ideas that are and are not working. This conference includes Economic Development, Travel and Tourism, Chamber and the city. The exciting part of the Pueblo conference is that Pueblo's city functions much like ours. Should be good

information shared. Any board members or members that would like to attend should contact Bev.

KCL classes will be held 8/11, 8/29, 8/30 and 9/14. These classes deal with your leadership style. They use what you do well and help you work to make yourself a stronger leader. Bev will be taking the classes. Costs of these classes are \$25.00 and are open to Vision. Please contact Bev for further details or to sign up. Shonda added that these classes are excellent and she would strongly encourage participation.

Last Thursday Vision was invited to the Mayor's meeting on helping to draw more people into Garden City. Bev said that the discussion was focused on sporting events and they even discussed hiring someone to coordinate with Convention and Tourism. Bev said that she suggested that the events they were talking about were mainly on the weekends and if they coincide with Vision events that we could market the events together...

Bev went on to say that out of 8 years, Vision has received 25 awards. Second year in a row for the community award. Now the community award is having a rules change and every community will get a community award. July we are submitting for awards in 6 different categories and feels we will win in those categories.

Curt then moved the meeting to OLD BUSINESS for which there was none.

Curt then moved to NEW BUSINESS/DECISIONS/APPROVALS.

3rd Thursdays work plan was to be voted on but since the start date has been moved from July to August, the work plan will be completed, discussed and voted on next month.

Curt then moved onto Samy's Banner Art Contract. Bev handed out copies of the contract and stated that the menu was changed for this year. Moved to higher end food. Curt mentioned that last year the event ran short on drinks and that amount was upped and Design members are footing that expense. Brian and Bev discussed number of people attending with the food...It was noted that the contract allows for changes up to 48 hours of the event so that if tickets sell out we can always adjust the number up for food... Tanner asked how much per ticket this year. Bev answered \$25.00 per person.

Curt called for a motion to approve the contract for Samy's for Banner Art. Brian so moved. Nicole seconded. Curt asked for discussion. Shonda asked how much more we are paying for the extra room at Samy's. Curt answered that the rooms are donated by Samy's. All we are paying for is the food. Tanner added that was very reasonable. Curt then added that Design committee was paying for the liquor. Bev mentioned that there is also an event sponsor – Martin and Judy Nusser and for their sponsorship they are

getting 8 tickets, choice of table and 2 bottles of wine. Curt added that at some point the banners may have to be a juried situation due to response but so far have not turned anyone away.

Curt then opened discussion/questions to members. None.

Curt called for a motion to end meeting. Shonda so moved. Brian seconded. Motion carried unanimously and meeting ended at 7:10 p.m.