

GARDEN CITY DOWNTOWN VISION BOARD MEETING – 5/16/11

Members Present: Curt Kinney, Shawn Myers, Diana Machotka, Tanner Lucas, Kaleb Kentner, Marty Nusser, Brian Schwindt, Bev Glass, Julie Christner, Arlene DeCardenas, Michelle Mayo, Nicole Lucas. **Absent:** Shonda Collins, Roxie Sperry

Curt Kinney called the meeting to order at 5:45 p.m.

CONSENT AGENDA – Approval of Agenda - Curt called for a motion to accept the agenda. Shawn moved to accept the agenda – Tanner seconded. Bev interceded that the IWW Administrative Guidelines has been removed from Information and Approvals section as has the Website Hosting/Ink't Graphics Contract since we haven't gotten the contract yet. Tanner requested that we still discuss the Hosting of the Web even though we don't know what the contract says. Was agreed. Curt called for approval – All agreed.

Approval of Minutes – Curt called for corrections or additions to last month's minutes. None. Curt called for a motion to approve the minutes. Diana so moved. Arlene seconded. All agreed.

TREASURER'S REPORT – Nicole Lucas – Nicole began by informing the board that we lost 1st National Bank as a member. She will let Bev further elaborate on that, but at this time we have a checking and savings account with 1st National Bank and Nicole proposes that we move the checking and savings over to Western State Bank. WSB has direct deposit and Merchant Services. 1st National Bank was a \$500 member. IWWs are all current. Nicole then deferred to Curt over his addition to the report. Curt stated that the restricted funds and IWW are still showing as unpaid on the sheets but are currently paid.

Nicole stated that on the profit/loss we will notice a negative in postage and printing/copying – Bev did work for Kiwanis and was paid for the copies and postage. Marty asked about rent and Nicole explained that we get the building free but show it as an in-kind for our records.

Diana started a motion to move the checking and savings out of 1st National. Curt stated he is moving that discussion to New Business. Curt called for a motion to accept the Treasurer's Report. Diana so moved. Marty seconded. All agreed.

COMMITTEE REPORTS

ER – Arlene DeCardenas – Arlene began with the snapshot mapping. It was completed with a few revisions that the City is now working on and she will have it ready for the Board next meeting. Working on the 2nd story residential, as well, with a link for interested parties to view the types of categories of 2nd story – 1 bedroom... and a link with Google Maps for the vacant properties with photos and square footage.

Recruitment package is almost complete and will be submitted to Kansas Main Street for award consideration. Historic District report is not in yet. Bev interjected that should be Thursday. Bev also stated that the 2nd story residential video that Tanner shot and Shawn narrated together will be viewed by over 4,000 people at the opening plenary as no one else has ventured into this area. Arlene asked if that video should also be submitted for award and Bev said definitely.

DESIGN – Bruce Glass (not in attendance) – Curt Kinney – Curt began with streetscape. It is basically done and just needs to be converted into words.

Pine and Spruce – where the old bus depot was – through to Kansas – will be submitted to CIP for improvements. Mentioned also Garden City Ave – area could be developed as multi-story, mixed use area.

Banner Art looks to be a huge success – have a total of 22 artists. Bev added that the artists include 2 high school students from Paint The Town; an artist from Albuquerque, Kansas City, Hays, Lakin...Bev would like to incorporate a high school artist from Holcomb next year. Banners have been shipped and hopefully out to the artists soon. Set to be hung 8/1. We should fill up the ballroom at auction time.

Curt stated that we are running out of light poles for the event but that that is a good problem to have at this point.

Curt mentioned that a new city landscape architect will be joining the design team – Roberto.

Curt then called for questions before moving on. Julie asked about Nasduck 500 as it appeared on the agenda. Curt said that Buck a Duck is set and we are waiting how much Western Motors will be the Nasduck sponsor.

Michelle asked if there was anymore discussion on a minimum maintenance ordinance and referenced next door (Stage). Curt said that Bruce is in the process of drawing up plans on that renovation for the owner. Curt stated that the downtown area cannot afford to lose Stage in the area. Michelle said that the roof is also leaking. Diana asked why it is so difficult to get repairs from the owners. Curt stated that there are issues but that is not a board discussion. Bruce is working towards the Stage renovations and that should take care of the immediate issue.

PROMOTIONS – Brian Schwindt and Michelle Mayo – Brian began with the Downtown Evaluation and stated that their committee went over the evaluation.

Brian then went into turning Thursday Farmer's Market into a 3rd Thursday's Event. Stated it will be a push to have the downtown merchants stay open but feels that as time goes on the merchants will see the benefit. Would be a year round event except for major conflicts, will go on rain, snow or shine. Curt asked if this was after the Hutchinson event. Brian stated that yes, it was and to incorporate vendors, music...Feels that in time nothing will have to be organized/promoted as it will just happen. Musicians will want to come down and perform and people will expect the event. Nicole asked about winter and Bev stated yes that there was a blizzard on a 3rd Thursday in Hutch and people still showed up despite them trying to cancel due to

weather. That indoor activities can then be planned when the weather does not cooperate.

Brian then moved to the Freedom Parade and stated that the committee had discussed not doing the Freedom Parade since it did not meet any of their criteria and that the event has been poorly participated in. The downtown stores are closed on the 4th of July and that our efforts could be better directed at a better event that meets more of our specific criteria. Diana stated that she was against doing away with the Freedom Parade. Nicole stated that she hates losing the parade and realizes that the 1st year we had a huge participation in the event but in the last 2 years it has dwindled and wondered if it didn't have something to do with the day of the week. Curt stated that the Freedom Parade is a community thing and we could be cutting off our nose despite our faces if we do away with that parade. Mentioned that the zoo is no longer doing their event that day either. Arlene stated that it is an expected event. Diana stated that our community has a hard enough time uniting as one and that we should not consider doing away with an American celebration. Asked what kind of message that we would be sending. Arlene again interjected that people do expect the Freedom Parade. Diana is concerned that people will wonder why we aren't celebrating the 4th of July. Brian stated that the City does do the fireworks display. Nicole again stated that the 1st year was amazing with the turn out...Wonders if having the parade on a different day... Tanner feels that there will be unintended consequences by not having the parade. That if there was a substitute activity/fundraiser that could be done if the timeline permits but just not having anything would have unintended consequences. Is there time to work up a new event? Brian is not sure that is possible. Michelle adds that there is no time to plan anything in lieu of the parade, that the Save The Date cards should already be going out. Tanner interjected that we just don't want to send the wrong message. Curt expressed that it bothers him that no discussions were brought to the board prior on ways to improve the event or tweak it or to do an alternative event. The 1st year was very successful and letting it go just because isn't the right way to deal with this event. Tanner added that we are not gaining anything by having the event but could lose if we don't have the parade or an alternate event. Arlene said that there should be discussion on 1st year versus last year to determine what is not working. Nicole added that it is possible that when the 4th falls on the weekend, people go out of town and that is why we have had less participation. Tanner stated that possibly we could alter the time and the parade lead into the fireworks display. Nicole feels that the parade is very hard work but she should not let go of it at this time. Brian stated that an alternative event was not even discussed so there are no alternatives to bring to the board at this time. Michelle agreed that there is no time to do anything else but that promotions will need help to get done what they can do. Nicole added that when she lived at home in Topeka they did different themes for the parade each year and could be a consideration. Diana expressed that her father is a veteran and regardless of attendance or number of floats that it is imperative that this day is recognized and how important it is for him and her. That it is a memory and that is one of the benchmarks for a successful event.

Shawn then suggested that Promotions go forward with the Freedom Parade and come up with alternatives for next year...

Bev added that these types of discussions need to happen within the board. That our events need scrutiny. As was in our evaluation we are heavy with events in the end of the year and the first half is barely any presence. The Freedom Parade kicks off our events basically at this point. Michelle requested that board members email her any ideas they may have for the Freedom Parade. Bev reiterated that it would just be a bad reflection for us to abandon the event as most people feel we do all of the parades anyway... Nicole added that we took flack over Cinco de Mayo. Bev agreed.

Brian then said that he is relatively new as co-leading this group and they will get this undertaken. That he will have to sit down and think about what the next step needs to be. Brian then stated that they have recruited 3 new Promotion members and a possible 4th.

Brian mentioned the May minutes and wants the board to understand that he is wanting "trendy" ideas and not necessarily "big city" ideas.

Michelle then added that there was a retail meeting last week that was well received. Retailers decided on quarterly meetings and 7/13 will be the next and all are invited. She did not discuss 3rd Thursdays at the meeting but has discussed it with some and feels that the retailers she has talked to are very excited about the prospect. That the State Theatre will be having tours once a month and may correspond with the 3 Thursday event which would be exciting.

Bev interjected that a committee needs to be formed to set a work plan for the event Michelle then left the meeting.

ORGANIZATION – Diana Machotka – Diana began with Membership Drive Update. Stated that in the org meeting Julie had talked with Lewis and Black Hills and is awaiting decision. Called for an update on the rest. Shawn stated that Chesapeake's decision will be end of the month and that Julie and he will be going out to Wind River on Thursday. Shawn stated that he is having trouble with Tyson, getting a hold of anyone. Brian has a number for their corporate office and will forward it to Shawn. Nicole asked Diana if she had any questions for her on the information...Nothing. Diana went onto Farmers Market going to 3rd Thursdays and said she has volunteered herself to be on a separate committee to develop that event. Diana's hope is that the advertising for the event is something that will be stressed is in their membership dues and not something that retailers do on their own. That to be included in the advertising, they are members.

Diana then referred to the minutes and Annual meeting info. She is also doing member recruitment for the committee and the Fall Fest updates.

Curt then asked Bev for the Executive Director's Report.

EXECUTIVE DIRECTOR'S REPORT – Bev Glass – Bev began with a trip to Pueblo on 6/30 and 7/1 which we have been invited to. There are 5 rooms open so she is asking the board first and then if there are still spots, open up to committee members. Bev will be

going. Bev explained that it is a meeting where the City, economic development, the County & City Commissioners, Chamber of Commerce and Convention & Tourism... all sit down and compare what they are doing...Last year in Amarillo, the information was not very helpful but this year Pueblo is a lot like Garden and the information should be valuable. Bev is excited about the meeting and will be going and again asked for board members to contact her if they wanted to go.

The Garden City Recreation Commission has obtained a grant from the Kansas Department of Health and Education for a Downtown Wellness Program that will be starting on 7/7. Incorporates walking with activities downtown and will include cooperating merchants with a Treasure Hunt and Historical Boxes utilized for another Treasure Hunt. Architectural Wonders will also be incorporated and prizes drawn from completed sheets given to the Rec. There will be 2 sessions and 2 drawings. Information is included in with the Org's committee minutes. The goal is to get people walking at least 30 minutes a day and to make it interactive with their downtown (and zoo) areas.

Bev has also been working on Legacy Planning for Main Street. Bev has realized that 95% of downtown merchants are within 5 to 10 years of retirement and can't afford to pay an intern to learn their business. Bev is working on a grant to afford help with salary and/or student loan reduction to learn a merchants business within 2 years. Would be a perk for downtown members and after speaking with some merchants already has interest with 5 businesses. Would be a first for a Kansas Main street.

Bev passed around 2 thank-you notes she received in the last month. One from the Senior Center for promoting their activities and one from the Young Entrepreneur for allowing the meeting space.

Finney County Preservation Alliance will also be reorganizing their board so that their committees are doing more. They have also received a \$5,000 grant for a Halloween House and feel they will have the building up to standards for the fire marshall by that point.

NEW BUSINESS/DECISIONS/APPROVALS

Curt moved onto the Kansas Main Street Evaluation. All committees have gotten the evaluation and there was no action to be taken. Bev added that there were no committee deficiencies at this time.

Tanner then began with Web Hosting and Ink't Graphics Contract. Two weeks ago the issue with Ink't Hosting the website came up and they are not in a position to manage the site any longer. We are awaiting the contract so we can decide where to go from this point forward. Doug Harder of The Paraclete Group could host the site for a year and we would need to budget in for a new website within the next year. Nicole further explained that Ink't copyrighted their web design so the site is ours but the format is theirs and cannot be edited. Tanner stated that no action had to be taken tonight. That this was being brought up as a heads-up on the situation that will be needing action. Bev stated that there is one person with the code to access the contract and that person hasn't given the code. Inkt Graphics continues to try and get the code from him so they

can turn it over to its new website group. Curt asked if we were good in the short-run then. Tanner said that yes, we were good for now. Curt asked how long before action would need to be taken? Tanner said that within the next year this would have to be addressed in our budget. Nicole added that the Hosting needing to be switched ASAP however. Tanner agreed. Bev feels that in light of developments with the Hosting and the 2nd party complications we will need a new web. Curt stated that at this point we were paying \$50 a month for the web hosting. Nicole stated that a new Web Design could be as much as \$5,000 and we will need to begin looking into the budget for the funds within a year or two. Bev has spoken with Doug and he can take care of the hosting in the interim. Discussion with Liz was that a 3rd party could do the hosting but... Curt feels that this will need to go to the budget committee for discussion. Curt acknowledged that Kaleb was in attendance and thanked him for coming and for his work on and with the committees. Curt further thanked Kaleb for his tremendous recommendations to ER.

Curt then moved to the transfer of our checking and savings to Western State Bank. Bev stated that Commerce has our IWW money. Golden Plains has a savings account where 10% of our fundraising goes into for emergencies and would be where the web design money would come from... Diana asked if we needed another savings account other than GPCU. Nicole said that we really should have a savings with the checking. That GPCU has a tad higher interest rate on savings than WSB but would be negligible. Curt felt that it would be best to keep the savings of our 10% of fundraisers separate from other savings. Curt then called for a motion to accept the closing of our checking and savings from 1st National Bank and opening at WSB. Diana so moved. Arlene seconded. Curt called for discussion. None – All agreed.

Curt commended the individual committees for their recruitment efforts for new committee members.

Curt also commended Shawn for his work as chair of the FallFest committee chair committee with his deadline setting and oversight!

Curt then called for a motion to adjourn. Shawn so moved. Tanner seconded. All agreed.

Meeting was adjourned at 7 p.m.