



**Board Meeting
July 07, 2016
Community Development**

Present: Beeg Johnson (Vice President), Vikky Ross (Treasurer), Mike Cannon (Secretary), Wayne Hollingshead, Michelle Witthaus, Kaeli Dry, Mayor Jim Kleeburg, Jonelle McCoy, Joe Strohmeier, Wendy Price

Not Present:

Excused: Scott Trotter, Angela Brooks

Guest: None

Staff: Courtney Kramer (Executive Director), Erika Stricker (Events Coordinator)

Beeg brought the meeting to order at 4:05 pm

Meeting Minutes.

Presented and reviewed minutes from the May board meeting. Approved as presented.

Beeg introduced our newest board member Jonelle McCoy. Jonelle is associated with the YCWA and is a volunteer with the Promotions committee.

Courtney presented the finance report.

Vikky – Talked about taking our approved budget and showing it against our actual profit and loss. Took a class through LC on budget reporting on quickbooks. If we're off just a little bit on a line item, we can see how to make it up on an event or through membership. In the past we use to just present a balance sheet through year to date. We've had some discussion on transferring some funds. Had a visit with Angela at Wells Fargo. Angela made the recommendation to look at P1FCU (Large supporter of BDL) at some of their savings accounts (premium shared account). It would be earning over .5% interest. Our wells Fargo account is earning 0% interest. If we did put it into a 6 month CD, that could be potentially .75% interest. We have 20,000 in Wells Fargo that can be moved into checking with no fees attached. Joe mentioned that the difference in interest is not much and the savings account is more about the relationship. Always good to have about 15,000 in our checking for safety. A motion was made to transfer \$30,000 from Wells Fargo to a "premium shared draft" at P1FCU. This motion does not include money from our Wells Fargo checking account. Motion was approved as presented.



Motion to approve the finance report. Motioned approved as presented.

Committee Reports

Promotions – Erika Sticker. Hometown pep rally saw an increase in participating businesses. 28% increase in net profit on that event as well. Sound Downtown is going fantastic. Just found a band to fill the July 29th spot. 83% increase in sponsorships due to Vikkys pursuit of sponsorships. Nearly a 150% increase over last year. Pumpkin Palooza. Just starting to get those projected figures in right now. Starting to brainstorm some ideas for the candy give-away. Would like to see more attractions rather than just standing in line getting candy. Advertising and Media. Would like to focus on quality of events that are in place. Potential investors and future businesses. Adding affordable value to help with the quality of the events downtown. We have a trade agreement with Printcraft and Erika has been working on putting up ‘yard signs’ in strategic locations around town before the event to notify the public. We have a new Instagram frame. Is being printed up at Image Design and will be printed up on heavy duty material to use at Sound Downtown.

Economic Vitality – Committee will meet next week. We had a lot of new businesses and will try to get the new business packets out shortly.

Design – Continuing to work with committee volunteer Sujata on the walk sign project. We’re currently adding signs in preferred strategic locations on the website and we’ll adjust as we go. Just adding text and trying to point people in the directions we want them to go. Also will try to meet with Courtney sometime soon to brainstorm some ideas to get the committee re-energized.

Organization – Took a June hiatus. Will get together this July and start to discuss the volunteer appreciation dinner and confluence dinners.

Executive Director Report.

Artwalk planning is underway. Registration for host locations and musicians is open on the website. Will work on securing sponsorship by the end of July. Report from Sarah Willmore on HAN. There are 8 major sponsors and 15 BDL sponsors. There are a few changes that have been made that Courtney is a little uneasy about. There was not good communication about the change in location from Pioneer Park to Boomers Garden. The LIONS club was pretty upset about not being about to park their coat trailer this year which is a good source of income for the club. Still pretty early on in planning the food and drink for the concert. From BDL’s portion, things are going well. Will probably negotiate with Ben from Pacific Empire radio in September on a few



things. Picking up some suggestions for Holiday Promotions. We were tagged as one of the best 11 main streets in Idaho. Need to think about attending the city council budget hearings. Annual meeting went well. Would like that to be an event where a lot of members come to the event. Could be a Friday morning breakfast or still a cocktail hour. Would encourage Board members to attend the Capitol Street Dock Concert this Friday evening. Would like to continue to see how the Public Market goes for the rest of the summer. Would like to see a private tourism company helping the 'Red Hat Ladies' in the future due to the high expectations and large amount of employee hours involved with the project.

Old Business

New Business

Annual Board Planning Session. Historically BDL has done in September. Courtney would like to take a look at the 2014 strategic planning and see what has been done and what needs to be done. Would like to look at our existing 'to do' lists. Courtney will send out a 'doodle' calendar poll to see which days will work for the board (two 'half' days).

August City Council Budget Hearings. We have everything that we need for the request for funding for the city. Courtney did meet with the City Council in March. Kleeburg encouraged to come to one of the budget hearings. August 8th is the meeting that is cast in stone. 8th, 15th, and 22nd for budget hearings. We've had 7-0 votes in the city of Lewiston the last two years. Talk about your successes and how we are recessing the checklist from 2014 and looking for new stuff to tackle. Meeting will be in the Bell Building (215 D Street).

For the Good of the Order

Report from Beeg on trip to Milwaukee

Went to Main Street conference in Milwaukee in May. Recommend as board members that we each get to go to the conference at some point in time. Hung out with a board member from Olympia Main Street. Would like to see if the ED and one board member to go to the conference next year. Common Themes. We are not as unique as we think we are. The issues we have are the exact same problems that every main street has (homeless, blights, recruitment, recruitment board members). Main Street is more popular than ever as far as coming to Main Street to find unique places and things. Funding. There were 3 Idahoans represented at the conference. There were 60 people representing towns from Wyoming. The reason why they are funded so well is because of the gas industries. Natural gas and oil companies have funded Main Street in Wyoming. The additional theme was 'growing entrepreneurs' or 'economic gardening'.



Downtown Milwaukee used to be very industrial/manufacturing. Everything from River walks to revitalizing Old Town was part of the process.

The PA System at Brackenbury is fried/broken. A brand new system is about \$3,000 and the city is willing to help pay half. There should be some possibilities for sponsorships if we would like to pursue. Also Beeg will discuss 'in kind' donations to Seidel Music for the PA system. A motion was made that BDL will support a new PA system up to \$1,500. Motion was approved as presented.

Vikky had a request from Artbeat that when sending out requests for RFP's for Hot August Nights Shirts that we send it out to just BDL Members. The committee reviewed the responses blindly and the contract eventually went to Cover Me Tees (their bid was substantially lower). Wayne suggested that if a BDL bidding member is within a certain percentage of the winning bid (5-10%) then the BDL member would get the contract.

Adjourned at 5:15 pm