



**Board Meeting  
August 02, 2016  
Community Development**

Present: Beeg Johnson (Vice President), Vikky Ross (Treasurer), Mike Cannon (Secretary), Wayne Hollingshead, Michelle Witthaus, Kaeli Dry, Jonelle McCoy, Angela Brooks

Not Present: Joe Strohmeier

Excused: Scott Trotter, Wendy Price

Guest: None

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

Beeg brought the meeting to order at 4:03 pm

**Meeting Minutes.**

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

**Courtney presented the finance report.**

Vikky – Provided the board with a new balance sheet. Accounts receivable. Public Market. \$980 that has come in so far. We're \$580 above what we had in budget. Sound downtown with accounts receivable will be a net profit of \$250. Under membership, we're down about 1K right now, but with accounts receivable, it would put us in the red about \$910. We did lose about 3 members this year. Do we want to go after 3 members to replace them? Courtney stated that we need to set a goal to push some of our members to bump up to corporate or key members. The loft tour will be a good opportunity to recruit memberships. We did vote to move 30K in savings to PFCU last month. Vikky will reach out to P1FCU to this week and deliver the check personally.

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



### **Committee Reports**

Promotions – Hard at work on Pumpkin Palooza and Artwalk. Things are rolling with promotions. Will start working on a holiday promotions after hot august nights. We were presented with a \$950 dollar bill for the posters this year that we were not expecting. There have been a lot of communication errors throughout this process. Pacific Empire owns the trademark of Hot August nights and in the future, we'll work more closely with them. After September, we really need to look at the impact of HAN and whether or not there is a chance that the event may leave downtown next year and how that will affect our 2017 budget.

Economic Vitality – Loft tour is set for October 13. Tickets are 25 dollars and will start at 6pm in Towne Square. We have 5-6 locations. Registration is available online. 2017 work plan of updating our marketing study of downtown. Understanding more of what the chamber does for new businesses downtown. We also talked about continuing a downtown workshop in 2017. Some discussion of signs and removing signs of businesses that have gone to other locations. Main Street Tattoo and B&I computers were informed to see if they could remove their sign.

Design – Met with Courtney last week to discuss future projects for the committee. Discussion included a future Downtown Improvement plan (mainly finding funding to get the planning started), potentially looking at using the City's GIS software to locate existing downtown streetscape features and plan for future feature locations, and revamp our banner and signage grant program. Will look to meet at the end of this month to start dispersing projects and plan for the next year or two. Third piano is ready to go.

Organization – Committee met last week. We talked about friends of downtown and getting that program reinvented. We are working on specials to send out to the friends. We talked about volunteer appreciation and scheduling that event. Talking with Hometown Chevrolet to see if they'd like to be a sponsor for the event this year. Been talking about an event called 'Amazing Place' scavenger hunt type event. May happen in the future.

### **Executive Director Report.**

See directors report.



### **Old Business**

**August City Council Budget Hearings.** Monday August 8<sup>th</sup> at 6pm. Jonelle, Joe and Mike are on board to attend.

**September Work Session.** Session 1-Tuesday September 6 from 3-5pm. Session 2 - Wednesday September 21, from 3-5 pm. We'll go through some things on the 6<sup>th</sup> and then we'll recap some decisions on the 21<sup>st</sup>. In October and November we'll work on budget planning and in December we'll adopt a budget plan. In advance, Courtney has an analysis of the boards' skills and personal characteristics. Would like to talk in September about our current board membership and seeing what types of board member skill set we are looking for on our board.

### **New Business**

**Adoption of a purchasing policy.** In making major purchases, Courtney suggested the importance that our members know where things are going. Template as downloaded from the main street organization. We need to start thinking about a 'book of policies'. Courtney sees us getting to the point where our organization is starting to purchase streetscape items or other items downtown. Currently we don't have a lot of major purchases for BDL, but this policy is looking towards the future for BDL. A motion was presented to adopt the purchasing policy as presented. Motion was approved as presented.

**Discussion and possible cancellation of the Lewiston Public Market.** The question for the ED seems to be whether we cancel the program after Labor Day or after the end of this year. The Market attendance hasn't been quite as successful as what we may have anticipated. Courtney went through the numbers and it could take about 15K to get the event off the ground. The market vendors are not covering the staff time. Beeg – this organization has done its due diligence in trying to create a market scene downtown. There is a perception as to what a market should or shouldn't be. Moscow draws more growers and they recruit. They have 35 years under their belt. In order for the market to be successful, there has to be a grassroots effort of actual growers here in Lewiston. We do not have 100-150 growers in this valley to support it. Is there a loss if we do not continue after Labor Day? Courtney is more interested in the reputation of the organization to continue an event that is not well attended. Sound Downtown will continue as a monthly event next year. Courtney has decided to end the event after Labor Day.

### **For the Good of the Order**

Courtney is meeting with Senator Crapo tomorrow. City staff has been looking at revamping the City's strategic plan.

Adjourned at 5:15 pm