

DOWNTOWN ADVISORY BOARD

**Meeting Minutes
November 11, 2020
2:30PM
Online**

1) CALL TO ORDER

- Meeting convened at 2:33pm by Chair Tim Fortune.

2) ATTENDANCE

- Tim Fortune, Chair
- Adam Harris, Vice Chair
- Kelly Brunette
- Laura Cunningham
- Brandon Devito
- Also Attending: Village Staff: Jamie Konkoski, Cassandra Hopkins; Ex Officio: Melinda Little
- CJ Hagmann
- Jerry Michael
- Diane Litynski
- Kathy Steinbrueck

3) ITEMS FOR BOARD ACTION

- Approve the September 8th meeting minutes
 - Motion to approve minutes by Adam Harris, seconded by Kathy Steinbrueck, all in favor, minutes approved.

4) DISCUSSION

- Review DAB candidates
 - DAB nominated by Emma MacPherson and Jessica Ackerson to fill the two open positions
 - Jamie will reach out to everyone that submitted a letter of interest, and draft a resolution for the Village Board to appoint the two picks at a December Board meeting.
- Advisory Board Report for Village Board
 - A member of PTAB has volunteered to put everything together in a more formalized report format once the content is created.
 - Tim drafted a letter from the chair.
 - The Board discussed the list of accomplishments and the methodology for compiling and reporting on Business Statistics.
- Priorities/projects
 - The Board decided to keep the list that Jamie brainstormed and just remove winter banners

5) OLD BUSINESS

- Village Budget/Community Enhancement Fund update
 - The CEF committee is still brainstorming potential projects.
 - The CEF committee would like to continue as a joint effort among the three boards to work on projects that incorporate all three.
 - Motion to keep Adam Harris and Kelly Brunette as representatives to serve on the CEF committee, and to continue the CEF committee as a project-based collaboration among the three Advisory Boards by Kathy Steinbrueck, seconded by CJ Hagmann all in favor,

motion approved.

- Buy Local Campaign update
 - Kelly provided a debrief from meeting with the director of SLACC about the Chamber's Shop Local campaign.
 - ROOST will be paying for the banners.
 - Part of the support for the buy local campaign is to switch the winter banners to buy local themed banners and to use the remaining money in the DAB budget to buy the banners/support the campaign.
 - Jamie will follow up and find out if there is anything specific to invoice given that ROOST is paying for the banners.
 - The campaign is to continue beyond just the holiday season, into the winter months
- Parking maps
 - Laura has been reviewing the existing parking maps that the Village has with Adam. She stated that she will take any feedback from Board members and work with Carolyn Koestner to create a more visually appealing and accurate map.
 - Whatever the final product is, it should be sharable both in print, for handing out to tenants, and electronically to be placed on the Village website.
- DOT tourist signage
 - Draft memo will be sent out for everyone to review before discussion at the next meeting.

6) NEW BUSINESS

- 2021 Meeting Schedule
 - The Board will meet at 2:30pm on Dec. 9th and will discuss the 2021 meeting schedule then. The decision on the meeting schedule is tabled until then.
- Window decorating contest/trophy
 - Tim explained the tradition of the window decorating contest and awarding of a trophy.
 - Adam and Tim will choose a trophy.
 - Diane will write up the press release and information to share as outreach efforts.
- FC LDC funding opportunities
 - Kelly shared the recent launch of three programs: Destination Development & Marketing Program (DDMP), Destination Cooperative Marketing Program (DCMP), and Destination Event Sponsorship Program (DESP) that are now accepting applications from local businesses.
 - Music on the Green might be a good match for the DESP.
- Community Development Update
 - There is available office space for rent at the 3 Main St. and that the Village's Development Board is in need of a new member.
- Village Board Update
 - None.

7) ADJOURNMENT

Meeting closed at 3:44pm. Motion to adjourn the meeting by Adam Harris, seconded by CJ Hagmann all in favor, meeting closed.