



## MINUTES

### ADA/BID Board Joint Meeting

October 17, 2017 @ 12:00 PM in the Workshop Learning Lab

**Present: Josh, Andy, Heath, Scott, Kelli, Spencer, Meg, Matt, Shelley, David Bunsness, Gail Ochs**  
**Absent: Luke, Lisa, Craig**

#### I. Welcome/Call to Order

- a. President Matt called the meeting to order.
- b. Matt welcomed Spencer Sommers, Scott Peterson, David Bunsness and Gail Ochs.

#### II. Approval of Minutes

- a. Shelley presented the September 19, 2017 minutes as drafted by Kelli.
- b. **Motion by Heath “To accept the minutes as presented”, seconded by Josh. With no further discussion, President Matt called for a vote, all present voted “Aye”. Motion carried.**

#### III. Financial Review

- a. September ADA Financials
  - i. Kelli reviewed the September P&L and Balance Sheet for the ADA.
  - ii. Kelli shared that the situation with a check being written from the BID account for an ADA expense has been corrected.
  - iii. Shelley will be closely watching the bank balance to ensure money wouldn't need to be transferred from the BID to cover ADA expenses.
  - iv. **Motion by Heath “To accept the ADA’s September Financials as presented”, second by Andy. With no further discussion, President Matt called for a vote, all present voted “Aye”. Motion carried.**
- b. September BID & Façade financials
  - i. Kelli reviewed the September P&L and Balance Sheet for the BID and the façade account.
  - ii. **Motion by Heath “To accept the BID and Façade’s September Financials as presented”, second by Josh. With no further discussion, President Matt called for a vote, all present voted “Aye”. Motion carried.**

- IV. Board Member Nomination of Scott Peterson & Spencer Sommers**
- a. **Motion by Heath “To nominate Scott Peterson and Spencer Sommers as board members”, second by Andy. With no further discussion, President Matt called for a vote, all present voted “Aye”. Motion carried.**
- V. Executive Director Update**
- a. **Retailers Newsletter** – regular communication taking place to alert group of upcoming events and promotional opportunities
  - b. **Ladies Rooster Rush** – will take place 10/19 – 10/21, special sales to connect with the CVB’s Rooster Rush campaign.
  - c. **Trick or Treating** – will take place on 10/31 from 3:00 -5:30, had 1500 kids last year.
  - d. **Super Sale Saturdays** – will take place on 11/25 and 12/2 – a promotion of shopping downtown for the holidays.
  - e. **Mistletoe on Main** – kicks off on 11/25 – the theme for downtown happenings related to the holiday season. Will include storefront decorating, extended shopping hours on Thursdays and decorated planters on Main Street.
  - f. **Redraft of Business Essentials** – working on updating key organizational documents.
  - g. **Eide Bailly 2015 review/ 2016 audit** – Kelli, Shelley and Matt to review with Connor from Eide Bailly.
  - h. **Murder Mystery Dinner Theater** – Shelley is considering one last event before the Ward ballroom closes.
  - i. **Meeting Dates** – will move to the third Thursday of the month going forward.
- VI. Payment for Façade work on SmartHeath Building**
- a. Shelley explained that we agreed to pay for \$7500 in façade improvements but only had \$6000 in the façade account.
  - b. **Motion by Heath “To move \$1500 from the BID account to the Façade account”, second by Josh. With no further discussion, President Matt called for a vote, all present voted “Aye”. Motion carried.**
- VII. Downtown Revolving Loan Fund Opportunity**
- a. Heath discussed that the current revolving loan fund being managed by NECOG for \$125K is almost all in use and there is an opportunity to create a second fund for downtown.
  - b. No motions were made on the topic at this time.
- VIII. Website Facelift/Mobile Capability**
- a. A web committee of Heath, Matt, Scott, Kelly, Craig, Shelley and Meg was formed to discuss next steps to move the project forward.
- IX. Adjournment**
- a. With no new business, President Matt declared the BID and ADA boards adjourned at 1:26 PM.