



MINUTES

ADA/BID Board Joint Meeting

November 15, 2017 @ 12:00 PM in the Workshop Learning Lab

**Present: Josh, Andy, Heath, Scott, Kelli, Spencer, Meg, Matt, Shelley, Lisa, Craig,
David Bunsness, Gail Ochs & Mike Bockorny**

Absent: Luke

I. Welcome/Call to Order

- a. President Matt called the meeting to order.
- b. Matt welcomed David Bunsness, Mike Bockorny and Gail Ochs.

II. Approval of Minutes

- a. Shelley presented the October 17, 2017 minutes as drafted by Kelli.
- b. **Motion by Heath “To accept the minutes as presented”, seconded by Craig. With no further discussion, President Matt called for a vote, all present voted “Aye”. Motion carried.**

III. Financial Review

- a. October ADA Financials
 - i. Kelli reviewed the October P&L and Balance Sheet for the ADA.
 - ii. Finances are running tight with limited revenue and monthly expenses in addition to lingering expenses from the year’s events.
 - iii. **Motion by Kelli “To transfer \$10,000 from BID’s bank account to ADA’s bank account”, second by Josh. With no further discussion, President Matt called for a vote, all present voted “Aye”. Motion carried.**
 - iv. **Motion by Heath “To accept the ADA’s October Financials as presented”, second by Craig. With no further discussion, President Matt called for a vote, all present voted “Aye”. Motion carried.**
- b. October BID & Façade financials
 - i. Kelli reviewed the October P&L and Balance Sheet for the BID and the façade account.
 - ii. There were \$1.4 MM in adjusting entries to make following our audit with Eide Bailly. Some were from 2015 while others were from 2016. A big portion of the adjustments related to getting the streetscape project funds put on the BID books.
 - iii. The necessary adjustments weren’t all made correctly so Matt declared the BID financials tabled until corrections were made and reviewed next month.

IV. 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. By granting the monies to the Aberdeen Development Corporation, as a certified economic development entity, the ADC can seek matching funds.
- c. **Motion by Heath “To sign the Downtown Revolving Loan Fund (DRLF) memo of understanding to be implemented starting 1/1/18 with an initial \$25K deposit from the BID”, second by Kelli. With no further discussion, President Matt called for a vote, all present voted “Aye”. Motion carried.**

V. Executive Director Update

- a. **Small Business Revolution** – Huge victory! Aberdeen is a top 20 finalists of thousands of entries. On December 12th they announce the top 10, mid-February they announce top 5.
- b. **Ladies Rooster Rush** – took place 10/19 – 10/21, special sales to connect with the CVB’s Rooster Rush campaign, saw good turnout.
- c. **Trick or Treating** – took place on 10/31 from 3:00 -5:30, also good turnout.
- 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. **Santa’s Workshop** – Thursdays from Nov 30th – Dec 21st, opportunity for gift making at downtown businesses.
- g. **Downtown Decor** – nights of lights isn’t an option as the city is concerned about plants being disturbed by decorators.
- h. **Santa’s Mailbox** – want to get something on Main Street and looking at the options.

VI. Website Facelift/Mobile Capability

- a. The web committee of Heath, Matt, Scott, Kelly, Craig, Shelley and Meg met and put together requirements so that a quote could be provided.

VII. Adjournment

- a. With no new business, President Matt declared the BID and ADA boards adjourned at 1:20 PM.