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ADA/BID Board Joint Meeting Minutes

September 15 @ 12:00 PM at The Workshop

Present: Shelley, Kelli, Olaf, Victoria, Scott

Absent: Spencer, Lindsey, Heath, Kyle, Patricia

Guests: Taylor Hanson, David Novstrup, Gail Ochs

I. Welcome/Call to Order

- a. Vice President Olaf called the meeting to order.

II. Approval of Minutes

- a. Shelley presented the July minutes as drafted by Kelli.
- b. **Motion by Scott "To accept the July minutes as presented", seconded by Kelli. With no further discussion, Vice President Olaf called for a vote, all present voted "Aye". Motion carried.**

III. Financial Review

- a. **Motion by Kelli "To accept the ADA's July and August Financials as presented", second by Scott. With no further discussion, Vice President Olaf called for a vote, all present voted "Aye". Motion carried.**

IV. Executive Report

- a. Parking – the city has agreed to take the parking over as of January 1st. They have budgeted \$50K for 2023 improvements and the parking account with \$400K will continue to be earmarked for downtown parking lots.
- b. Membership structure – goal is to have sponsorships and memberships in one ask that starts early in the year.
- c. Streetscape – there are 28 poles left to do of 72
- d. Computer – will need to get a new one for the assistant, or maybe a DB donation?

V. Marketing & Events Committee

- a. Regrouping with retailers to determine how to better serve them – key stakeholders set to meet in October
- b. SSN – biggest yet with 300+ cars (compared to 220 in 2021), PlacerAi reports 10.5K people (compared to 8.3K in 2021), outdoor dining at Three22 was a success too
- c. Upcoming events
 - i. Trick or Treat on Main
 - ii. Ladies Rooster Rush

- iii. Small Business Saturday/Black Friday
- d. Plaza decorating set for 11/9 or 11/10 depending on weather, Shelley will tackle Main Street
- e. Rain out policy – weighed pros and cons and moving inside seems to be the right decision

VI. Two Way Main

- a. State DOT has not followed-up with their decision

VII. RLF

- a. No new applications

VIII. Dog Park/Public Restrooms

- a. Confluence proposal is a work in progress

IX. Adjournment

- a. Vice President Olaf declared the BID and ADA boards adjourned at 1:00 PM.