



ADA / BID Board Joint Meeting

May 23rd @ 12:00 PM at The Workshop Conference Room, 2nd Floor

Present: Molly Genzler, Scott Peterson, Olaf Hanson, Alexa Sheldon, Joe Melhaff, Sarah Eisenbeisz

Absent: Lee Kessler, Sam Schaunaman, Patricia Kendall, Mike Moulton, Victoria Lusk, Josh Vanlaecken

Community Partners Present: Gail Ochs, Erin Fouberg

I. Welcome/Call to Order

President Olaf called the meeting to order at 12:06 PM

II. Approval of Minutes & Financials

- a. Alexa presented the March Minutes for review as drafted by Sarah
- b. Alexa presented the March & April financials
- c. Group review and discussion. Motion by Scott to "Accept the March minutes and March & April financial statements as presented," seconded by Joe.
With no further questions or discussion, President Olaf called for a vote, all present voted "Aye." Motion carried.

III. Executive Director Update

IV. Promotional Funds Requested

- a. Discussion of our annual request from the city

V. Website Maintenance

- a. Was needed and reviewed to ensure all functioning properly with event ticket purchases.

VI. Membership / Sponsorship Check-In

- a. 40 Members and Sponsors currently totaling \$29,550
- b. UP from last year, currently 40 members & sponsors

VII. Events

- a. Wine walk today is sold out
- b. Retailers Meeting recap – held in April
- c. June Summer Concert Series I Update from Alexa on progress
- d. July Summer Concert Series II Update from Alexa on progress
- e. New Events - Discussion and updates from Alexa
 - i. Drive Up Movie Downtown (in partnership with CVB, ATA)
 - ii. Art Gallery
 - iii. Campfire Session Fall 2024
- f. Farmer's Marketing Update – 1st one very well attended
 - i. Pending with city council, requested to close avenue for expansion

VII. Beautification Projects

- a. Metalwork
 - i. Benches arriving early June
 - ii. Fence Removal Project
- b. Streetscape Improvements
 - i. Banners – still pending, incorrect order received and Alexa and Meg working with our local supplier and their manufacturer to correct and get banners installed ASAP
 - ii. Summer Lighting
 - iii. 365 Day Speakers

IX. BID I Increase Update & Schedule

X. 605 Magazine

- a. Two Digital Articles
- b. One print feature

XI. Committee Updates

- a. Dog Park
 - i. Helms Meeting June 4th – selected
 - ii. \$2000 donation from GROW SD Leadership Group

XII. Adjournment

President Olaf declared the BID and ADA boards adjourned at 1:15 PM