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ADA/BID Board Joint Meeting Minutes

October 19, 2023 @ noon at The Workshop

Present: Spencer, Joe, Patricia, Victoria, Kelli, Molly, Lee, Mike, Scott

Absent: Olaf, Sarah, Sam

I. Welcome/Call to Order

- a. President Kelli called the meeting to order at 12:06 p.m.

II. August Minutes

- a. We will approve the August minutes at our December meeting, as the wrong minutes were printed.

III. Financial Review

- a. Patricia gave a financial update.
 - i. Kathy Bjerke is currently working on 990s, with our audit report due tomorrow (Oct. 20). Then the accounts will be reconciled. Patricia will share reconciliation report via email.
- b. Discussions on moving \$100,000 to a 11 month CD, converting the BID account to an Money Management Account to accrue more interest, and creating a new BID account for BID funds.
- c. Patricia presented a financial review for the August and October financials.
 - i. **Motion by Scott "To approve financials as presented", seconded by Spencer. With no further discussion, President Kelli called for a vote, all present voted "Aye". Motion carried.**

IV. Executive Director Update

- a. Alexa presented a SWOT Analysis Report from the Downtown Property Owners Meeting. There were roughly 30 people in attendance for that meeting including board members.
 - i. Ideas were shared regarding how we address parking (i.e. spoof video).
- b. Alexa has worked with Heath Johnson to create a list of all downtown property owners with their number of rentals and contact information.
- c. Copies of the 605 Magazine featuring Downtown Aberdeen were shared. We also have two articles upcoming with a signed contract. We will try to focus more on businesses that are members for these.
- d. Beautification Projects:

- i. Illuminate Aberdeen
 - 1. \$321 raised through online fundraiser; possibility of an AARP grant and have key downtown stakeholders interested in sponsoring.
 - 2. Board will decorate the Plaza on Nov. 6
 - 3. Volunteers will finish decorating the following week.
- ii. Florals
 - 1. Winterization is wrapping up and will be done this week.
- e. Downtown Parade of Lights: Capping at 40 floats. No application fee but suggesting a donation that we will use to purchase gifts for Safe Harbor.

V. 2024 Planning

- a. With board member terms, Kelli will fall off after this year. Olaf will become President; Patricia Vice President; Victoria Treasurer, which leaves the Secretary executive board spot open. Anyone interested in this position should let Alexa know.
- b. Alexa's Executive Director contract expires Dec. 5. We will discuss at our working session.
- c. 2024 Project Focuses:
 - i. BID metalwork replacement continues. Alexa is hoping to order new benches and bike racks this week. Fence removal has started and will continue into next year.
 - ii. Second sculpture: Artists are reaching out with interest.
 - iii. City building codes and advocacy: Topic at property owners meeting and something to work with the city on.
 - iv. Employees parking on Main campaign
 - v. Micro Shops Grant pursuit: would be temporary and ADA compliant

VI. Committee Updates

- a. Two-Way Main Street:
 - i. Alexa has been discussion with Dave and Robin regarding the 500 block; currently in a waiting period
- b. Dog Park:
 - i. Spencer shared a rendering of what a dog park near Central Park.
 - ii. Once developed, we would sign over to the city or Parks & Rec.

VII. Events and schedules

- a. Will do the Brew Walk again in 2024.
- b. Also upcoming: Trick or Treat on Main, Small Business Saturday (possible digital campaign), the Parade of Lights and Mistletoe on Main (possibly at Engel's).
- c. 2024 dates were also shared.

VIII. New business

- a. Discussion about ways to include NSU in events (i.e. Thunder at Trick or Treat and in the Parade of Light, possibly hosting a pop-up bookstore downtown) with the goal to form a stronger partnership between the city, downtown and college students so they are more likely to stay in Aberdeen after graduation.

IX. Adjournment

- a. President Kelli declared the BID and ADA boards adjourned at 1:20 p.m.