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ADA/BID Board Joint Meeting Minutes

December 14, 2023 @ noon at The Workshop

Present: Olaf, Spencer, Joe, Scott, Patricia, Victoria, Kelli, Molly, Sarah, Lee, Sam

Absent: Lee, Mike

I. Welcome/Call to Order

- a. President Kelli called the meeting to order at 12:04 p.m.

II. October Minutes

- a. President Kelli presented the October minutes as prepared by Victoria.
- b. Motion by Joe "To accept the October minutes as presented", seconded by Olaf. With no further discussion, President Kelli called for a vote, all present voted "Aye". Motion carried.**
- c. We still need to approve the August minutes at our next meeting, as the wrong minutes were printed wrong at the previous meeting.

III. Financial Review

- a. Patricia gave a financial update.
 - i. Noted 2024 promotional funds will increase by \$15k to \$95k.
- b. Patricia presented a financial review for the November financials.
 - i. Motion by Scott "To approve financials as presented", seconded by Joe. With no further discussion, President Kelli called for a vote, all present voted "Aye". Motion carried.**

IV. New Business

- a. 2024 Executive Board
 - i. President Kelli suggested we vote in new Executive Board positions/officers for 2024. Kelli terms out this month; Spencer can serve one more year as past president.
 - ii. Motion by Scott "To move Olaf to President, Patricia to Vice President, Victoria to Treasurer, and Sarah to Secretary," seconded by Molly. With no further discussion, President Kelli called for a vote, all present voted "Aye". Motion carried.**

V. Executive Director Update

VI. Committee Updates

- a. Two-Way Main Street:**
 - i.** The city manager has been talking with the DOT and has said he hopes to break ground on this project on the next two years.
- b. Dog Park:**
 - i.** Aberdeen Insider feature.
 - ii.** Swag ideas were shared in preparation for a public campaign.
 - iii.** Progress continues with good meetings between the executive board and city officials. A memorandum of understanding is being written.
- c. Finance:**
 - i.** Same and Olaf have been reviewing the RLF, exploring options and trying to simplify the application process will identifying the benefits.

VII. Beautification Projects

a. Illuminate Aberdeen Downtown

- i.** Knight & Community Foundations confirmed a \$10k grant, while also verbally committed from private investors.

VIII. 2024 Planning

a. 2023 Organizational Strategy Plan Check In and Presentation

- i.** Alexa highlighted the progress made from Dec. 2022 to Dec. 2023. Of note:
 - 1.** In 2024, we plan to focus more efforts on the 20+ age group as our target audience.
 - 2.** We have strengthened our partnership with 605 magazine and will begin assisting we distribution in exchange for free articles featuring our members.
 - 3.** Several accomplishments, but most notably, the ADA repaired relationships and inspired civic pride in downtown.

b. Knight Foundation Partnership – 2024 Winter Placemaking Project Ideas

- i.** The Knight Foundation has allocated another \$10k for these projects.
- ii.** Several ideas were presented with the goal of getting more people downtown in January/February.
 - 1.** Alexa will get a quote from Pauer Sound for music speakers and may discuss additional potential sponsorships.

IX. Events and schedules

- a.** Dates set for 2024.

X. Adjournment

- a.** Vice President Olaf declared the BID and ADA boards adjourned at 1:23 p.m.