

**Minutes**  
**Organization & Finance Committee**  
**February 17, 2010, 7:00 p.m. (City Hall)**

**I. Call to Order**

*Meeting was called to order at 6:58 p.m.*

**II. Attendance**

*Present: Georgina Trappen, Julie Clement, Joel VanSlambrouck, Paige Patterson, Bill Holderman, and Patrick Reagan*

*Excused: Jim Barnes, Clayton Cummins*

*Patrick introduced Bill Holderman, who is interested in volunteering on our committee*

**III. Approval of Minutes**

*Motion by Georgie, second by Joel, to approve the minutes of the January 20, 2010, meeting. All in favor.*

**IV. Director's Report**

*Patrick reported that the Michigan Main Street Center hosted a MS training in Portland in January. Sixty-five people attended. He received positive feedback on our Design and ER Committee presentations, on the boardwalk, and on our city and downtown. There were limited complaints from downtown business owners that not enough of the attendees visited their place of business.*

*Patrick reported that he has been in contact with the National Trust on our upcoming training, but it's had to be moved to March 24-25. The training will be on volunteer recruitment and retention, and they will want to talk with other area groups about getting involved in the Main Street program.*

**V. Work Plan Review & Update**

**a. Objective 1 - Conduct public relations for Main Street.**

**Project 1 – Press releases**

*Julie and Joel will write at least one article each before our next meeting on the city's master plan and how Main Street is helping to achieve the goals in that plan. Although we have exceeded our goals in terms of numbers of press releases and news articles, we have not tapped into the list that we created at the beginning of this program year, so this needs to be improved.*

**Project 2 – Website**

*Patrick reported that the page is still loading too slowly, so he's working with a colleague from Iron Mountain to remedy this. That person is also working to design a banner that will rotate photos. Julie will include a note in the "Main Street Gab," asking businesses to link to our page (to increase traffic and search engine optimization). Patrick has an analytics tool installed and plans to begin studying the results when he works out the loading issues and has installed the new banner. He urged committee members to study the site and offer ongoing suggestions.*

**Projects 3 – Facebook, etc.**

*Paige reported that she has studied this resource and is ready to move forward. At her suggestion, the committee agreed that we will move forward with a fan page and will*

*eliminate the group page (after notice to the members). Her plan is to pull information from the website, along with information forwarded by committee chairs, and create regular posts. She will create a proposed calendar for the next meeting. It was suggested that we use the FB page to sell advertising—i.e., we will post information about businesses. All agreed that we should not charge extra for this but can include it as part of our newsletter ad program—if a person purchases newsletter advertising, this will include a mention on a FB post.*

#### **Projects 4&5 – On the Street; Main Street Gab**

*Julie distributed a draft of the Gab and asked for edits. On the Street will have two more issues with business listings and will then go to a two-page format. Patrick reported that two pages is the maximum we can include because of postage costs and issues with the machine folding. The committee discussed the costs that the DDA has been paying for the newsletter; Patrick will be discussing this with Tom for further clarification. Mailings with more than 4 pages (including the two pages that the city already includes) are \$.53/envelope (instead of \$.414 for 4 pages or less). The city mails approximately 2,300 pieces. We will not be able to have a larger issue in May or October, however, because of additional pages that the city needs to include. So June will be the kickoff for the two-page newsletter. Julie will have an advertising plan for the committee to approve at the next meeting. Concern was expressed about the businesses that have not completed an information sheet. We will simply mention them in the newsletter anyway, perhaps as an “Honorable Mention” category.*

#### **Project 6 –Manager articles**

*Patrick finished one today and is working on a second part – an article explaining why a strong downtown is good for everyone.*

#### **Project 7 – Accreditation celebration – COMPLETE (No further reporting)**

### **b. Objective 2 – Develop a funding plan**

#### **Project 1 –Funding plan**

*Georgie and Julie are meeting on Friday and will have an outline by the next meeting. They discussed the possible components—fundraising/sponsorships, memberships, TIF funding, grants, advertising, and sales—and asked the committee to pass along other ideas. Julie reported that she has requested an MSU intern to work with the board and with O&F to help draft an operations manual, which would include policies, procedures, funding, and volunteer recruitment and retention.*

#### **Project 2 – Oktoberfest**

*Joel reported that the committee has held virtual meetings and will hold a face-to-face meeting in the beginning of March. They are considering a larger music component. The Big Beer Run committee is in place and is proceeding with plans for the run.*

#### **Project 3 – Tag Sale**

*Patrick has had one call so far. Joel will send Julie the room measurements this week. The committee discussed a possible treasure hunt and 50/50 raffle. Patrick will apply for a license. All agreed that the raffle should be held on Saturday only. The committee also agreed that we will sell candy, soda, etc. (all pre-packaged and all items with a long shelf life in case it's not sold at this event). Georgie will provide details at the next meeting.*

### **c. Objective 3 – Volunteer recruitment and training**

#### **Project 1: Annual event**

*Julie & Georgie are meeting on Friday and will report next month.*

**Project 2: Recruitment manual & plan**

*This project is on hold, pending our training through the National Trust in March.*

**Project 3: Quarterly forums – DELETED – Plan change for 2010-2011**

**VI. Member Comments**

**a. Volunteer hours**

*Julie – 9; Georgie – 4; Joel – 4; Oktoberfest committee – 5; Jim – 1; Paige – 4  
Total: 27*

**b. Other comments -**

**VII. Next Meeting**

*The next meeting will be held on March 17, 2010, 7:00 p.m., City Hall*

**VIII. Adjourned**

*Meeting was adjourned at 8:00 p.m.*