

**Minutes**  
**Organization & Finance Committee**  
**September 16, 2009, 7:00 p.m. (City Hall)**

**I. Call to Order**

**II. Attendance**

*Jim, Joel, Julie, Patrick*

**III. Approval of Minutes**

*Motion by Joel, second by Jim, to approved the August meeting minutes. All in favor.*

**IV. Director's Report**

*Patrick reported that Oktoberfest plans are going well—sponsors, fencing, licenses, etc. are on track. The Big Beer run is on Playmakers' website, and information has been emailed to runners' clubs throughout the state. Oktoberfest posters will go out soon.*

*Business profiles are being returned (for upcoming "On the Street" issues.*

*Patrick noted that other Main Streets seem to have challenges that we've overcome such as getting volunteers to attend meetings and take charge of their own program.*

**V. Work Plan Review & Update**

*The committee discussed updates to next year's work plan. The Board will be meeting in November to plan for 2010-2011, so we need to get our proposed objectives finalized.*

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

*All agreed that this is a sound objective for next year, with slight modifications to some projects.*

**Project 1 – Press releases**

*Far exceeding our goals with special events, so the fall efforts should focus us back on the educational pieces we've planned. We will continue this effort next year.*

**Project 2 – Website**

*Doug is working on getting us switched over to the content-management system. The Board has approved the additional expense. Next year's efforts will be to build content and traffic.*

**Projects 3 – Facebook, etc.**

*We will continue this effort but will identify the project as "Improving Social Media Presence."*

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

*"On the Street" is now focusing on clusters of businesses to create a business guide for readers. September covered restaurants; other months will be determined based on the surveys returned.*

*July Gab was never distributed; Julie will scan a copy and send it to Patrick. October issue is in progress and will be out before Oktoberfest.*

*We will continue both publications next year.*

**Project 6 –Manager articles**

*Patrick reported that he will focus on this in upcoming months. We will continue this effort next year.*

**Project 7 – Accreditation celebration**

*This was a success. For obvious reasons, we will not continue this event next year.*

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

*All agreed that this is a sound objective for next year, with slight modifications to some projects.*

**Project 1 –Funding plan**

*Because Malcolm left, we will need to recruit a new member (or two) to help with this. This will be a key area of focus. Next year, we will focus on implementing the funding plan developed this year.*

**Project 2 – Oktoberfest**

*Joel reported on the rock-climbing wall and other Army activities, raffles, the VFW's Saturday food plans, and Cheeky Monkeys' Friday food plans. Patrick will follow up with the Sweet Cake Company. Music is ready; Third Friday art walk will extend to Saturday; radio spots are being planned, and we may be able to tie in with Tim Barrons; tickets will be printed soon, and we will try to have Q106 give some away; cable access and press releases are already in progress; kids' games are being finalized.*

*Work plan needs to be adjusted so it covers two years (i.e., the final efforts for the 2010 event and the beginning efforts for the 2011 event).*

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

*All agreed that this is a sound objective for next year, with slight modifications to some projects.*

**Project 1: Annual event**

*This will be held in July, rather than April.*

**Project 2: Recruitment manual & plan**

*Jim and Julie will continue working on this. Next year's focus will be on implementing the plan.*

**Project 3: Quarterly forums**

*Joel and Patrick will set a date for the October training—probably October 29. Rush and Patrick will present the Calumet training.*

**VI. Member Comments**

**a. Volunteer hours**

*Joel – 12; Jim - 6; Lisa – 12; Julie – 6*

**b. Other comments - None**

**VII. Next Meeting**

*The next meeting will be held on October 21, 2009, 7:00 p.m., City Hall*

**VIII. Adjourned:** *Motion by Jim, second by Joel, to adjourn the meeting at 8:10 pm. All in favor.*