

Portland Main Street Economic Revitalization Committee
Minutes
December 17, 2010, 8:00AM
Cheeky Monkeys Coffeehouse & Bakery

Committee Attendance: Diane Smith, Bernie Pelc
Committee Absences: Kory Blastic, Joe Pung, Bill Holderman, Ed Bishopp, Terry Frewen,
Staff: Patrick Reagan
Visitors: Jerry Tiemann, Megan Ten Broeke, Valerie Alvarado

Old Business

Items In the Work Plan:

- 1. *Opera House Revitalization:*** Smith, Pelc and Reagan reviewed what the committee has led and researched related to the Opera House with the visitors attending the meeting. It was agreed that a community meeting the end of February would be the logical next step in the process. The agenda of the meeting would be 1) a presentation by this committee outlining the history and current state of the Opera House building as well as showing best practices throughout the state, 2) a testimonial by Bernie about his interest/view of the opera house revitalization project before and now, 3) a tour of the building, and 4) a public discussion and decision on forming a new committee to look further into the revitalization of the Opera House building. The decision of whether to form a committee to look further into the revitalization of the building with mixed uses will be left up to public interest that day. Smith, Ten Broeke and Alvarado will put the presentation together and present it to the committee at the January meeting to get feedback on it before a date for the public meeting is set. It was suggested that articles be put in the paper before the public meeting to generate interest in the Opera House and the meeting in February. It was also suggested that the Portland Civic Players and the Historical Society be met with prior to the public meeting to solicit their involvement in the public meeting. The location for the event was suggested to be outside of City Hall at a church or other neutral location.

Beyond Work Plan Items

- 1. *Market Analysis:*** Smith reported that students from MSU have been secured to conduct a market study update. Smith and Reagan will meet with the students in January to create an agreement on the work they will conduct. Reagan noted that \$2,500 will need to be written in to the ER work plan as an amendment to enable funding the project.

New Business

- 1. *2011-2012 Work Plan Projects:*** The committee agreed to focus on the following initiatives:
 - a. Hosting Business Seminars With Chamber
 - b. Marketing Analysis Update
 - c. Business to Business Program – Quarterly Breakfast or AfterHours with business prizes, networking for business cooperation in purchases and services, quick educational component, free light food, cash bar
 - d. Upper Story Revitalization

Volunteer Hours Reported:

1. Ed - 2 hours; Diane - 4 hrs; Bernie - 2 hr; Bill - 0 hrs; Terry - 0 hrs.;
Kory: 0 hrs.; Joe: 0 hrs.

2011 Meetings: FOURTH THURSDAY's