

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

**I. Call to Order**

Called to order at 7:03 p.m.

**II. Attendance**

Joel, Jim, Julie, Patrick, Tutt, and Paige

**III. Approval of Minutes**

Motion by Jim, second by Joel, to approve the January meeting minutes. All in favor.

**III. Manager's Report**

Patrick reported that he has been working on the CDBG grant for PCMI's building. Design is working with this. "Back to Basics" is opening at 126 E Bridge Street. It will sell meats, cheeses, whole-grain foods, and other types of foods. She is interested in advertising in "On the Street." Patrick suggested contacting the SBTDC regarding a business plan and Jeff Cranson (building inspector). The committee discussed ways to get the word out to potential business owners about what Main Street can do to help them get started.

Patrick reported that the committees' budgets have been submitted to the DDA. There is concern about the personal-property tax cuts that are anticipated. But the DDA is continuing to add to its fund balance, so we're in a good position, particularly if the personal-property taxes are not cut or are ultimately replaced with another revenue source.

**IV. Work Plan Review & Update**

Julie reported that the Main Street board approved the committee's proposed work plan. It will now go to the DDA for approval.

**a. Objective 1 – Conduct PR for Main Street**

**Project 1 – Continue media releases**

This is going as planned. Joel and Patrick will be speaking on WION on Friday.

**Project 2 – Website maximization**

Patrick reported that he is happy with the website and that we continue to get good traffic. We have approximately 60,000 hits over the past 13 months.

**Project 3 – Maximize social-media presence**

No change on the Facebook page participants; Paige has some ideas about that. Patrick suggested giving prizes for a variety of benchmarks, e.g., 500 people, then 750, etc.

**Project 4 – On the Street**

Julie reported that "On the Street" is on target. We missed one ad last month because the advertiser did not get the ad copy in. The committee talked about ways to avoid this problem in the future. Julie will ask Diane to write an article on Bernie Pelc for the March newsletter. Jim will write about Tutt Gorman for April.

**Project 5 – Main Street Gab**

Julie reported that she continues to struggle getting content for the Gab. The committee discussed ways to fill this more easily. Ideally, the Gab should communicate

upcoming events, activities, and benefits—long before we try to sell it to the public. This way, business owners can be a more significant part of each event.

#### **Project 6 – Manager Articles**

Patrick should have another “Main Street Moment” column in a couple of weeks. This will probably focus on the issue discussed in the manager’s report—informing people that Main Street can help with the business research and start-up processes.

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

##### **Project 1 – Implement the funding plan**

Julie reported that the next step is to obtain financial projections from the committee chairs. She will finalize the projection forms, and Joel will distribute them. Patrick will follow up with the committee chairs.

##### **Project 2 – Oktoberfest**

Joel reported that the committee held its celebration as planned. Good ideas were shared, especially from the volunteers who worked during the event itself. Many of those people are now interested in being on the planning committee, which creates the concentric-circles recruitment that we need. The next meeting is February 28.

##### **Project 3 – Big Beer Run**

Joel discussed the possibility of adding more events—e.g., a 5k, 10k, marathon, etc.

##### **Project 4 – Tag Sale**

Julie reported that she plans to send letters this week to local organizations, churches, etc. She needs a co-chair who will be willing to take over the event next year.

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

##### **Project 1 – Implement recruitment & retention plan**

The committee discussed the need for more information from other committee chairs. Diane Smith returned hers. Patrick will follow up with the chairs and Joel.

##### **Project 2 – Annual volunteer recognition event**

July 14 is this year’s event. Planning will begin soon. Step one is to ask chairs for nominations for their volunteer of the year.

##### **Project 3 – Create effective training & orientation DVD**

Tutt reported that he has begun planning.

### **V. Member Comments**

#### **a. Volunteer hours**

Joel—6; Jim—1; Tutt—2; Julie—6; Paige—3 (Total: 18)

#### **Other comments**

Joel discussed framing the postcards with Rush Clement, so we’ll be able to use this as a fundraiser.

### **VI. Next Meeting**

The next meeting will be held on March 16, 2011, 7:00 p.m., City Hall

### **VII. Adjournment**

Motion by Jim, second by Joel to adjourn. Meeting was adjourned at 8:14 p.m.