



MINUTES
February 8, 2017
Sweet Blessings, 5:15pm

Meeting called to order at 5:15pm

Roll call: Danielle Bettner, Naomi Baldwin, Tricia Herrera, Koleen Kessen, Heather Rowland, Priscilla Ortiz, Jan Stocking, Mayor Chet Olson, Lisa King

1. Introduction of new members and guests
2. Approval of minutes from December 14, 2016:
 - Tricia motioned the minutes be approved. Cristel seconded. Passed.
3. Treasurer's Report: (Susan absent)
 - Bills to pay:
 - ✓ Cristel for the Ripple app used to make the spotlight videos - \$108.95
 1. Jan motioned this be approved for payment, Danielle seconded – Passed.
 - ✓ State of IL – Corporate fee & change registrar \$15
 1. Tricia motioned this bill be approved for payment, Danielle seconded – Passed.
 - Update on 501-3c: Susan & Naomi will meet and then talk to Bob Johnson.
4. Committee Reports:
 - Marketing/Promotions
 - Communications: Cristel – Facebook
 - ✓ Videos are getting a lot of views and being shared to spread the word about downtown businesses and events!
 - Design: Bill – Downtown Buildings
 - Economic Development: Steve
 - ✓ Naomi will try to talk to both Bill & Steve for any updates
 - Ways and Means: Carolyn is working on the scrapbook
 - Membership: Up to 48 members now with Inner Beauty joining
5. City Reports: Naomi for Michelle
 - Progress is being made at the Hub Theater and the floors are being leveled
 - Phase 1 of Brownfield has been completed for the Graber building

6. Old Business:

- Logo – Samples: Naomi passed around the new logo samples from Michael Cruz
- Website – Don (absent)
- Curb Appeal Project – Koleen/Heather: Heather will start to get plants as they're available starting around Mother's Day. Michael with Bright Farms said they may have some space to grow plants for the downtown barrels.
- Shop Hop Participation March 3rd & 4th: Rochelle businesses participating include Colonial Flowers, Sweet Blessings, Sweet Revival, Roadhouse Antiques, Just Antiques & Priscilla's Parlor
- Lincoln Highway Heritage Festival Sponsorship – Vote:
 - ✓Tricia made a motion for the DRA to sponsor in the amount of \$250, Cristel seconded – Passed.

7. New Business:

- Irish Hooley – Windows (paint the town green participation): Open to all members – painting only and they judging will take place the Friday before the Irish Hooley.
- Museum "Jail House Rock" event on Saturday, February 25th
 - ✓4-7pm and will include wine & cheese, music, dancing
 - ✓Fundraiser to bring more people to the Museum
- Meeting Places – sign up
 - ✓Koleen mentioned we could have our March meeting out at Bright Farms with a possible tour of the facilities afterwards
- Ribbon Cutting for Happy Babies will be Thursday February 16th at 11:30am

8. Mayor Olson Updates: Nothing to update at this time.

9. Member Comments:

- June 13th is the Chamber Play Day – should the DRA sponsor a hole? Tabled until next meeting
- Our next DRA meeting will be March 8th, 2017 at 5:15pm

Adjourn: Naomi moved the meeting be adjourned at 6:08pm. Koleen seconded. Passed.

Respectfully submitted by: Danielle Bettner