



MINUTES
November 9, 2016
Flagg-Township Museum, 5:15pm

Meeting called to order at 5:15pm

Roll call: Danielle, Naomi, Tricia, Susan, Peggy, Steve, Heather from the Ladies Auxiliary, Fran Vols, Don (go Rochelle), Carolyn, Kenny, Frank, Kathy from the Museum

1. Introduction of new members and guests
2. Approval of minutes from October 2016: Tricia motioned. Susan seconded. Passed.
3. Treasurer's Report: Balance is \$7,972.85
 - Bills to pay: News-Leader Ad \$299 (Christmas Walk), News-Leader Ad \$175 (coloring contest)
 - ✓ Danielle motioned to approve these bills to be paid. Tricia seconded. Passed
 - Update on 501-3c: Naomi is working with Bob Johnson on this to get questionnaires answered, gather taxes from previous 3 years, etc.
4. Committee Reports:
 - Communication Reports
 - ✓ Peggy:
 1. Peggy applied for Shop Small and waiting to hear back
 2. WRHL doing a live broadcast during the Christmas Walk 4-6pm including music and interviews with DT business owners and DRA members
 - ✓ Facebook, Cristel:
 1. Needles is up next for the Business Spotlight
 2. FB videos will continue – the City has a go-pro which could also be utilized
 - Ways & Means / Membership
 - ✓ Carolyn, Sue, Tricia: nothing new to report
 - Marketing –
 - Design – Bill
 - Economic Development – Steve
 - ✓ Happy Babies Boutique grand opening December 2 – next to Stone's/El Sol

5. City Reports: Michelle

- Hub Theater – working with Architects
- New Rack Cards & 2017 magnets available
- Hay Day – great success!
- Patterson building leveled and cleaned up
- Plans underway for the Christmas Walk
- Planning has also started for 2017 Cinco de Mayo (LULAC)
- Holiday Pole Décor – street department ordering new light pole garland and lights – Tim & Naomi are coordinating when to decorate. Naomi ordered swags, and will be making the bows. 4 trees will be placed strategically and Naomi is giving 20 ft of fresh garland to downtown business for their doorways.

6. Old Business:

- Ribbon Cutting for DRA/Chamber membership – Newspaper article/picture, went well
- Middle School poster voting contest
 - ✓ Organization/communication could have been better... should we do this again next year? It seems the posters do not get many votes at all
- Carolyn will gather clippings and photos to put together a scrapbook for the next Annual DRA Meeting
- Many downtown businesses are closed on Mondays, which is not good. We need to continue discussion on this and hopefully it can change in the future so more places are open on Mondays.

7. New Business:

- Shop Small – November 26, 2016
- Christmas Walk December 2nd
- December Cash Give Away
 - ✓ Beginning December 2nd at 4pm, for every \$25 (before tax) spent at a participating DRA Member's business; you will get one entry into the Christmas Cash Give Away! There will be an \$80 cash winner drawn on Friday December 2nd, 9th, and 16th. On December 23rd, there will be 3 winners drawn from all of the entries including past winners. 3rd prize will receive \$85, 2nd prize will receive \$125 and the Grand Prize winner will receive \$400 cash.
 - ✓ The initial DRA proposed budget for this was \$425 to be divided amongst the prizes, and Peggy said the Chamber would match that, increasing the total amount to \$850.
 - ✓ Susan motioned the Christmas Cash give away to be passed. Tricia seconded. Passed.

8. Mayor Olson Updates: he could not make it to this meeting.

9. Member Comments:

- Don discussed our website. Laura still owns it but we can talk and get that changed. We may need it for our 501-3c. Don will design a new site for us and donate that. Other fees might be around \$20/month. If DowntownRochelleAssociation.org is not available still, Don will

use DowntownRochelle.org if needed. We could look into getting an NFP PayPal once we have our 501-3c established and direct people to the website to make donations or pay member dues, etc.

- Ladies Night at Salt 7 – open to the public from 6-9pm on November 10th
- On November 16th from 5-8pm, Culver's is giving 10% of the sales to the VFW for their roof fund.
- December DRA Meeting will be at Colonial's.

Adjourn: Tricia moved the meeting be adjourned at 6:30pm. Susan seconded. Passed.

Respectfully submitted by: Danielle Bettner