



MINUTES

November 8, 2017

Flagg Township Public Library, 5:15pm

5:15pm – Meeting called to order

Roll call: Danielle, Naomi, Tricia, Sarah F., Sarah J., Cristel, Heather S., Michelle, Susan, Jay

1. Introduction of new members and guests
2. Approval of minutes from October 11, 2017:
 - Tricia motioned the minutes be approved. Susan seconded. Passed.
3. Treasurer's Report:
 - Current Balance: \$5,321.34
 - Bills to pay:
 - ✓ \$100 to Naomi for the Hay Day donuts radio ad. Tricia motioned this bill to be paid. Susan seconded. Passed.
 - ✓ \$50 budgeted towards stamps for Susan to send out dues notices. Jay motioned this be approved. Danielle seconded. Passed.
 - ✓ \$299 for Christmas Walk ad in News-Leader – Michelle instructed the City will pay for this.
 - Update on 501-3c: received our number the beginning of October and will be giving to Michelle for grants.
 - Membership – still at 59 total members. Susan will be sending out dues notices soon – Sarah offered to use the library printer to print the forms.
4. Marketing/Promotions
 - Business Spotlight – Cristel – The Museum video is posted to FB. Our page has 1,717 likes. Discussed using hashtags to get things trending (#shoprochelle #spiritedlife)
5. City Reports – Michelle – See Attached
6. Arts and Culture Report – had a few different activities, demos, galleries etc during Hay Day

7. Old Business

- Hay Day
 - ✓ Donut Sales: cost = 325, proceeds = 582
 - ✓ Truck Festival: went well, each truck donates \$100 to CAN
 - ✓ Coloring Contest: each winner got \$15 (Caitlyn Brown, Emi Jakymiw & Kailey Kunstman)
- Halloween Trick-or-Treating: very successful again this year
- Petal it Forward – Colonial Event – held in October, flowers passed out around Rochelle by Colonial employees. Naomi plans to participate again next year.
- Barrel and Pole Fall decorations: moved a few barrels, stalks and fall bows done, fresh greens and red bows will go on for Christmas décor. Michelle will check with Tim Isley regarding the light pole décor.

8. New Business

- Christmas Walk December 1st
 - ✓ Door garlands compliments of the City – 20ft to each business who signed up
 - ✓ Brochure – Sam is working on a flyer listing each stop for the Christmas Walk
- 2nd Friday, November 10th
 - ✓ Colonial handing out a rose to each customer for customer appreciation
- Shop Small Business Saturday – November 26th – Colonial participating, not sure of others
- Christmas Cash
 - ✓ Rules – same rules and amounts as last year. Drawings each week in December (1st, 8th, 15th, 22nd). One ticket for anyone who enters the shop and asks for it, then a ticket for each \$25 spent at the shop.
 - ✓ Participants

9. Mayor Olson Updates: n/a

10. Member Comments

- The Chamber is hosting a Ladies Night at Salt 251 on November 30th from 6-9pm
- There was a great article in the News-Leader but the downtown businesses were not mentioned at all. We need to reach out to whoever we can there and request that the DRA be involved in proof-reading or discussing what can be included in the articles about the downtown events to promote our downtown.
- Windows being assigned for the Chamber window decorating contest.

Adjourn: Tricia moved the meeting be adjourned at 6:08pm. Susan seconded. Passed.

Respectfully submitted by: Danielle Bettner

City Reports, DRA November 8th, 2017 Meeting:

The Kennay Farms Distillery is starting to ramp up again with a new company working on the distilling equipment. A permit and plans have been submitted to the Building Department. A Team Rochelle meeting was held on November 6th.

The USEPA Brownfields Community Assessment Grant has been extended to September 2018. Of the \$400,000 grant, \$226,336.22 has been spent thus far. We have completed 17 Phase I Assessments and 8 Phase II Assessments. We have identified 53 properties community wide that could potential be a Brownfields Property. Community Development staff continues to work with property owners to spend grant dollars on eligible assessments.

Michelle Pease and Peggy Friday were on WRHL- Let the People Know on September 6th, sharing information about the Branding presentation that Christy Webber Landscapes presented to council. The BLT (Brand Leadership Team) met to discuss the council presentation and next steps. The group is scheduled to meet again on November 13.

Michelle Pease met with the new Lee/Ogle Transportation System (LOTS) Director and Assistant Director. Greg Gates will be the new LOTS Director and Kari Wolfe will be the new Assistant Director. The new LOTS team will be focusing more on community relationships and how to meet our transportation needs in the Greater Rochelle area.

Wine on Lincoln was held on Saturday, September 23rd. The event was sold out this year, with record numbers in attendance.

Hay Day was held on Saturday, October 14th. Although the weather was not good, there were families attending in between the breaks in the weather. Also, the Community Action Network Arts & Culture Committee made their debut with an open art gallery, live demonstrations of painting and a meditation session. A big thank you to the Bryant's for allowing us to take over the Lincoln Mall.

Hay bales were located all over the community to promote the event. The winner off the hay bale contest was the Petro Truck Stop with their display of a two bale semi!

Our promo straw sculpture this year, the Headless Horseman was created by Danica Roger and was located in front of Sullivan's. Thank you Sullivan's for allowing the Headless Horseman to sit in your front yard.

Also, a big thank you to Fran Voltz and Bill Schemerhorn for creating the straw sculptures that were displayed downtown. Fran created the Ballerina that was place on the Masonic Lodge front lawn and Bill created the Strawship Enterprise that was located over by the Gazebo.

The Annual Community Action Network Food Truck Fair was held on October 21st, with 4 local food vendors participating; Ralfies BBQ, Simply Delish, Sullivan's Tacos and El Pastor #1