

Willmar Main Street
Board Meeting
January 7, 2020

Members Present: Abdi Hussen, Pablo Obregon, Jill Wohnoutka, Kristin Gilberts, Taylor Williamson, Janet Olney, Vicki Davis, Melissa Knott,
Others: Sarah Swedburg

The meeting was called to order by Vice-President Taylor Williamson at 2:06pm

There was no additions or deletions to Agenda.

Consent Agenda motion to approve and seconded. Olney and Gilberts moved and motioned passed.

1. Minutes of 12/3/2019 Board Meeting

New Business:

Annual Evaluation:

Broad Based Community Support: need to address holding an annual meeting; volunteer recruitment, orientation and recognition; donor system; stable funding

Vision and Mission Statement: We completed this category

Comprehensive Work Plan: We had work plans for this committee, Artists on Main Street, and Marketing and Promotions.

Historic Preservation Ethic: Needs improvement. There is potential of some more incentives in the future.

Active Board & Committees: Need to improve on fundraising or donor giving and volunteers.

Operating Budget: Need to work on diversification of budget to continue funding.

Professional Management & Development: Hit all the points of this section.

Ongoing Training: Meet the mark on everything but need to continue working on volunteers.

Reporting Key Statistics: Meet the goals in this category.

Main Street Membership: Covered and renewed this month.

2020 Work plan: Review the goals of each committee for the year 2020. Marketing priority for 1st quarter will be the content calendar and the 3rd party content. Motion to approve \$1250 contract for 3rd party content provider with expectation of contract review. Motion made and passed. By-laws will be a first quarter priority and committee will address in February. We will get more information about the budget diversification for the organization committee. Suggested to have a bigger committee for Economic Vitality committee. Discussion on fundraising efforts to be made in the future.

2020 Budget: Reviewing where we are at financially. Asked for one and two people to help with aligning the 2020 budget with the 2020 outcomes. It was asked to provide for more detail in budget report. We will receive \$10,000 for Artist on Main Street and \$5,000 donation from the Willmar Area Community Foundation. Taylor and Vicki volunteered to assist with budget.

Reorganization: The board recommends that we wait until February meeting.

Updates:

Artists on Main Street: Workshops will be taking place on March 7, 2020. The Love Your Health event will be on the 18th of February. We will have a booth there to promote for Artists on Main Street. Looking for one or two volunteers to help that day. Do a drawing as part of the Love Your Health event and collect email addresses.

Staff Report: 2020 will be a very busy year.

Next Meeting is Tuesday, February 18, 2020.

Meeting is adjourned at 3:31.

Secretary,
Jill Wahnoutka