

Willmar Main Street  
Board Meeting  
February 18, 2020

Members Present: Melissa Knott, Janet Olney, Liz VanDerBill, Jill Wohnoutka, Pablo Obregon  
Others: Sarah Swedburg

The meeting was called to order by President Liz VanDerBill

There was no additions or deletions to Agenda.

Consent Agenda motion to approve and seconded and motion passed after removing the 2020 January Financials.

1. Minutes of 1/7/2020 Board Meeting
2. 4<sup>th</sup> Quarter Reinvestment Statistics
3. 2019 Annual Review

New Business:

4. Bylaws: A review of bylaws were presented. This version is presented by organization committee and recommended to move forward. It would follow the same pattern as other City of Willmar committees.
5. 2020 Budget: Main Street's total budget for 2020 is \$53,000. Explanation of the budget was given. 2019 had \$18,818 remaining funds. The committee recommends this money is used during 2020. Motion to approve and seconded and motion passed.
6. Contract with Ten17 Media: The contract details were discussed. There was concern about the language around the length of contract agreement. The Board's intent is to enter into a one-year contract. There was a motion made and seconded to move this contract on to the city attorney. Motion passed.
7. Reorganization: Table it for next meeting, so the board can review and discuss the make up of represented interests and how to continue broad representation.

Old Business: There was no old business to discuss.

Updates:

8. Artists on Main Street: Workshops are set for March 7 at the Barn Theatre & African Development Center. Springboard for the Arts will be there to assist.
9. 2020 Work Plan Groups:
  - a. Economic Vitality: Starting to think about Touch a Truck. We will be partnering with Miles 4 Mentors to host a kids run as the kick-off to the event. The event will take place on the third Saturday in September. We are also working to restructure the fees to participate as a business.
  - b. Marketing & Promotions: Developed a plan for social media with storytelling and photos to be the highlight. We will see content plan at the next meeting.
  - c. Design: Property owners meet and had a conversation about renaissance zone. People wanted to learn more. There were over 30 people in attendance for this meeting. Plans to have another property owner meeting in the short term and have the police department come in to talk to owners.

- d. Organization: Bylaws were reviewed and working on finalizing the creation of volunteer job descriptions for both board members and the committee members. Job Descriptions will be available for next board meeting, a list of who is on the committees and what members we need will also be reviewed.

10. Staff Report: Jake's Pizza has a date to open on March 2 and getting liquor license. Willmar Speech Gala to help promote on social media. Main Street Day at the Capital on March 10, 2020. Sarah reviewed other upcoming important dates.

Next Meeting is Tuesday, March 17<sup>th</sup> at 11am.

Meeting is adjourned at 11:40am.

Secretary,  
Jill Wahnoutka