

Willmar Main Street  
Board Meeting  
April 21, 2020

Members Present: Jill Wohnoutka, Janet Olney, Vicki Davis, Liz VanDerBill, Taylor Williamson, 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.

1. Minutes of 2/18/2020
2. January -March 2020 Financials
3. 2019 Annual Review

New Business:

4. Volunteer Job Description: Two Job Descriptions provided for board on how to be involved with our organization. This will make the expectations very clear for the volunteers. Review the job descriptions and Sarah will follow up with an email. The goal is to approve at next meeting.
5. Budget Reductions: Included original budget that was approved. The \$4000 grant is removed due to the Rethos grant program due to COVID-19 for small businesses. The Organization committee will have to stay on top this process. She provided us with a 5%, 10% and 15% scenarios for us to think about. We could potentially use our reserved from last year. Sarah explained each reduction proposed. No date on if this will be implemented. This reduction was asked City wide.

Old Business:

6. Bylaws: The changes made from last time were the memberships (friends of Main Street). This is the most updated version of by-laws. Reduced the numbers of board to 2, 2, and 2. The Kandiyohi County Historical Society will be a long term member. Change the by-laws to be a little more flexibility on who and how many board members to represent. Board members will look at it and approve next meeting.
7. Reorganization: We need to add two more members. Please send recommendations to Sarah for new board members. Liz, Taylor and Sarah will meet to review suggestions. Everyone should send 1 or 2 names to Sarah. We are going to post a social media post for anyone who would like to put their name in the hat.

Updates:

8. Artists on Main Street: We had a virtual workshop that Sarah led this past Saturday and 8 people that attended. Their next meeting again on May 2 and applications will be due May 15, 2020. Edited video and going to share on social media.
9. 2020 Work Plan Groups:
  - a. Economic Vitality: Kristin was the chair and resigned from the board. We need to assign new person to this committee. Touch-a-Truck in September and possibly to do it with Presbyterian Church. Rethos has grants available for small businesses for up to \$1000. 8 businesses applied from Willmar. They get notified this week. Sarah will notify board of who is awarded the grant.

- b. Marketing & Promotions: Melissa was on this committee and resigned from the board. We need to assign new person to this committee. Sarah gave a content calendar update for social media. Some ideas are to highlight grocery store and videos of the businesses. Doing a still image 360 tour of some of the businesses downtown.
  - c. Design: The property owners meeting has been postponed due to COVID-19 and the discussion was to be safety and preservation. How the owners can be working together and with the police force. All about promoting what we can do together. The meeting will be rescheduled to a later date. A question about trash and garbage downtown piling up downtown. There are ordinances for this for the City of Willmar. Is there recycling downtown? No right now with the County. The recycling needs to be in enclosed containers. What is the status on the lights going up in downtown? Vicki and Sarah are going to do more work on that.
  - d. Organization: Already covered earlier.
10. Staff Report: Council will do the first phase for the renaissance zone. The first public hearing will be May 5 and after that meeting if the Council approves it and then it goes into effect. They are currently working on the second phase of this project. US Chamber Foundation opened some grants and their website crashed and then they closed the grant process. Sarah is not aware of anyone that was able to apply. Main Street America sent a petition to sign to include small businesses are included the next phase of government funding. National Conference has been cancelled. State workshops have been postponed.

Next Meeting is Tuesday, May 19, 2020

Meeting is adjourned at 11:49am.

Secretary,  
Jill Wahnoutka