

Willmar Main Street
Board Meeting
June 23, 2020

Members Present: Vicki Davis, Liz VanDerBill, Janet Olney, Pablo Obregon, Jill Wohnoutka
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 5/18/2020
2. May 2020 Financials

Old Business

New Business:

3. Downtown Street Feast Partnership: Vicki Davis presented on Goodness, Inc. and they do a lot of community events. During this time, the community is missing this connection. They want to hold an event to promote our community and culture. Potentially close off streets 3rd to 5th in downtown Willmar surrounding the restaurants and put up picnic tables, invites bands from different cultural. Asking for partnership from Willmar Main Street to hold the event. Concerns were brought up regarding the State of Minnesota restrictions on COVID-19 and social distancing. Willmar Main Street can help by assisting the businesses to expand seating and fees. Sarah will look more into the City requirements and what the City of Winona is doing. It was suggested to do every other week throughout the summer. Proposed to close different streets on different weeks.
4. Blue Cross Blue Shield Monument Partnership: Healthy Together Willmar Blue Cross Blue Shield has a closing ceremony in October. They are leaving the community this fall. They would like a donation from them to do an Artists on Main Street project to create a monument that relates to the Welcome statement the City of Willmar has. It would be run like Artists on Main Street. They would donate \$16,000 with \$15,000 for project and \$1000 for administrative costs. They want community involvement for the project. A motion was made to pursue this project and seconded and passed.
5. Parklettes: Parking lot spots in front of businesses are now seating. There is a favorable review of this. It has also brought a new breath into the downtown area. How do we continue this post COVID-19? Do we propose an ordinance for Parklettes? How do we use our marketing to help promote it? Do we want to continue? One concern is the parking spaces. Take some video to tie into the potential closure of the streets. First thing would be to check with the business owners to see if they even want to pursue this after COVID-19 restrictions are lifted. It was decided to use video marketing to help promote this project. Sarah is going to send out information on adding another video and we will email vote.

Updates:

6. Artists on Main Street: The paperwork is all in to Sarah except a few items. The checks are being cut. We funded 10 artists for this project. We will spend \$15,000 on this project. Half will do their projects this summer.
7. 2020 Work Plan Groups:
 - a. Economic Vitality: Nothing to report

- b. Marketing & Promotions: Additional marketing videos and marketing the street closures.
 - c. Design: 3 of the 4 street lights have been installed. They are located on 4th Street and hits all areas of the downtown.
 - d. Organization: Nothing to report will be meeting in two weeks.
8. Staff Report: Gave an update on Renaissance Zone, Downtown Assessment, Board/ Subcommittee Member search, and upcoming Rethos Webinars.

Next Meeting is Tuesday, July 21, 2020.

Meeting is adjourned at 11:58am.

Secretary,
Jill Wohnoutka