

Willmar Main Street
Board Meeting
July 21, 2020

Members Present: Vicki Davis, Liz VanDerBill, Janet Olney, Taylor Williamson, Pablo Obregon
Others: Sarah Swedburg

The meeting was called to order by President Liz VanDerBill

There were no additions or deletions to Agenda.

Consent Agenda motion to approve and seconded and motion passed.

1. Minutes of 6/23/2020 Board Meeting
2. June 2020 Financials
3. 2nd Quarter Reinvestment Statistics

New Business:

4. 2020/2021 Budget: The Organization Subcommittee met to review the remaining budget for 2020, as there are still a number of budgeted dollars unspent. Vice President Williamson shared that there is about \$19,000 left to spend. The Organization Subcommittee brainstormed a number of project potentials for these funds, including: revamping of the Willmar Walks program, Downtown Building Inventory partnership with the Historical Society, Wayfinding Signage, and investment in flower pots. Staff is in the process of obtaining quotes for a number of these projects.

The Willmar Main Street Board also expressed interest in setting aside some money for 2 remaining Downtown Property Owner meetings and some investment in Selvig Park cleanup. The Board's priorities of these items are as follows: Downtown Meetings, Selvig Park, Wayfinding Signage, Willmar Walks, Flowerpots, and Downtown Building Inventory. Both flowerpots and the downtown building inventory were flagged as projects that may also use some budget allocated for 2021.

Staff mentioned that the money used for the Willmar Walks revamping would come from already-allocated dollars for marketing that have not been used, due to a slower start of the year when we were getting contracts in place. Additionally, staff will submit a 2021 budget request to City Council of \$34,000, reflecting a 3% increase from 2020.

5. 2020 Workplan Groups: Staff recommended dedicating a subcommittee to be the main point of contact for the Downtown Assessment work that will kick off in August with Rethos. This team will primarily be champions of the work & assist staff with sharing this opportunity and encouraging community members to engage in the work. The Board unanimously agreed to appoint this project to the Design Committee, as they have largely taken on public engagement activities. Staff will be working on recruiting 3-4 more subcommittee members for this work.
6. Downtown Assessment Next Steps: Staff will be sending out calendar invites for introduction meetings that will take place in August with Rethos. These introductory meetings will be conducted with both the Downtown Assessment team (now the Design Subcommittee) and

the Willmar Main Street Board. These first meetings will help orient Rethos staff to get a better feel for what to expect & areas of focus for their time with us.

Updates:

7. Artists on Main Street: 2 of 10 projects have begun execution of their projects - the Barn Theatre continues holding workshops for kids on Wednesday's at 1pm outside. John Salgado Maldonado & Nicole Arnhold continue their Rainbow Trees project -- this project is garnering attention from networks around the globe (including South Africa!).
8. 2020 Work Plan Groups:
 - a. Economic Vitality: Nothing to report
 - b. Marketing & Promotions: Nothing to report
 - c. Design: Planning for a downtown property owners meeting in August to discuss safety with the police department.
 - d. Organization: Update provided during the budget discussions.
9. Staff Report: Gave an update on Renaissance Zone, Downtown Assessment, and upcoming Rethos Webinars.

The next meeting will be held on Tuesday, August 11th and the majority of our time will be an introduction to the Downtown Assessment with Emily at Rethos. Because this will be a 2 hour meeting, we will begin at 10am.

Meeting is adjourned at 11:46am.

Staff,
Sarah Swedburg