



BOARD MEETING
10:00 am, Tuesday, August 11, 2020
Conference Room 1, City Offices, 333 6th St SW, Willmar

AGENDA

1. Call meeting to order.....President Liz VanDerBill
2. Additions or Deletions to Agenda.....President VanDerBill
3. Consent Agenda.....President VanDerBill
Approve: 1. Minutes of 7/21/2020 Board Meeting
 2. July 2020 Financials
4. Additions/Deletions/Approve Consent Agenda.....President VanDerBill

Old Business:

New Business:

5. Downtown Assessment Introduction.....Emily Kurash Casey
6. Facade Rehab Incentive Program.....Sarah Swedburg

Updates:

7. Staff Report.....Sarah Swedburg
8. Miscellany
9. Adjourn

Next Meeting: September 15th at 11am

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

Report Selection:

Inclusions Ranges: Begin (thru) End
Fund & Account... 235 _____ 235 _____

Approval Plan..... thru _____

Calendar Start Date..... 01 01 2020
Calendar End (As Of) Date..... 07 31 2020

Level to Page Break..... 1 . 0 (1.0 to 5.0)

MTD or QTD or YTD (M/Q/Y)..... Y

Print Inactive Accounts Too?..... N (Y/N)
Exclude Accounts with Zero Dollars. N (Y/N)
(A)nnual Budget or (Y)ear-to-Date.. A (A/Y)

Run Instructions:

Jobq	Banner	Copies	Form	Printer	Hold	Space	LPI	Lines	CPI	CP	SP	RT
J		01		MNWIPRT12	Y	S	6	066	10			

SOURCE-JE-ID	VENDOR/CUSTOMER/EXPLANATION	REF/REC/CHK	ANNUAL REVISED BUDGET	ENCUMBERED	ACT MTD POSTED AND IN PROCESS	ACT YTD POSTED AND IN PROCESS	REMAINING BALANCE	PCT	DESCRIPTION	FIL
235	WILLMAR MAIN STREET									
41402	PLANNING & DEVELOP. SERVICES PERSONAL SERVICES									
0110	SALARIES-REG. EMPLOYEES		0.00	0.00	0.00	0.00	0.00	0		
0111	OVERTIME-REG. EMPLOYEES		0.00	0.00	0.00	0.00	0.00	0		
0112	SALARIES-TEMP. EMPLOYEES		0.00	0.00	0.00	0.00	0.00	0		
0113	EMPLOYER PENSION CONTR.		0.00	0.00	0.00	0.00	0.00	0		
0114	EMPLOYER INSUR. CONTR.		0.00	0.00	0.00	0.00	0.00	0		
TOTAL:	PERSONAL SERVICES		0.00	0.00	0.00	0.00	0.00	0		
	SUPPLIES									
0220	OFFICE SUPPLIES		0.00	0.00	0.00	0.00	0.00	0		
0221	SMALL TOOLS		0.00	0.00	0.00	0.00	0.00	0		
0222	MOTOR FUELS AND LUBRICANTS		0.00	0.00	0.00	0.00	0.00	0		
0223	POSTAGE		145.00	0.00	0.00	0.00	145.00	0		
B-030920-318			145.00	BUDGET JOURNAL ENTRIES		REC RES 20-032	000002			B
0224	MTCE. OF EQUIPMENT		0.00	0.00	0.00	0.00	0.00	0		
0225	MTCE. OF STRUCTURES		0.00	0.00	0.00	0.00	0.00	0		
0226	MTCE. OF OTHER IMPROVE.		0.00	0.00	0.00	0.00	0.00	0		
0227	SUBSISTENCE OF PERSONS		2,500.00	0.00	0.00	139.13	2,360.87	5		
D-011020-158	002365 CARDMEMBER SERVICE	057979 STMT/12-19			N	18.27	*19* DRINKING WTR/PLATES			A
D-011020-158	002365 CARDMEMBER SERVICE	057979 STMT/12-19			N	277.50	*19* ARTSTS ON MAIN-FOOD			A
D-011020-158	002365 CARDMEMBER SERVICE	057979 STMT/12-19			N	210.68	*19* ARTSTS ON MAIN-FOOD			A
J-011020-158	002365 CARDMEMBER SERVICE	057979 STMT/12-19			N	18.27-	*19* DRINKING WTR/PLATES			A
J-011020-158	002365 CARDMEMBER SERVICE	057979 STMT/12-19			N	277.50-	*19* ARTSTS ON MAIN-FOOD			A
J-011020-158	002365 CARDMEMBER SERVICE	057979 STMT/12-19			N	210.68-	*19* ARTSTS ON MAIN-FOOD			A
M-021720-247	000492 MN DEPT OF REVENUE	000349 STMT/1-20			N	0.79-	SALES TAX-JAN			A
B-030920-318			2,500.00	BUDGET JOURNAL ENTRIES		REC RES 20-032	000002			B
D-031120-280	002365 CARDMEMBER SERVICE	058536 STMT/2-20			N	40.39	DOWNTOWN PRPTY OWNER MTG			A
D-041420-345	002365 CARDMEMBER SERVICE	058796 STMT/3-20			N	36.68	COFFEE-MAIN ST WORKSHOP			A
D-041420-345	002365 CARDMEMBER SERVICE	058796 STMT/3-20			N	15.95	FOOD-MAIN ST WORKSHOP			A
D-041420-345	002365 CARDMEMBER SERVICE	058796 STMT/3-20			N	25.50	MAIN ST DAY AT CAPITOL			A
D-041420-345	002365 CARDMEMBER SERVICE	058796 STMT/3-20			N	21.40	MAIN ST DAY AT CAPITOL			A
0228	CLEANING AND WASTE REMOVAL		0.00	0.00	0.00	0.00	0.00	0		
0229	GENERAL SUPPLIES		0.00	0.00	0.00	8.39	8.39-9999		-----!!!!	
D-011020-158	002365 CARDMEMBER SERVICE	057979 STMT/12-19			N	21.93	*19* NAME TAGS/SUPPLIES			A
J-011020-158	002365 CARDMEMBER SERVICE	057979 STMT/12-19			N	21.93-	*19* NAME TAGS/SUPPLIES			A
M-011620-163	000492 MN DEPT OF REVENUE	000346 STMT/12-19			N	19.68-	*19* SALES TAX-DEC			A
J-011620-163	000492 MN DEPT OF REVENUE	000346 STMT/12-19			N	19.68	*19* SALES TAX-DEC			A
D-012320-191	001093 QUICK SIGNS	058084 176685			N	112.00	*19* WHITE SIGNICADE			A
D-012320-191	001093 QUICK SIGNS	058084 176649			N	133.00	*19* A-FRAME SIGN INSERT			A
J-012320-191	001093 QUICK SIGNS	058084 176685			N	112.00-	*19* WHITE SIGNICADE			A

Exp. Guideline with Detail
FOR THE PERIOD(S) JAN 01, 2020 THROUGH JUL 31, 2020

		ANNUAL	ACT MTD POSTED	ACT YTD POSTED	REMAINING		
		REVISED BUDGET	ENCUMBERED	AND IN PROCESS	AND IN PROCESS	BALANCE	PCT
SOURCE-JE-ID	VENDOR/CUSTOMER/EXPLANATION	REF/REC/CHK	INVOICE	P.O. F 9	AMOUNT	DESCRIPTION	FIL
235	WILLMAR MAIN STREET						
41402	PLANNING & DEVELOP. SERVICES						
	SUPPLIES						
0229	GENERAL SUPPLIES						
J-012320-191	001093 QUICK SIGNS	058084	176649	N	133.00-	*19* A-FRAME SIGN INSERT	A
M-021720-247	000492 MN DEPT OF REVENUE	000349	STMT/1-20	N	1.60-	SALES TAX-JAN	A
D-041420-345	002365 CARDMEMBER SERVICE	058796	STMT/3-20	N	10.78	MARKERS-MAIN ST WORKSHOP	A
M-051920-398	000492 MN DEPT OF REVENUE	000357	STMT/4-20	N	0.79-	SALES TAX-APR	A
TOTAL:	SUPPLIES	2,645.00	0.00	0.00	147.52	2,497.48	5
	OTHER SERVICES						
0330	COMMUNICATIONS	0.00	0.00	0.00	0.00	0.00	0
0331	PRINTING AND PUBLISHING	500.00	0.00	48.20	173.66	326.34	34 ---
D-021220-230	000803 WEST CENTRAL PRINTING	058397	21643	N	51.54	PRINTED POST CARDS	A
D-021220-230	000803 WEST CENTRAL PRINTING	058397	21641	N	73.92	MAIN ST THANK YOU CARDS	A
B-030920-318		500.00	BUDGET JOURNAL ENTRIES		REC RES 20-032	000002	B
D-072920-486	000803 WEST CENTRAL PRINTING	059715	21911	N	48.20	PRINTED POSTCARDS	A
0332	UTILITIES	0.00	0.00	0.00	0.00	0.00	0
0333	TRAVEL-CONF.-SCHOOL	5,000.00	0.00	20.00	28.00	4,972.00	0
B-030920-318		5,000.00	BUDGET JOURNAL ENTRIES		REC RES 20-032	000002	B
D-031120-280	002365 CARDMEMBER SERVICE	058536	STMT/2-20	N	475.00	SWEDBURG-CONFERENCE REG.	A
D-041420-345	002365 CARDMEMBER SERVICE	058796	STMT/3-20	N	8.00	PRKNG-MN ST DAY AT CAPIT	A
D-061520-438	002365 CARDMEMBER SERVICE	059332	STMT/5-20	N	475.00-	SWEDBURG-CANCELLED CONF.	A
D-072220-477	002365 CARDMEMBER SERVICE	059611	STMT/6-20	N	20.00	SWEDBURG-ONLINE CONF REG	A
0334	MTCE. OF EQUIPMENT	0.00	0.00	0.00	0.00	0.00	0
0335	MTCE. OF STRUCTURES	0.00	0.00	0.00	0.00	0.00	0
0336	MTCE. OF OTHER IMPROVE.	0.00	0.00	0.00	0.00	0.00	0
0337	SUBSISTENCE OF PERSONS	0.00	0.00	0.00	155.00-	155.00 9999	-----!!!!
D-011020-158	.02957 BARRY/CHERYL	057978	1	N	155.00	*19* HOT CHOC.-HOLIDAZE	A
J-011020-158	.02957 BARRY/CHERYL	057978	1	N	155.00-	*19* HOT CHOC.-HOLIDAZE	A
J-032620-312	MISC JOURNAL ENTRIES	000006			155.00-	VOID CK #57753	A
0338	CLEANING AND WASTE REMOVAL	0.00	0.00	0.00	0.00	0.00	0
0339	OTHER SERVICES	2,500.00	0.00	0.00	0.00	2,500.00	0
D-021220-230	.02961 BARN THEATRE/THE	058288	020420	N	200.00	DAMAGE DEPOSIT	A
B-030920-318		2,500.00	BUDGET JOURNAL ENTRIES		REC RES 20-032	000002	B
J-050720-385	MISC JOURNAL ENTRIES	000010			200.00-	VOID CHECK 58288	A
J-051820-413	MISC JOURNAL ENTRIES	000002			200.00-	VOID CK #58288	A
J-052920-416	MISC JOURNAL ENTRIES	000007			200.00	REVERSE JE 5/18/20-413	A
TOTAL:	OTHER SERVICES	8,000.00	0.00	68.20	46.66	7,953.34	0
	OTHER CHARGES						

SOURCE-JE-ID	VENDOR/CUSTOMER/EXPLANATION	REF/REC/CHK	ANNUAL REVISED BUDGET	ENCUMBERED	ACT MTD POSTED AND IN PROCESS	ACT YTD POSTED AND IN PROCESS	REMAINING BALANCE	PCT	DESCRIPTION	FIL
235	WILLMAR MAIN STREET									
41402	PLANNING & DEVELOP. SERVICES OTHER CHARGES									
0440	RENTS		280.00	0.00	0.00	280.00	0.00	100	-----	
D-021220-230	000090 BARN THEATRE/THE	058289	020420		N	280.00	FACILITY RENTAL FEE			A
B-030920-318		280.00	BUDGET	JOURNAL ENTRIES		REC RES 20-032	000002			B
0441	INSURANCES AND BONDS		0.00	0.00	0.00	0.00	0.00	0		
0442	AWARDS AND INDEMNITIES		13,500.00	0.00	4,786.00	4,786.00	8,714.00	35	---	
B-030920-318		13,500.00	BUDGET	JOURNAL ENTRIES		REC RES 20-032	000002			B
D-070120-454	003595 ANDERSON/ELIZABETH	059344	062420		M	1,186.00	ARTISTS ON MAIN STREET			A
D-070120-454	000090 BARN THEATRE/THE	059347	062420		N	1,200.00	ARTISTS ON MAIN STREET			A
D-070120-454	003590 KELLEN/JOHN D	059409	062420		M	1,200.00	ARTISTS ON MAIN STREET			A
D-070120-454	003599 RADEL/CHRISTOPHER	059448	062420		M	1,200.00	ARTISTS ON MAIN STREET			A
0443	SUBSCRIPTIONS AND MEMBERSHIP		2,375.00	0.00	164.00	2,565.35	190.35-	108	-----	
D-021320-246	002365 CARDMEMBER SERVICE	058405	STMT/1-20		N	343.75	2020 MN ST AMERICA MBRSH			A
B-030920-318		2,375.00	BUDGET	JOURNAL ENTRIES		REC RES 20-032	000002			B
J-031220-320	PREPAID JOURNAL ENTRIES	000005				57.60	PREPAY EXPENSES 2019			A
D-042920-363	003313 PRESERVATION ALLIANCE OF	058982	20012		N	2,000.00	2020 MEMBERSHIP DUES			A
D-072220-477	002365 CARDMEMBER SERVICE	059611	STMT/6-20		N	20.00	MAINSTREET WEBSITE FEE			A
D-072220-477	002365 CARDMEMBER SERVICE	059611	STMT/6-20		N	144.00	WEBSITE HOSTING FEE			A
0444	INTEREST		0.00	0.00	0.00	0.00	0.00	0		
0445	LICENSES AND TAXES		0.00	0.00	0.00	0.00	0.00	0		
0446	PROFESSIONAL SERVICES		30,200.00	0.00	1,250.00	6,800.00	23,400.00	22	--	
B-030920-318		15,200.00	BUDGET	JOURNAL ENTRIES		REC RES 20-032	000002			B
D-031120-280	002365 CARDMEMBER SERVICE	058536	STMT/2-20		N	750.00	SOCIAL MEDIA-10 POSTS			A
D-041420-345	002365 CARDMEMBER SERVICE	058796	STMT/3-20		N	850.00	MEDIA/WEBSITE UPDATES			A
D-051820-399	002365 CARDMEMBER SERVICE	059112	STMT/4-20		N	1,250.00	MARKERS-MAIN ST WORKSHOP			A
D-051820-399	003590 KELLEN/JOHN D	059114	051520		M	200.00	PHOTOGRAPHY SERVICES			A
D-061020-428	003589 TEN17 MEDIA LLC	059322	1054		N	1,250.00	WEBSITE/SOC. MEDIA WORK			A
D-061020-428	003589 TEN17 MEDIA LLC	059322	1058		N	1,250.00	WEBSITE/SOC. MEDIA WORK			A
B-070920-469		15,000.00	BUDGET	JOURNAL ENTRIES		RES #20-085 07/06/20	000001			B
D-072920-479	003589 TEN17 MEDIA LLC	059706	1066		N	1,250.00	WEBSITE/SOC. MEDIA WORK			A
0447	ADVERTISING		1,000.00	0.00	0.00	5.41	994.59	0		
D-011020-158	002365 CARDMEMBER SERVICE	057979	STMT/12-19		N	19.59	*19* FACEBOOK AD			A
D-011020-158	002365 CARDMEMBER SERVICE	057979	STMT/12-19		N	50.00	*19* FACEBOOK AD			A
J-011020-158	002365 CARDMEMBER SERVICE	057979	STMT/12-19		N	19.59-	*19* FACEBOOK AD			A
J-011020-158	002365 CARDMEMBER SERVICE	057979	STMT/12-19		N	50.00-	*19* FACEBOOK AD			A
D-021320-246	002365 CARDMEMBER SERVICE	058405	STMT/1-20		N	5.41	FACEBOOK ADVERTISING			A
B-030920-318		1,000.00	BUDGET	JOURNAL ENTRIES		REC RES 20-032	000002			B

Exp. Guideline with Detail
FOR THE PERIOD(S) JAN 01, 2020 THROUGH JUL 31, 2020

SOURCE-JE-ID	VENDOR/CUSTOMER/EXPLANATION	REF/REC/CHK	ANNUAL REVISED BUDGET	ENCUMBERED	ACT MTD POSTED AND IN PROCESS	P.O. F 9	ACT YTD POSTED AND IN PROCESS	AMOUNT	REMAINING BALANCE	DESCRIPTION	PCT	FIL
235	WILLMAR MAIN STREET											
41402	PLANNING & DEVELOP. SERVICES OTHER CHARGES											
0449	OTHER CHARGES		11,000.00	0.00			0.00		11,000.00		0	
B-030920-318			10,000.00	BUDGET	JOURNAL ENTRIES		REC RES 20-032		000002			B
B-070920-469			1,000.00	BUDGET	JOURNAL ENTRIES		RES #20-085 07/06/20		000001			B
TOTAL: OTHER CHARGES			58,355.00	0.00	6,200.00		14,436.76		43,918.24		24 --	
TOTAL: PLANNING & DEVELOP. SERVICES			69,000.00	0.00	6,268.20		14,630.94		54,369.06		21 --	
TOTAL: WILLMAR MAIN STREET			69,000.00	0.00	6,268.20		14,630.94		54,369.06		21 --	

Exp. Guideline with Detail
 FOR THE PERIOD(S) JAN 01, 2020 THROUGH JUL 31, 2020

SOURCE-JE-ID	VENDOR/CUSTOMER/EXPLANATION	REF/REC/CHK	ANNUAL REVISED BUDGET	ENCUMBERED	ACT MTD POSTED AND IN PROCESS	ACT YTD POSTED AND IN PROCESS	REMAINING BALANCE	PCT	FIL
				INVOICE	P.O. F 9	AMOUNT	DESCRIPTION		
GRAND TOTAL			69,000.00	0.00	6,268.20	14,630.94	54,369.06	21 --	
TOTAL NUMBER OF RECORDS PRINTED			106						



Board Meeting
Sarah Swedburg, Staff Report
August 11, 2020

Renaissance Zone Update

Phase 2 of the Renaissance Zone Ordinances & Policies have been approved by City Council. Tax abatement policies will be reviewed by Community Development Committee on August 10th and forwarded to City Council for their August 17th meeting, unless the Committee requests any further information before doing so.

Phase 3 of the Renaissance Zone Ordinances & Policies are being drafted by Staff & City Attorney.

Staff is recommending to Council that the Facade Renovation Incentive Program be administered by the Willmar Main Street Board. Staff is additionally approaching the Finance Committee to allocate the first \$50,000 in 2020, and have included this item additionally in the 2021 budget. This program would follow the Renaissance Zone Program as a 5-year pilot program, with the intention for this financial contribution to be made each year.

Downtown Assessment

The Downtown Assessment, lead by Rethos, is based on Main Street America's 4-point approach. Please refresh on the basics at: <https://www.mainstreet.org/mainstreetamerica/theapproach>.

Find the most recent Downtown Assessment report completed for the community of New Ulm at https://www.newulm.com/wp-content/uploads/2020/02/Condensed-New-Ulm-Final-Report_Final.pdf.

Want to explore some samples of asset map that we will also complete during this process? Check out <https://www.rethos.org/community-engagement> ("Cultural Asset Mapping" at the bottom of the page).

Upcoming Rethos Webinars

August 19 - Design Build: Artist Led Activation of Vacant Spaces (90 minutes) - Hear from the Department of Transformation on their project - the YES! House - in Granite Falls! This Artist-led renovation of a vacant space is sure to inspire & serve as a great example of transforming vacant spaces along Main Street.

Registration: <https://secure.rethos.org/np/clients/rethos/eventRegistration.jsp?forwarded-FromSecureDomain=1&event=1979>

September 30 - Agriculture and Main Street (3 hours) - registration & more information coming soon!