

Business Improvement District Board Minutes
Noon, April 6th, 2019, Grace Church 109 East 6th Street 2nd Floor

Board Present: Glen Ellis, Tom Coday, Bill Parks, Vince O'Connor, Howard Krasne, Jerry Johnson, Richard Register, JJ Bixby

Absent: Kevin Main, Bob Missel, Roxie Kracl

Guests: Brian Newton and Courtney Schafer

1. Meeting was called to order by Chairman Coday. It was noted that a copy of the Open Public Meeting Act was available in the room.
2. Motion was made to approve the minutes of the February 19th 2019 meeting by O'Connor and seconded by Johnson. Motion carried
3. Chairman Coday opened the floor for comments or discussion from the public. There was none.
4. Courtney Schafer, Director of MainStreet Fremont, gave a report about the potential Kiosks. Due to retrofitting and electricity needs for outside use the cost was SK-10K. An inside Kiosk was still SK. Schafer's investigation revealed a free app that other MainStreet programs in Nebraska were using. There was much discussion about using paper with electronic means as well. Schafer will report back with more information about how useful this free app will be without additional enhancements. No action taken
5. Schafer received 3 bids for the printing and mailing of quarterly newsletter about the BID happenings. This would go to both owners of properties and businesses inside the properties in the BID area. Low bid was Max Designs for \$1,036 per year. It was discussed to send out a monthly email to the same people and encourage the electronic distribution of the newsletter. Brian Newton said it would be possible to include one of the quarterly newsletters with the BID annual statement that is mailed out. A motion was made by Johnson and seconded by Parks to spend up to \$1036 annually on a quarterly newsletter. Motion carried.
6. A bill was presented by Schafer from Siffring for \$375 for 5 stops to maintain the 4 areas on 5th street between Main and Park. On the South side there are trees on one side with a few bushes in each planter and on the North side rocks only with one plant. Bixby volunteered to maintain the area for a year with some new plantings and Ellis volunteering to help water the areas as well. No action taken
7. Schafer talked about the presentation of previous MainStreet sponsored studies for downtown. MainStreet had two presentations and a copy of the report is available at her office or by request to be emailed. No action taken.

8. Committee Reports

Financial Committee - Tom is working with the City to classify all expenses and will have a report next month.

Maintenance - There needs to be some maintenance done on some signs on the parking lots. Johnson will talk to the sign people.

Marketing - Krasne had emailed a new video to all board members prior to the meeting. The new video included some additional business that weren't included in the past.

Discussion was very positive on the new video. Krasne is planning to spend \$500 for a Facebook campaign. Krasne stressed the need for everyone to "share" the video. O'Connor handed out new books that the CBB had ordered/paid for. He also mentioned some advertising was running on TV stations paid for by CBB.

Future Projects - There was talk of preparing a 5-year plan to be ready for the next 5-year BID renewal. There was agreement, but no action taken.

Design/Christmas Decorations -No discussion

9. Other than the approval of the newsletter expense listed above, there were no new expenses to approve.
10. MainStreet report Schafer reported that 29 teams participated in the Cannonball Classic fundraiser and had previously reported about the presentation of the Downtown Study.
11. Chairman Coday noted the next meeting was set for May 21, 2019 at the same time and location.
12. Meeting was adjourned

Respectfully submitted
J.J. Bixby acting Secretary.