

DOWNTOWN EAU CLAIRE, INC.
BOARD OF DIRECTORS
Annual Meeting
Minutes of January 6, 2010

North Conference Room, City Hall

7:30 a.m.

Members Present: Jennifer Dooley, Dale Peters, Stan Carpenter, Ben Richgruber, Bob Krause, Marlene Arntson, Marty Fisher-Blakeley, Nick Meyer, Lisa Aspenson, Janine Wildenberg, Kerry Kincaid, John Dickey, Mike Rindo, Paula Kimbllin, Paul Gross, Ken Fulgione, Shawn Rauckman

Members Absent: Linda Soltis-Schroeder, Ken Van Es

Staff Present: Mike Schatz, Jessica Cather

Mr. Dickey called the meeting to order at 7:31 a.m.

CONSENT AGENDA

Ms. Wildenberg made a motion to approve the consent agenda. Mr. Rauckman seconded and motion carried.

2010 BOARD ELECTIONS

Mr. Dickey explained that there were four positions open for the Diverse Business Representative. The DECI Nominating Committee nominated three current board members, Ken Van Es, Shawn Rauckman, and Paul Gross and one new nominee, Mark Willer from RCU. He asked for additional nominations and seeing as there were none, Mr. Krause moved to close the nominations and Ms. Fisher-Blakeley seconded. Nominations were closed. Mr. Carpenter moved to accept the Nominating Committee's recommendations and Ms. Arntson seconded. Motion carried. Mr. Dickey presented the nominees for Downtown Neighborhood Representative as Stan Carpenter and Paula Kimbllin and asked for additional nominees. Seeing as there were none, Ms. Aspenson moved to close the nominations and Mr. Fulgione seconded. Nominations were closed. Mr. Peters moved to approve the two nominees and Mr. Krause seconded. Motion carried. The new board representatives for 2010, each holding a 2 year term are as follows:

Diverse Business Representatives: Ken Van Es, YMCA; Shawn Rauckman, Ruder Ware; Paul Gross, Harmon Solutions Group; and Mark Willer, RCU. Downtown Neighborhood: Stan Carpenter and Paula Kimbllin both of the Third Ward Neighborhood Association.

DECI ANNUAL AWARDS CELEBRATION

Mr. Schatz reminded the board that the DECI Annual Awards banquet would be on February 24 at Houligan's Steak and Seafood Pub. Mr. Schatz contacted Doyle Hyett as a potential speaker and his cost is \$3,000. The advantage of having Mr. Hyett is the interest he would generate as one of the original authors of the HyettPalma in 2002. There is also the potential to do a late afternoon session as well. Staff also inquired with Governor Doyle and could inquire with Representatives Dexter or Smith, if another speaker could not be found. Mr. Rindo asked what type of subject matter would be addressed and the board agreed they would like to hear about new trends, what other downtowns are doing, something that relates to small business, something that fits into our mission, entrepreneurship or developments. Mr. Rindo offered to check with UWEC alumni to see if he could find an appropriate speaker. Mr. Meyer also offered the name of an editor in Minneapolis who may be able to offer a new perspective or new ideas. The board suggested that they consider inviting Hyett next year or possibly for the 2011 retreat.

ANNUAL PROGRESS REPORT FOR 2009 GOALS

Mr. Schatz gave a report on the progress of the 2009 goals set by the DECI board at last year's board retreat. There was a mix of goals that had been completed or in progress and a few that had not yet been started. There was a clarification that the mentoring program under Membership was meant to

pair up existing businesses with new businesses in the downtown area so provide tips and encouragement for the new business.

ANNUAL BOARD RETREAT

There were several possible dates for the board retreat. Staff will send out a doodle email to find the date that works best for the board members. In the past, Stella Blues has been a good location. The board agreed that the format and time (late afternoon) worked well and it was best to have a facilitator. Mr. Carpenter suggested that it be at least three hours so there was ample time. Mr. Dickey asked that both 2:00-5:00 and 1:00-4:00 be options sent out via email.

PRESIDENT'S COMMENTS

Mr. Dickey commented on the 2009 year for DECI. One of the challenges that DECI will face in 2010 is funding and there will be significant discussion on this topic at the board retreat. The Executive Committee will be meeting at Luther Midelfort on January 15 to brainstorm some potential revenue sources. Everyone is invited and lunch will be provided.

ANNUAL REPORT

The 2009 DECI Annual Report was presented. Mr. Schatz asked that the board review the report for any changes needed before it is presented at the awards banquet.

ANNOUNCEMENTS

Ms. Beckel will be leaving DECI on January 15. She will be working for the WI Department of Commerce. Mr. Schatz indicated that there are over 75 applications submitted for her position and he is confident that he will find a suitable replacement.

Mr. Schatz announced that there are currently four RFPs submitted for 2 South Barstow. Mr. Schatz spoke with Ross Spitz, City Public Works, regarding the handicap accessibility to the front of the State Theatre. The front of the theatre will now be closed for loading for the 90 days and be evaluated. If successful, a permanent request can be made to City Council. There are also plans to make it more accessible during the reconstruction of Barstow St in 2011. The Volunteer Appreciation lunch went well on December 11.

Mr. Meyer announced that Volume One and the EC Parks and Rec partnered to create a Winter After Hours on Thursday nights at Boyd park. Beaver Creek will be bringing snowshoes down for rental, kubb will be set up and there will be two local artists working on snow sculptures. It will start on January 14 and run every Thursday from 6-8 p.m. through February. Sponsorships are available and range from \$150-\$750.

Ms. Aspenson asked that staff email her information on the Keep America Beautiful grant for the Cigarette Litter Prevention Program.

ADJOURNMENT

Seeing as there was no further business, the meeting was adjourned at 8:20 a.m.

Respectfully Submitted,

Jessica Cather
Downtown Communications and Promotions Coordinator