

2010-03-02 Main Street Minutes

MARCH MINUTES: 03/02/2010@Pacific West Bank:

HISTORIC WILLAMETTE: A MAIN STREET COMMUNITY:

Attendees: Ruth Offer, Steve Gray, Dave Smith, Midge Pierce, Gail Holmes, Stefanie Becker, Brian Johnson, Tom Soppe, Tim Tofte

- Intro Tim Tofte, commercial property owner
- Minutes for February approved with revisions
- Acknowledgement that group uses Robert's Rules of Order
- Notification from Ruth that Angela has resigned from Board due to personal commitments

2.1 Promotion Committee Report:

Committee Chair Brian Johnson has delivered VerticalWerks the \$600 for Logo Development, donated by the Farmer's Market at recommendation of Economic Redevelopment Committee Chair Gail Holmes. The board, which greenlit Option B last month, approved the following process:

- VerticalWerks contract to be reviewed by new Board VP Dave Smith. Option B is based on 100% gratis web development that includes one free listing per participating business.
- Once vetted, WMS President Ruth Offer will ensure completion of signed contract.
- Logo development to move forward with committee of Brian, Gail and Design Chair Stefanie Becker. They will be the final decision makers; however, they will consider timely input from Board members.
- Brian is the committee point person for the process that includes narrative development, bidding through a clearinghouse and final logo selection.
- Contractor will solicit bids from a broad swath of designers. Brian will serve as sole interface between logo contractor and board.
- Board members who want their "iconic" ideas considered in the narrative, should email Brian.Johnson021@gmail.com.
- Stefanie will backtime a calendar that will include timelines for:
- Narrative to be sent from Brian to our group for review
- Narrative will then go out to bid, after which there is a seven day selection process turnaround
- Committee vote
- During selection process, Brian will alert Board about a specific time for logo review. Most likely it will be an hour-long "window" late in the turnaround week.
- Those Board members who wish to provide input, will need to accommodate their schedules to fit the process.
- Goal is to have a workable logo at end of weeklong process. Most likely the Friday before our next meeting.

2.2 Angela Replacement: Make recommendations by email to Ruth/bring to next meet.

2.3 Economic Development Committee: VW has Farmer's Market check in hand, payment arranged by Gail Holmes. Gail seeks fourth member before beginning training.

2.4: Design Committee: Stefanie reports that she has four members: (please correct as appropriate.) Tom Bose, Elizabeth R., Jerry Offer, Stefanie Becker.

2.5 Bylaws: Tabled to April so that Dave Smith can continue research on correct 501C3 bylaw language. (501C3 status enables organizations to apply directly for grants.) He will report findings at next meeting.

2.6 Outreach Meeting: The major topic at April meeting will be planning who does/says what.

Summary of Action Items and assignments:

- Minutes: Midge to send revised February minutes to Kirsten Wyatt for city website.
- Bylaws and EIN: Dave to continue research for the articles of incorporation.

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- Angela resignation: Group should forward nominations for Organization Committee head and board replacement to Ruth. Suggestions so far include Diane Bays from Healthy Spaces and Fran Peake from Peake Marketing.
- Committee Outreach: Ruth, Gail and others continue work to attract property owners to committee positions. Ruth has a list of businesses to post.
- Training: With minimum 3 committee members, Gail is in position to contact County Main Street intern Sam Honl about training.
- Outreach Meeting Venue: Ruth will contact TVFR rep Cassandra (?) about using fire house.
- Public Relations: Once community meeting venue is finalized, publicity can begin.
- All: Think about content of Community Outreach Meeting for discussion at April meet.

Adjourned 9:30 a.m. ###

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