

**Regular Meeting of the Board of Directors  
June 11, 2015**

**8:30 - 9:30**

**Location: McDonald's –West Broadway**

1. Meeting Called to Order and Welcome and Introductions  
**Board Present:** Paula Pentel, Wade Swenson, Ravie Singh, Tara Watson, Louis Dachis, Dean Rose, Jim Wentzell, Mike Oker, Meggie McCauley, Diana Hawkins,  
**Absent:** Jackie Cherryhomes, Justin Baylor  
**Staff Present:** Matt Ides, Rob Hanson, Devon Nolen, Shaina Brassard, Carla Schleicher  
**Absent:**

2. Approval of Meeting Agenda: Motion to Approve: P. Pentel

3. Approval of the Minutes: Motion to Approve: D. Hawkins

4. **Financial Report:**

Overall at \$169,631.43.

Hoping to revamp books by July 1st, not possible so waiting till fall?

Matt is working on reconciling books to QuickBooks.

Paula: Needs to be done prior to the audit.

Matt: The current system makes it unclear where everything is going or coming from. Originally was not set up for non-profit

Have we set up different accounts for different pockets of money from different funders? - Dr Watson

Yes, 4 different accounts, Gen Ops, WBID, Restricted funds, and Other (Money Market). \$55K of Gen Ops is restricted for light infrastructure.

The WBID needs to stay completely separate.

Motion to approve the Financial Report: P. Pentel

5. **Committee Reports:**

Farmers Market:

3rd week of the WBFM this week—off to a great start

We have had a lot of inquiries from vendors outside of the Northside, proving that our market is more on the map, a viable option

Cooking classes have gone really well

DeVon has been working hard on securing sponsorships

The Fruit and Veggie RX program will be coming back this summer in a similar format,

sponsored by Appetite for Change and matched by NorthPoint, increasing the capacity of families this program will be able to support.

WBFM has partnered with Shiloh Temple this year to start Setting the Table meals, which are free/pay-what-you-can meals at the market.

There was a compromise with MetroTransit for tabling at the market.

Wirth CoOp has been showing every week.

The Market will be open Saturday for FLOW

#### FLOW:

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#### BID

\$32K in the balance sheet

Meeting of WBID Subcommittee 2 weeks ago with mostly ratepayers outside of the Board to get more people involved in giving input on the services they are paying for.

They will be meeting bi-monthly.

2016 Budget similar to 2015 budget. Difficult to do massive changes after only 6 months of experience. A couple changes: crews will be 3 times a week year-round, recycling program will start.

\$10,000 set aside for whatever the crews would like to do throughout the district.

\$35,000 for maintenance

Nothing allocated right now for holiday decorations. In the 2015 budget, we are looking to have a carry-over from 2015 to 2016, but we are not able to show that in the proposed budget for 2016 as of right now. After the 2015 books close, we are able to go back to the 2016 budget and amend those numbers. We are projected to have \$15,000-30,000 for lights. This is happening with all districts, not just WBID. Consent agenda.

Will there be uniformity with lighting.

We are trying to see if there's any way the city can fill the gap of lights cost?

Motion to approve 2016 Operating Plan and Budget: Approved, T. Watson

Motion to approve Assessment Methodology: Approved, T. Watson

### Holiday Lights Discussion:

Cost of lights came in budgeted at \$55,000, because it is not a corridor-wide improvement, we will not touch the WBID funds to fill the gap. Every light pole needs to be updated/replaced in order to add capacity since all light boxes are currently at capacity.

What about approaching Penn Works since this will cross Penn at Broadway – Matt will talk to Patricia Fitzgerald today about this.

IF we can't fill the gap to cover the whole corridor, we will just use the \$55,000 we have now to do what we can.

This section of the district will actually be easier than the East side of the district because of the age of the light poles/wiring.

Mike and Andy suggest looking into CLIC capital long-term improvement plan

City allocates 100K a year, meant to be for differed maintenance around the City. Keep talking to elected officials to understand that this is a multiple-phase plan.

In the meantime, we are looking at purchasing un-lit decorations for the entire corridor. We should consider purchasing something to incorporate with lights once we get them.

Rotating decorations? If a district is done with certain decorations, there is opportunity for them to rotate to a different district.

## **6. Executive Directors Report:**

### Strategic Planning

Matt– we have potential dates for these meetings, please contact Matt if you have conflicts

Top 5 priorities for our organization over the next 3-5 years.

3-full day process that we have broken down to basically a day.

### ED Report

Fundraising update: we were rewarded ArtPlace, \$250K of national funding. When you're well-funded people love to keep funding you.

"Infrastructure Improvements" geared toward pedestrian improvements bridge over I94, bike racks, benches, signing, etc.

Projects are already generally outlined over 18 months. Started August 1st. must spend all that money over those 18 months.

### Place-Making Committee

Only 38 out of over 1000 projects proposed were chosen, and only 2 were chosen in Minnesota.

There has been an effort to create a Lion's Club on West Broadway, and there's already a Northside Rotary.

Dr Watson believes we do not as an organization need to take a side one way or the other. Just let people know, leave it up to the individual to decide.

Board Member recruitment? No updates as of now.

Meeting adjourned at 9:45 by T. Watson.