

## Westside Association Meeting Minutes

June 4-09

Meeting called to order by President Connie Drexler @12:00

### Treasurer's Report

- Paid liability insurance of \$250.00
- Paid Live at Lunch \$200.00
- Received dues of \$325.00
- Ending balance \$6100.00
- Send out 2<sup>nd</sup> notices for dues
- 45 paid members

### Chamber Report:

- Oct 2- Best Buy scheduled to open
- Ruff House opened on Algoma Blvd
- Water City Grill location to reopen with new owners
- Rob attended the International Shopping Center Conference- was in the Forward Wisconsin booth
- DOT meeting
  - 2010-Witzel overpass closed April to Nov
  - 2010- 20<sup>th</sup> overpass Feb- June
  - 2011- 9<sup>th</sup> and 45- one construction season
  - 2012- highway 21 April to Nov
- Ran ads on radio stations addressing the spending and non budget items in the state budget
- Business mission to China next spring
  - 10 day trip
  - cost should be under \$2000.00
  - explore business opportunities in China
  - informational meeting in September

### Director's Meeting:

- Survey project
  - Summary sent to Community partnership
  - Project is moving forward
- Possible program ideas:
  - Hintz/Hopper
  - DARE
  - New North

### Donations:

- Live at Lunch –donation approved
- Chamco request- decided against since it is not for a specific project- just general operating expenses

### Guest Speaker: Maureen Strauss- Downtown BID Manager

- 1<sup>st</sup> year
- partnership between Chamber/City/OEADC
- salary from BID
- \$150,000 property owners self accessed
- property values in BID has doubled in the last couple of years
- BID area created in 1987
- In charge of five committees
  - Marketing:
    - \$6000.00 for their own events and annual events (Destination Downtown)

- \$10,000.00 for community events ( Live at Lunch, Public Enemies)
  - Beautification:
    - \$20,000.00 on maintenance (such as flower pots)
    - \$5000.00 for special projects ( State Street)
  - 2010 committee formed to address the closure of Main Street
  - Parking Committee
    - Meets monthly
    - Plan where they are going with parking
    - Meters will be removed
    - Make recommendations
  - Recruitment
    - \$25,000.00 promoting new business to the downtown and help existing business
- 14 projects with the Façade Program
- Rear Façade program
  - Signage
  - Improvements during construction
    - \$5000.00 from BID
    - \$5000.00 from OAEDC
- Took over Farmers Market on Wednesday mornings
- Did a TV show for OCAT- Downtown Dish- discuss activities

Meeting adjourned at 1PM