



Champaign Downtown Association
Board Minutes
March 11, 2009

Attended: Lois Wacholtz, Christine Younger, Dorothy Kallmayer, Chris Ehley, Kyle Wetters, Doug Milburn, Jo Ellen DeVilbiss, Rich Cibelli, Carol Bain, Jan Kijowski, Robb Tobias, Edilah Jordan, Larry Steinbauer, Mary Tangora, Mary Dennis

Minutes: Date __ February 2009 __ Approved
Approved with following changes:

Treasurer's Report: As of the end of February we had not received the City's \$5000 marketing money. Membership dues invoices are sent out in October. New funding needed as soon as possible.

Executive Director Report: Main Street conference was March 1-4. They waived our \$450 fee due to Mary working, shared a ride and made every effort to save money. See ED report. Conference session papers will be available online with a confirmation number.

Mayor's 150th Committee: There are 6 subcommittees. Handouts were passed out.

Shop Local Campaign organized by the Chamber. "Save a Job, Shop Local, Spend Now"

April 11 – The Illinois Marathon: Runners will go through downtown between 9 – 11 am. We're encouraging businesses to be open then. Currently over 600 runners have signed up. Organization Committee is working to develop marketing opportunities for this and future years for downtown businesses. Joe Bails is director/contact. The race starts near the Assembly Hall. Perhaps businesses could display "Welcome to Downtown" banners in windows creating a consistent area welcoming. News Gazette is doing a special insert which will be distributed to hotels and points around town.

Boneyard Arts Festival is April 16th: Registrations are due on Monday. Thursday is Downtown Champaign Day. It is Mom's Weekend at the U of I.

Ebert Fest is April 22 – 26th: We want to encourage the use of the new parking deck during this time.

Artist Against Aids is April 23 – 27th:

We printed 10,000 downtown event cards.

City Report: Council is discussing parking at study session on March 31 at 7 pm. The focus will be on enforcement time in the evenings. The meter stickers are wrong and need to be changed. A handout of FAQ about the Hill Street Parking Deck was distributed. It will be sent out to businesses with the hope that they will forward it on to their customers.

Committees:

Economic Restructuring Committee (*Grants & Funding*)

- 1 Learn about the district's current condition and identify new opportunities
- 2 Find new economic uses for traditional Main Street buildings
- 3 Develop incentives for existing and new business
- 4 strengthen existing business and recruit new business
- 5 Monitor the economic performance of the district

Promotion Committee

Cultivates new strategies for downtown development by:

- 1 Understanding the changing downtown market
- 2 Identifying downtown unique assets
- 3 Defining the downtown's niche
- 4 Designing new activities

Would like to put faces to businesses in the downtown on the website. Possibly testimonials.

We need to be sure that we have a "CDA Photographer" available at every event.

Would like to do "Man on the Street" interviews with photos for the website.

Update on District Marketing Campaign.

Organization Committee

- 1 Promotes the program to the public
- 2 Raise Money for projects and Administration
- 3 Recruit, Empower, & Reward Staff & Volunteers

See printed report. Distributed a draft of the "Expectations of Board Members." It was requested that members send comments on the draft to the committee chair by email. This will be brought to the Board for a vote at the next Board Meeting.

Working with the Promotion Committee on how to answer questions of potential members when working on increasing our membership. We are looking to follow the MTD lead.

Design Committee

Economics of historic preservation appropriate building materials.
Stresses importance of good design,
Preservation, building maintenance basic improvements
Financial incentives
Upper story development,
Mid 20th century store front preservation, basic building maintenance, awnings and signs

Other Matters: