

Centralia Downtown Association  
General Board Meeting  
December 18, 2017

Meeting was called to order at 6:06 PM

In attendance:

Jan Rockwell-Nortell, Sara Gingerich, Sarah Snively, Kristy Vrooman, Scott White, Susan Delaire, Holly Phelps, Jay Ryan, Rebecca Staebler, Maureen and Calvin, Bruce Hanson, Edward Jones, Edna Fund

Excused: Tory Graf and Dawn Merchant

Absent-Jay Skinner, Max Vogt

Approval of minutes m/s/p

60k in bank all things paid and reimbursed(ALTAK)

Welcoming new members, Bruce Hanson and Edward Jones

committee reports-NA

Old Business:

360 Tour- all videos are posted on website except historic downtown and fireworks as it is under construction

9500 in attendance to fireworks

6month chronicle advertisement was approved ( 3rd Thursday)

3month with radio KITI station for advertisement was approved-live remote at Christmas market all 3 hours they were there, new ad right after christmas shopping in Jan being promoted.

Merchant Academy- Tory and Jack made arrangements with police dept, 4 week program, 8th 15th 22nd and 29th of January- business and person safe, good opportunity for building relationships with business and police dept. Can find on Facebook page with dates and more info. 7PM-9PM at City Hall on Maple St

New Business:

Presentation of 2018 budget - income and expense: \$216k

\$98k that can be raised for B&O taxes- main street program can donate B&O tax to a non profit (anyone who pays this tax and if they donate they can get up to a 750 credit on 2019 tax refund check) city of centralia committed to \$50k

puget sound energy, windermere and other has already promised donation to CDA

March 31st can still try to raise 35K for donation to CDA

City could see 133k go back into the city

\$4k for membership dues

\$76,500k grant from motel tax- lodge tax committee- it was denied at city council for the first round but it will go back to city counsel in Jan for a second attempt to be approved.

establish new office location that includes welcome ctr CDA office, G.W. museum meet me in Centralia( convention events)....

80/20 member perk with CDA for pretty store front and keeping the streets clean/tidy

tour of Centralia of places that are for rent to bring in new business to Centralia( Business owner potential)

still have \$ from last year that has not been utilized and are looking to find a home for said monies.

\$7500 in budget for Flower Baskets for 2018

3rd Monday short committee meetings to reduce # of meetings

Committees:

Organizational- ( Scott White will be chair man, E.D. job) building and collaboration, keeping board members and committees "Happy", raising money, recruiting volunteers, offer incentive, by laws, bookkeeping, payroll, bank/charge accounts,

Members:

Scott White, Kristi Vrooman, Sarah Snively

Design- ( Holly Phelps will be chair lady) shapes what main street will look like to persuade shoppers and travelers to visit, enhance image idea, planning on main street development, improvement incentive, develop design guidelines/assistance

Members: Holly Phelps, Rebecca Staebler

Promotions- (Maureen will be chair lady) marketing, retail promotion, understand change of market, understand downtown assets, conduct outreach survey's, with create new image.....

Members: Jan Rockwell-Norton, Maureen and Calvin

Economic- (Sara Gingerich will be chair lady) find use for open commercial buildings, strengthen existing business and promote new business, build and maintain inventory of said building( taxes being billed to landlord, rents for space...)

Members: Sara Gingerich, Jay Ryan

Meeting Adjourned: 8:07 PM