

## 2-19-18 General Meeting

6:05 pm meeting called to order

### In Attendance

Sarah Snively (Secretary), Staci Sume (Centralia College), Rick and Cathy Cavness (Community Members), Scott White ( Executive Director), Susan Delaire, Jennifer Krueger, Dawn Merchant (Treasurer), Jan Nontell (President), Holly Phelps (Member at large), Tory Graf ( Vice President), Kristi Vrooman ( Member at large), Sara Gingerich ( Member at large), Maureen Longley, Kevin Longley, Joel Blair, Crystal Blair, David King, Mary Lynn King and Sandi Walczyk

Absent: Andy Skinner (Member at large) and Jay Ryan (Member at large)

### Agenda Update:

Antique Fest

### New Business:

\$50,000.00 from city (B&O) -Has not rec'd but should be rec'd anytime\par

B&O from Tiki Tap House pledge has been rec'd

L-TAX- \$73,100.00 (Lodging Tax)

tax return completed- 07-2016-06-2017( This is available to view at anytime)

### Meet me in Centralia:

big focus with L-TAX \$ ( relaunch) concierge service that will host business/ personal events of at least 100 people, \$32,000.00 to spend outside of area of meet me in centralia- venue list and dollar break down of where it would be hosted. Can find Meet me In Centralia on CDA website of sign up and venue options. Talk about charging out of towners for using us as venue or charging existing people. ( Hotel space) Handout that was given out to general meeting is forecasted for Spring/Summer/Fall 2018.( trying to create packages to reduce monies spent)

Looking for volunteers who would like to get involved in getting hotels filled to drive and bring in business/visitors to Centralia.

need confirmation on if hotels/shops are "Pet Friendly" (fido.com can be utilized for the local shops to use to bring people down)

### Newspaper/Radio:

New motion to sign 3-mon contract adding with KMNT( Not doing KELA due to being more Political and less bias) at package deal of \$800, KITI current contract package at \$800- this passed at General Meeting (Designed to help drive business to Downtown) Members get about 10 Sec air time that can hold value

intro package can be offered to our members for \$250 for 60 spaces of 10 sec ad space

May contacts Expire for radio and Chronicle( Can be revisited to keep till end of year- Board

Vote)

Tory has intern with Trillium that can do graphic design that is offered for our members( this is a free service till his end of Internship) to help assist with ad space in Chronicle.

1st annual President's Scholarship Fund and it is the Centralia College Scavenger Hunt (april 7th 11am-2pm)- register teams of 2-5 people and all funds go to President's scholarship fund- clue or question/riddle from each business that is a cda member for participation. ( cash prizes will be awarded)

Anyone can sign up tonight and starting anytime starting now( 2-19-18)

Board Organization:

voted on using previous welcome/Thank you cards, looking at spaces for permanent home for CDA, CDA voted at last meeting to utilize Wilson Hotel space since its large for CDA office and the George Washington Museum( wanting to stay open 5 days/week) hiring a few people to add part time worker( about 3 days of work) \par

Board Promotions:

Winter/President's Day sale let by Maureen Langley who showed this year as 1st year to not be just a weekend sale event but to extend it to the week before President's day leading up to the big Monday holiday. Snow at General meeting rec'd feedback on weekend sale VS whole week sale and businesses did well!!!! ONLY negative was no one could tell which store was participating and if it was V-day sale or President sale( can be fine tuned for 2019)

Antique Fest is in full Swing!!!! ( Thank you Holly!!!) Flyers will be distributed within local business starting in March for July 27th Event!!! Posters are still being worked on, Vendors and music guests are filling up nicely!! Goal is to get 5000 people downtown to attend Antique Fest and to check out the local shops! hours of Antique fest are 3-7( 7/27) 10-5 (7/28) 10-4 (7/29) April is goal to share surprises of what will be added to antiquefest!

Girls night out! April 21st 2-8, signups going out in March and will be same weekend as Brewfest that happens at the Olympic Club. They bring about 2k people and hopefully that business will trickle down to our Girls night out( not a CDA partnered event)

Board Vitality:

no new business as business space is opening and closing very quickly! Motorsports is moving to Campbell building on Main that is originally on Mellen near freeway.

Board Design:

picked a tree to go to the train depot! tree that was chosen is called City Sprite Zelkova! Train station is the first location to get the new tree. May 6th and May 7th(Sun and Mon) will be clean up day! hired Calypso to help clean our streets. Jennifer Krueger will be checking with Jail to see about a work crew volunteer to get parking lots cleaned up, getting laura from renaissance to help do clean up once a month in Central Park, flower baskets are still

scheduled to be hung after clean up in May the following weekend of the clean up.

Good of the Order:

March 13th will be 3rd Thursday- women's history month, focus on woman of centralia to take place temporarily on George Washington Museum

April 21st first annual collectable toy show at Tractor museum hosted by David King, one day event from 10-7 sale tables as auction and as the days get closer the tables up to auction go up in price. has 14 tables already sold! CDA page possible can be added for David King's event, \$3 dollar pass for adults and kids 0-12 are free for entry

Looking for Block Captains to keep block up on current events that they have a business on (EX: Pine and Magnolia Block),

Centralia help with VIntage trailer show( person came to Maureen Langley and brought this up to be discussed for 2019 event) and also Maureen rec'd a suggestion of a "Sip N Stroll through Centralia (see if this could be a CDA sponsored event- could be with a 3rd Thursday event) \par

Meeting adjourned at 735PM