



August 21 2017 – General Meeting

Location: Rectangle Gallery

CDA Board Members in Attendance

- President: Jan Rockwell-Nontell
- Member at Large: Tory Graf
- Member at Large: Kristi Vrooman
- Member at Large: Jay Ryan
- Board Liaison: Max Vogt
- Absent:
 - Secretary: Sara Potter
 - Treasurer: Dawn Lawson
- Scott White new ED

In Attendance

- Carl Buster, CPD
- Maureen & Kevin Longley
- Bruce Jost
- Marie Shankle
- Edna Fund
- Susan Delaire
- Lauri O'Brien
- Barb Salewsky
- Sarah Snively
- Sara Gingerich
- Holly Phelps
- Rebecca Staebler
- Ella and Dave Hamilton-Smith
- Keith Payton
- Joined at the end
 - Bob Russell
 - Bonnie Canady
 - Lee Coumbs
 - Brian Mittge
 - Cathy Cavness

Call to Order

Meeting called to order at Jan Nontell called to order at 6:03.

Agenda Corrections and Agenda

No changes

Reading and Approval of Meeting Minutes

Call to approve last week's meeting minutes Andy Skinner, Tory Graf second, everyone else approved.

Treasurer's Report: Account Update/Bills

There were a couple of questions from the membership for clarification of the Treasurer's report which were answered by Andy Skinner. Tory moved to approve as written. Andy seconded. Motion carried.

Organization Report

New Board member has been appointed from the Centralia Police Department - Carl Buster.

Promotions Report

Joining the GW200 and Promotions Committees. Tory will reach out to members to identify a time that works for all and get them rescheduled.

Design Report

Baskets will be coming down right after Labor Day. The trees downtown will be removed after labor day and new, smaller, flowering trees will be replanted this fall. There is a request from Rebecca Staebler for the City to come to talk to the downtown Merchants regarding the trees that will be planted in September. Max will connect with Emil on the topic.

Economic Vitality Report

Beginning the discussion with realtors to identify opportunities for new businesses.

Old Business

360 Tour. The exterior photo shoot for the 360 Tour is scheduled for Sunday, August 27th. Parking on Tower will be restricted. The city will sweep the streets at 8AM. Next steps are to schedule the interior shots at the end of September.

Lodging tax. RFPs for Lodging tax funds is due on Aug 23rd. Going to request funds for a downtown visitor's center. It will contain the CDA office, a Discover Lewis County kiosk, postcard center, and act as a center for Meet me in Centralia (rebranded). Booked an Association of Washington Cities in Centralia in October 4th and a train show on October 21st.

Executive Director. Scott's start date is Sept 5th. He asked for suggestions for when would be a good time for him to have office hours that would be most advantageous for the downtown Merchants. Tuesday and Wednesday.

2018 budget. The budget will be drafted once Scott begins as the ED on Sept 5th. The City has promised us some budget. We will have until March to get B&O donations. Tory will add a link to the DAHP website with information on the B&O tax credit program on the downtowncentralia.org.

New Business:

Winterfest. Vote on using workplan money to sponsor Christmas Market. Barb presented the proposed Christmas Market budget. Asking the businesses to create displays that look wintery, happy, joyful. The membership voted to reallocate \$2000 from the Promotions budget to sponsor the Christmas Market at Winterfest.

Central Park Update. After a review of meeting minutes from the last year, it was determined that there was no motion for the CDA to take ownership of the upkeep of the park. The maintenance of

the park will continue to be managed by the entire community. Holly Phelps is paying Calypso for twice a month cleaning. Jan Rockwell-Nontell is paying a local resource for weekly cleaning.

Update on discussions with Chief Nielson. Chief Nielson joined a Merchant's coffee meeting to discuss the incident in front of the Shady Lady. He provided guidance that if there is an issue and a merchant needs to call dispatch, specifically request that an officer is sent out immediately. He also recommended that all merchants join NextDoor in order to provide updates on any issues in real-time to each other. In upcoming meetings, we will discuss the creation of a customized Citizens Academy for the merchants in order to increase awareness and communication between downtown merchants and the CPD.

Good of the order:

George Washington. Bob Russel shared some goals and information about the mission and goals of the George Washington Bicentennial effort. The goal is to fund the building of a statue over the next year. The ask is to raise \$85,000 to finish the statue. \$70,000 is to the bronze work. We have \$15,000. Looking to create a team to reach out to different accounts: A – big corporations, B – all the other businesses, C – doctors, lawyers, citizens stuffing letters. The CDA has agreed to partner with the GW200 committee to reach out to donors. The placemaking grant may be an option for that.

Farmers Market. Moving to the parking lot of Vanity Fair this Friday. Moving because there is not enough foot traffic at the current location. They are hoping for greater foot traffic in the new location. They are looking to sign 5 year lease in the new location.

ATV Proposal. There is a proposal to legalize ATVs on the street that will be brought in front of the City Council tomorrow night. It creates a hazard and noise. If you are concerned about this, please attend the City Council meeting at 7PM on 8/22 to voice your thoughts. Tory made a motion for the CDA to oppose the proposal to legalize ATVs on city streets. Seconded by Kristi. The general membership voted and the motion carried unanimously.

Adjournment

7:56 Kristi Vrooman, Tory Graf second, all in favor

Next Board Meeting: September 4, 6pm, Rectangle Gallery

Next General Meeting: September 18, 6pm King Agricultural Museum