

# **GREEN RIVER URA/MAIN STREET AGENCY**

## **Board of Directors Minutes November 3, 2011 - 6:00 p.m. City Hall Council Chambers**

### **Board Members Present:**

Deborah S. Alvarez, Chair; Michael Brown, Vice Chair; Cathie L. Hughes, Treasurer; Erin Kinney, Robert V. Berg

### **Board Members Absent:**

Melaina Nielson, Student

### **Staff Present:**

John Dahlgren, URA-Main Street Administrator; Yvonne Kelley, Recording Secretary

### **Committee Members:**

None

### **Guests:**

Hank Castillon, Mayor  
Gary Killpack, Council Liaison

### **Call to Order**

Chairperson Alvarez called the meeting to order at 6:00 p.m.

### **Attendance Sign in**

Board members signed attendance sheet.

### **Approval of Last Meeting's Minutes**

Board Member Kinney read the minutes of October 27, 2011.

Board Member Hughes moved to approve the minutes of October 27, 2011. Board Member Brown seconded. Motion carried. (5-0)

### **Chairperson's Report**

- 1) Monthly status

Chairperson Alvarez reported the goals for this month are to get the by-laws in place and to apply for the federal ID number.

- 2) Committee updates

Chairperson Alvarez reported she received the minutes from the Book and Bean. She requested that each committee provide minutes or a report to the board so that they are kept updated.

- 3) Update on volunteer activities

Chairperson Alvarez requested from Mr. Dahlgren a list of volunteers needed for different events.

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Mr. Dahlgren said right now we don't have anything going on. We always need volunteers to decorate but I don't know when.

Chairperson Alvarez asked if volunteers were needed for committees.

Mr. Dahlgren said we need volunteers for all committees. One of the tasks of the organization committee is to hold a volunteer drive.

Board Member Brown suggested using high school students.

### **Treasurer's Report**

#### 1) Budget overview

Mr. Dahlgren discussed the report of expenses through September 2011.

Chairperson Alvarez discussed using some of the advertising budget to do a coupon booklet that businesses can purchase to add their names to a monthly or quarterly main street advertisement. There was discussion of advertising with the Green River Star and on Facebook.

Chairperson Alvarez will work with Stephen Pyles, the Public Affairs Specialist to change the Facebook email to Green River URA/Main Street Agency.

Board Member Hughes moved to approve the treasurer's report. Board Member Kinney seconded. Motion carried. (5-0)

### **Report from URA-Main Street Administrator John Dahlgren**

Mr. Dahlgren reported a new business opening, OT Sports Bar. He discussed Holiday Cards for Heroes, the November newsletter and the Wyoming Main Street monthly reinvestment report.

### **Attending Guest – Time to Share**

Mayor Castillon reported that he is going to request \$150,000.00 from the city council for the agency. He recommended the board to work on their plan and focus on projects to improve the downtown area.

### **Old Business**

#### 1) By-laws

Board Member Brown will present a draft copy of the by-laws for the next meeting.

The by-laws were tabled until the next meeting.

Council Liaison Killpack will research board liability insurance and hiring an attorney.

#### 2) Application for Federal Tax ID

Board Member Hughes will apply with the secretary of state to get the board's federal tax ID.

#### 3) Bank Account

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Mr. Dahlgren reported that the board will need a separate checking and savings account.

4) Clock Tower Project

Mr. Dahlgren reported the project can be implemented once funding is granted.

Chairperson Alvarez will speak to Parks & Recreation to have the trees trimmed in November.

Chairperson Alvarez discussed that there is a lot of small projects in phase one that can be done without any money.

5) Holiday decoration of train bridge/signature area to decorate

Chairperson Alvarez discussed the need to have the viaduct decorated with lights during this holiday season. Mr. Dahlgren will check with Parks & Recreation to see how feasible it is.

Discussion was had regarding selling Green River's strengths such as the river, the railroad and the sculptors.

6) Property

Mr. Dahlgren discussed the possibility of buying the property (Van Andel House) which is the oldest house in Green River located next to the old brewery.

**New Business**

1) Upcoming events

Mr. Dahlgren handed out the Shop Downtown Green River brochure (listing unique gift shops and stores) that was discussed at the Economic Restructuring committee meeting. He will place it at the visitor's center and hotels before Christmas. The brochure was discussed. It is good for this year but will need improvements for next year.

Board Member Brown reported that one of the goals of the Organization committee is to come up with fonts and themes for the URA/Main Street so that everything is standardized.

Board Member Berg moved to approve the brochure. Board Member Hughes seconded. Motion carried. (5-0)

Holiday decorating of the Clock Tower will be on Saturday, November 19, 2011.

Fill the Truck is on Saturday, December 10, 2011 at the Clock Tower from 11:00 a.m. to 4:00 p.m. The event is a drive to fill up a moving truck with perishable or non-perishable food items, pet food, personal hygiene and cleaning products for the food bank. People who are donating items will receive a coupon for \$1.00 off any \$10.00 purchase made at any participating downtown business.

**Other new business**

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Board Member Brown requested each board member to ask their committees for ideas for a big event that will define the URA/Main Street.

Mr. Dahlgren passed out a brochure on parliamentary procedures.

Council Liaison Killpack recommended that "Executive Session" be added to future agendas.

Mr. Dahlgren asked for suggestions on meeting packets. In the past, packets were mailed out a week in advance of the meetings. The board's consensus is to email the packet and provide hard copies at the meetings.

**Calendar changes or additions**

Chairperson Alvarez asked the board to email her any changes to the calendar so that everyone is kept informed.

Chairperson Alvarez requested that all committee meetings be held at Green River businesses. Board meetings will be held at City Hall.

**Adjournment**

Board Member Hughes moved to adjourn the meeting at 8:15 p.m. Board Member Kinney seconded. Motion carried. (5-0)