

**Central Columbia Association  
Board of Directors Meeting  
November 15, 2006, 11:30 a.m.  
11 S. Tenth St.**

**Present:**

Jennifer Perlow, President, PS:Gallery  
Larry Colgin, First National Bank  
Kathy Fluesmeier, Village Wine & Cheese  
Tom Brinker, Cycle Extreme  
Carrie Gartner, Executive Director

Kurt Mirtsching, Vice-President, Shakespeare's  
Richard King, The Blue Note  
Stephanie LaHue, My Secret Garden  
Julie Baka, KOPN  
Leslie Gale, Assistant Director

**Absent:**

Robert Tucker, Tucker's Jewelry

**Perlow called the meeting to order.**

**Approval of Minutes**

**Mirtsching made a motion to accept the October minutes. Brinker seconded the motion and it passed unanimously.**

**Financial Report**

**Brinker made a motion to accept the October financials. Mirtsching seconded the motion and it passed unanimously.**

**Old Business**

Twilight Review – The board discussed Twilight Festival at three different levels: Problems, Goal of Twilight, Possible Solutions, and the Process.

1. Problems: LaHue stated that the only true benefit for her store that comes from Twilight Festival is the exposure to new people. However, most people she's talked to get no business that night, and are unsure how many Twilight goers come back to shop. Some people have even seen their regular customers kept away during Twilight Festivals because of the crowd. King stated that restaurants are probably the only businesses that see any actual benefit on Twilight nights. He believes that the main problem is with teens that are dropped off and cause fights and just waves of people that are frightening to others. LaHue agrees that this is the main problem, and stated that it seems like there is no way to keep them from coming through programming – they don't care what's going on, they just want to be where the people are.
2. Goal of Twilight: Mirtsching stated that the goal of the Twilight Festival as he sees it is to get people downtown to see it for the first time and spend money here – either that night or at a later date. Gartner asked the board to think about the specific demographic that Twilight Festival should be aimed at. King stated that young professionals (people with money to spend) are who we should be trying to target, and that people with kids should just be directed down to Flatbranch Park. Fluesmeier stated that she always thought of Twilight Festival as a family event. Perlow and King both think that there should be something for the 13-16 year olds to do so that they don't make Twilight scary.
3. Solutions: Gartner asked the board to give her some guidelines for what is and is not on the table to discuss. The board agreed that nothing (even cancellation) was completely off the table. Mirtsching and King stated that there needs to be a replacement or serious renewing of some kind. King stated that one thing that would make it more appealing to young professionals would be to get back good bands. Perlow stated that the important thing for participants is that they are all entertaining in some way. Gartner stated that in order to proceed, we need some clear direction. Colgin stated that no matter what we end up doing, it needs to be something that showcases **The District** and all of its uniqueness. Brinker stated that it's important to decide how we will measure the success of such an event. Baka had the idea to hold an event for non-profits, which would make them the focus instead of a distraction.
4. Process: Colgin and King expressed interest in having "break-out" groups during a town-hall type meeting for all CCA members and others who are interested in becoming members. They said that each group has a spokesperson, which ensures that one person or idea does not dominate the conversation. The board agreed that the Twilight Festival Committee should be made up of the entire board. Mirtsching suggested having two separate meetings on the same day in order to get the maximum amount of involvement from CCA members.

## **New Business**

### **Director's Report**

#### **Holiday Events**

1. Holiday Lights go on – Thursday, November 16
2. Holiday Parade – Sunday, November 19
3. Living Windows Festival – Friday, December 1

**Holiday Advertising** – Gartner reported that CCA will be doing a lot of advertising over the holidays as usual.

### **Public Comment**

Baka asked if the minutes and agenda could be posted on the website. Garter told the board that the SBD board had decided to post approved minutes and upcoming agendas only. **Baka made a motion to post agendas and approved minutes on the website. Fluesmeier seconded the motion and it passed unanimously.**

### **Adjournment**

The December meeting is cancelled. Next meeting is Wednesday, January 17.