

**Central Columbia Association  
Board of Directors Meeting  
February 20, 2008, 11:30 a.m.  
11 S. Tenth Street**

**Present:**

Tom Brinker, Cycle Extreme  
Liz Tucker, Poppy  
Stephanie LaHue, My Secret Garden  
Kurt Mirtsching, Shakespeare's  
Carrie Gartner, Executive Director

Kathy Fluesmeier, Village Wine & Cheese  
Richard King, The Blue Note  
Robert Tucker, Tucker's Jewelry  
Larry Colgin, First National Bank  
Erika Kubsch, Assistant Director

**Absent:**

Adam Dushoff, Addisons

**Call to Order**

Mirtsching called the meeting to order.

**Approval of minutes**

**Brinker made a motion to accept the January minutes. Tucker seconded the motion and it passed unanimously.**

**Financial Report**

Gartner stated that the fund balance is still low from holiday advertising, but membership dues are steadily coming in. **Fluesmeier made a motion to approve the January financials. King seconded the motion and it passed unanimously.**

**Old Business**

Membership Campaign Update-

Kubsch explained that membership packets to both past members and to new members have been distributed. Gartner suggested assigning board members to get in touch with each business that has not yet paid.

**New Business**

Twilight Festival Committee-

Brinker stated that the Twilight Festival Committee met and discussed ways to get members more active and excited about Twilight. Brinker explained that the committee thought that many businesses would volunteer or participate in Twilight if some marketing possibilities, like banners on barricades, were made available to them. King asked where these businesses would get their logos. Gartner stated that these businesses would be included on the weekly programs, on the website and on banners that they provide. King stated that we need to make sure that these businesses who participate are not competing with our main sponsors. LaHue stated that if businesses didn't have enough employees to help, they could team up with another small business. Tucker suggested getting different shirts for volunteers that included these businesses logos on the back. Kubsch will put together a list of possible volunteer jobs, a list of what we would need from the businesses, and also a list of benefits to the businesses.

**SBD Update-**

Consultant Visit-

Gartner stated that Progressive Urban Management Associates are coming March 19-21 and Kubsch is in the process of setting up focus groups and individual meetings. Gartner explained that P.U.M.A. will just be focusing on SBD organization, not external issues. Gartner explained that based on their first visit, they will put together a survey that will go out to all SBD membership.

City Initiatives-

Gartner stated that the City has written a sample TIF ordinance and that this will be in front of Council in March. Gartner stated that Council seems to all be in favor of this, but are a little worried about some of the projects that might want to use TIF. Gartner explained that TIF is the first step to setting up MODESA, which is a super TIF for downtown.

Downtown Leadership Council-

Gartner stated that the Visioning Committee created three new downtown groups, one of which is the Downtown Leadership Council. This council will have members from the Universities and Colleges, the SBD, and surrounding neighborhood associations.

**Director's Report-**

**Annual Report-**

Gartner explained that the SBD had the annual reports professionally designed and printed this year. Gartner stated that they are not specific to 2007 so they can be reused for longer than a year.

**True/False-**

Gartner stated that True/False is next week and that she has been sending out reminders to businesses about how to take advantage of the large amount of people that will be downtown.

**Adjournment**

The next meeting is on Wednesday, March 19 at 11:30 a.m.