

**Central Columbia Association
Board of Directors Meeting
January 16, 2008, 11:30 a.m.
11 S. Tenth Street**

Present:

Tom Brinker, Cycle Extreme
Richard King, The Blue Note
Robert Tucker, Tucker's Jewelry
Kurt Mirtsching, Shakespeare's
Carrie Gartner, Executive Director

Kathy Fluesmeier, Village Wine & Cheese
Stephanie LaHue, My Secret Garden
Liz Tucker, Poppy
Adam Dushoff, Addison's
Erika Kubsch, Assistant Director

Absent:

Larry Colgin, First National Bank

Call to Order

Mirtsching called the meeting to order.

Approval of minutes

Fluesmeier made a motion to accept the November minutes. Brinker seconded the motion and it passed unanimously.

Financial Report

Gartner stated that over \$20,000 was spent on holiday advertising. LaHue stated that she noticed a big increase in in-store purchases at My Secret Garden; she believes this is because of all of the holiday advertising and possibly from residual Fall into Style promotion.

Brinker made a motion to approve the November and December financials. Fluesmeier seconded the motion and it passed unanimously.

New Business

Elect officers:

Brinker made a motion to elected Mirtsching as President, and Fluesmeier as Vice President. King seconded the motion and it passed unanimously.

Street Closures:

Gartner explained the street closure process to the new board members.

True/False Film Festival: Gartner stated that the organizers of True/False have already had a meeting with City Officials about this and they seem to approve of this parade. **Fluesmeier made a motion to approve the True/False Film Festival street closure request. Tucker seconded the motion and it passed unanimously.**

Office of Cultural Affairs-Festival of the Arts: Gartner stated that this is the same closure they do every year for their kids area on Ash Street. **Fluesmeier made a motion to approve the Festival of the Arts street closure request. Brinker seconded the motion and it passed unanimously.**

Partners in Education: Gartner stated that this is also the same street closure that they do every year for the flag ceremony. **Tucker made a motion to approve the Partners in Education street closure request. Fluesmeier seconded the motion and it passed unanimously.**

2008 Membership Drive:

Gartner stated that Kubsch is currently in the process of sending out membership packets and will be putting together call lists for board members.

Gift Card Program:

Gartner stated that gift certificate sales doubled in 2007. Gartner stated that Kubsch is researching the possibility of switching to a gift card system. Gartner stated that the expense of many of these systems is out of the CCA budget. Dushoff suggested using gift cards that can be spent anywhere, but print the District logo on the front and advertise

them as only valid at CCA member locations. LaHue recommended putting stickers in the windows of CCA members letting people know they except District gift cards.

Business & Bagels:

Gartner stated that there will be a Business and Bagels Seminar scheduled in the next couple months. All board members agreed it would be best to do it as soon as possible. Gartner stated that Mike Vangel will be speaking on Branding and Marketing.

Directors Report:

Gartner stated that the website was restructured in April, 2007 and pointed out the growth of the website since then. Gartner pointed out that hits and page views are up and many of these hits are coming from outside of Columbia.

SBD Update:

HUB Update:

Gartner stated that HUB is complete and the last round of street lights will be up soon. Gartner stated that the Broadway streetscape will be part of the City Hall plan.

Annual Report:

Gartner stated that the SBD annual report is currently being designed. Gartner explained that this report will not be specific to 2007; it will be more general and will be able to be reused.

Consultant/Reorganization:

Gartner stated that Progressive Urban Management Associates (P.U.M.A.) will be coming in March to help reorganize the SBD to better serve The District. Gartner stated that both the P.U.M.A. and the SBD board want CCA board members to be involved. King and Tucker stated that they want to be involved with these meetings and will be attending SBD board meetings regularly.

Adjournment

The next meeting is Wednesday, February 20th at 11:30 a.m.