

 **Location: Main Event Center**
 **Date: January 21, 2020**
 **Time: 4:00 pm**

Meeting Minutes

I. Call to order (President)

II. Roll call / Attendance Sheet (Secretary)

III. Approval of minutes from last meeting (Secretary to Read) *Note no meeting last two months

IV. President's Report

Grants/Agendas/City Meetings – Nothing new to report

V. Vice President's Report

Growth/New Memberships – Eric Albers and Chris Russell were both officially added to the Board of Directors as “Director” with a unanimous vote in December. Effective 1/1/2020.

VI. Treasurer's Report

Financial Report – Presented by the Treasurer (Rod Link) and reviewed/approved by the Board. Total fund balance as of 12/31/19 is \$12,957.48.

VII. Open issues

a) Missouri Main Street




i) History Tours

- (1) The Board unanimously voted to approve proceeding with being a part of the History Tour with MMSC. The tours will occur during the Sucker Day event. Chris Russell will lead the effort in organizing the history tour. These will occur in conjunction with the new video being produced by the Chamber of Commerce. It is likely that Paul Johns and/or Wayne Glenn, both local historians, will be involved – along with Chris.

ii) Town Hall Follow Up

- (1) The group addressed the outstanding email from Ben White at MMSC from 12/4/2019.
- (2) The group needs to address creating a database from the sign-in sheet created at the meeting. No volunteer stepped up. Issue tabled until next meeting.
- (3) The group needs to build a volunteer recruitment plan. The website information provided by MMSC has not been reviewed by anyone in the group at this time. No volunteer stepped up. Issue tabled until next meeting.



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- (4) The form for the National Main Street membership was already signed and returned.
- (5) The NDRC has not received the 4-6 potential dates from MMSC for the next training. Will be addressed when received from MMSC.
- (6) The NDRC received a notice for the next workshop provided by MMSC which was scheduled for March 13 in Branson. The Board voted to send Eric Albers or Nate Rapp to this conference. Chris Russell will also be in attendance, paid for by the Nixa Chamber.
- (7) A copy of the bylaws and board minutes were sent to Ben last December, per his request.

iii) Subgroup Meetings/Discussion

- (1) The Board addressed the need to set up sub-groups for meetings outside our monthly membership/board meeting. Eric Albers noted the ongoing work of the City in regard to the new parking lot and the expansion of Hwy 14, and that the effects of this development will impact the design subcommittee. It is our goal to get out in front of this work by the City and be a part of the decision making process. Chris Russell noted that he would mention our intent to contact the City for a standing meeting. Eric Albers noted he would follow up with the mayor or City Administrator to set an initial meeting.
- (2) The goal of the sub-groups would be to get the work of the committee accomplished outside of the meeting time, and then be able to report to the group during the meetings. Unfortunately, with the small number of regular attendees to the meetings, we would be dealing with committees of only 1 or 2 people. Ultimately, no final decision or schedule was set on creating the sub-groups – though the value was agreed on in principle. Issue tabled until next meeting.




iv) Final Outcomes/Goals for MMSC

- (1) Related to our discussion on sub-groups, we addressed what our final goals should be for our interaction with the MMSC. Again, the discussion centered on Eric and Nate's thoughts on the design sub-group. We asked the Board to consider what it is we are trying to accomplish with the City. Whether we will be generating some type of full master plan of the area – or if we are gathering people and ideas for a list or general sense of what we want, and then focusing on hiring professional services for actual design and construction documents. As architects, we are happy to focus on the design – as that is our most natural fit – but we are also sensitive to the value we provide in the planning process and placing some type of limit on our free services. Similar issues may be encountered by the other groups, though none were mentioned at the meeting. Issue tabled until next meeting for further thought/discussion.

b) Memberships

- i) The Board addressed creating a true membership package for new members. The memberships will be billed once per year, and may be pro-rated for partial year members. This is in order to simplify billing and record



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keeping for our group. Rather than invoicing at each month of the year, all invoices can be sent out at one time. Chris Russell committed to allowing the group to address the Chamber during the March luncheon.

- ii) Membership levels were discussed as the following (all naming levels are temporary): \$25 individual volunteer; \$50 basic business membership; \$100 enhanced membership with special recognition on sign/flyer; \$250 gold level includes enhanced benefits and adds a Creepin' at the Crossroads sponsorship for a smaller event or contest; \$1,250 platinum level includes enhanced benefits plus a major sponsorship at Creepin' at the Crossroads (i.e. stage, grounds, band, etc.). Stickers will also be created for each member with the Downtown Nixa logo. Mark Hartssock will spearhead making a flyer indicating the new levels.
 - iii) As part of the membership value, the Board will pursue a place-maker sign. This is to include a map of the expanded downtown district and interchangeable business names or placards. We would aim to make two signs – one at the downtown parking lot, and one at another end of the "district" location TBD. This will also be part of the value added to the business memberships. Further, an 11x17 (approximate) flyer will be created and distributed to local businesses with the district and special recognition included.
- c) Website
 - i) Nate Rapp asked for Jeff Snelling's information to take over the website direction.
 - d) Chamber Partnership
 - i) Chris Russell asked for a separate meeting to get some thoughts together on how to partner effectively with the Chamber and its volunteer/employee base. Chris will look at a few dates around the first week of February.

VIII. New business

- a) 2020 Sucker Day Commitment
 - i) The Board voted unanimously to again partner with the Chamber of Commerce for Sucker Day. The NDRC will be responsible for Load-in/Load-out and Logistics for the event. This will result in a 50/50 cost share of vendors and food trucks.
- b) Nixa Improvement Meeting Presentation
 - i) Eric Albers and Mark Anderson will attend the meeting and participate with a Q&A led by Chris Russell. The meeting will be from 6:30-8:00 on January 31 at the Chamber Office. We will need a handout for +/- 40 people. Chris/Whitney will print.

IX. Adjournment

Attendees: Nate Rapp, Eric Albers, Mark Anderson, Rod Link, Chris Russell, Whitney Rose, Debbie, Mark Hartssock