

**Business Improvement District Meeting Minutes  
Noon, October 15, 2019, Grace Church**

Board Present: Tom Coday, Kevin Main, Bob Missel, Glen Ellis, Howard Krasne, Richard Register, Bill Parks, Vince O'Connor, Jerry Johnson and JJ Bixby Absent: and Roxie Kracl.  
Guests attending: Cortney Schaefer, Brian Newton, Barb Christensen, and Leslie Main.

Item #1. Chairman Coday called the meeting to order and it was noted that a copy of the Open Public Meeting Act was available in the room.

Item #2. Motion was made to approve the amended minutes of the September 17, 2019 meeting by O'Connor and seconded by Main. By roll call vote all members voted yai; motion carried.

Item #3. Chairman Coday opened the floor for comments or discussion from the public. There were none.

Item #4. Finance: Chairman Coday reported a remaining balance of \$20,025.11

Maintenance: MainStreet Director Schaefer reported that progress was being made on two Kiosks at a total cost of \$168 per Kiosk. A black sticker will be placed over the existing panels with a new decal to be applied over it. Register motioned to approve the expenditure, seconded by Parks. By roll call vote all members voted yai; motion carried.

Marketing: Krasne reported that a new video has been produced and that it was being sent out to board members. He said that they would be spending \$150 to boost it on Facebook and that we still had one more video to come for the holiday time frame. He encouraged board members to share the video on their own Facebook page. O'Connor showed an example of the current promotion being done by the Antique District in conjunction with the County Visitors Bureau. Every day about 1750 papers have the Visitors Guide Wrap inserted into them targeting 85 different hotels in the Omaha / Council Bluffs market. The piece is updated quarterly.

Future Projects: Nothing to report

Design / Christmas Decorations: MainStreet Director Schafer said the Christmas Garland for the light poles was being delivered. Main reported that the design committee was researching what other communities are doing to address how building murals and street art is governed.

Items #6 – there were no expenses to be approved

Item #7 – MainStreet Report: MainStreet Director Schaefer reported that the Fall Festival was a success and that downtown was gearing up for the Halloween Hysteria event on Thursday. She asked that board members email her on what they will be doing for the annual Christmas Walk, she will include it in MainStreet's promotional efforts. Leslie Main talk about the Communities Day event coming up and how it raises much need funds for local charities while increasing traffic in the downtown.

Item #8. Chairman Coday noted the next meeting was set for November 19, 2019 at the same time and location.

Item #9. O'Connor motioned to adjourn at 12:55 PM, seconded by Main. By roll call vote all members voted yay; motion carried.

Respectfully Submitted  
Bob Missel, Secretary

DRAFT