

**Downtown Development Authority
Minutes of the Regular Meeting
October 6, 2023**

Meeting called to order at 7:30 am by Chairwoman Westervelt.

Members present: Kelly Cornford, Victoria Devereaux, John Gerber, Pam Ginderske, Joe Kline, Nicole Risch, Kathy Westervelt, and Karen Wood

Members absent: Lorie Wille

Others Present: Hartmann Aue & Risch Children

Motion by Kline, second by Wood to accept the agenda with no changes. Motion carried.

Motion by Kline, second by Wood to table the payment of claims with Aue to send electronically today. Motion carried.

Motion by Wood, second by Cornford to approve the September D.D.A. minutes. Motion carried.

It was asked to bring forward event picnic tables. The tables are \$350 a piece. The events downtown would need six. Aue believes DPW furnishing wooden tables would suffice. The D.D.A concurred. The motion failed.

Old Fashioned Christmas Information forms were passed out. The D.D.A would like to see more participants in the parade. Therefore, they would like to forego any payment to join. Devereaux will work on advertising for the billboard north of town as well as for the D.D.A Facebook page.

Joe FM 97.3 has been the radio advertising for the Parade and Tree Lighting the previous three years. Members of the D.D.A listen to, and would like to utilize 94.5 the Moose FM. Aue presented quotes from both local advertising stations. Motion by Wood to advertise on both stations, with a billboard, second by Risch. Motion carried.

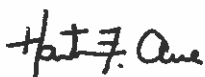
Cornford mentioned that John Dusek has recommended removing the downtown pots within the next week or two, and to dump out the current soil, as it may contain harmful bacteria for future flowers. Also, by emptying the pots of soil, the ease at which to maneuver the pots to storage will be increased.

The D.D.A will attempt to create greater excitement and buzz for Old Fashioned Christmas. Civic organizations as well as the school will look to play a larger role. Side by Sides and ATV's will be welcome in the parade to add floats. Gerber mentioned he will again be donating to Christmas Bikes for the event.

The November meeting will be the second public hearing, notifying local taxing jurisdictions of the D.D.A's accomplishments and future goals.

Meeting adjourned at 8:05 am. Motion by Kline, second by Wood. Motion carried.

Respectfully,



Hartmann Aue