



Downtown Development Authority
February 6th, 2019 5:30 PM Regular Meeting
MINUTES

CALL TO ORDER 5:30 pm PRESENT: Dave Grosse Karrie Lintner Angela Reichert Janet Schuttler Garth Taylor

ABSEN T w/ notice: Cardwell Dreier ABSEN T w/o notice: Froelich

Angela reported that Don Jackson resigned from DDA. Village Manager Mike Green was on assignment elsewhere.

AGENDA Additions/Deletions: none Approve Agenda : Grosse motion, Taylor second, pass

1. **Public Comment:** none

2. **Approve Minutes** of January 9th, 2019: Schuttler motion, Lintner second, pass

UNFINISHED BUSINESS

3. **Farmers Market** Angela introduced Katherine Jovanovich, the Market Manager for 2019. Katherine spoke about the plan for this year: the Market will be held 9:00 – 3:00 in Carver Park from Memorial Day ‘till the end of good weather in October. So far 10 participants have signed up, 5-6 more are in conversation, the goal is to include a maximum of 20-25 in the first year. The charge to vendors will be low to maximize the opportunity to include the vendors that best fit the mission. Vendors will sell home-grown produce, homemade crafts, home-baked goods. Cathi Rogers volunteered to meet with Kathy to share her knowledge/skills with Farmers Market management.. Kathy is in conversation with Mike Green about the cost for advertising that she will produce. Dave Grosse said the Village will pay insurance, and he will check with Village to make sure there is no conflict with others’ rental/use of Carver Park during Market days. It was agreed there is a need for a single, ADA-accessible port-a-potty for this and other events in Carver Park. Dave will get a cost estimate. Janet Schuttler and Garth Taylor will act as a DDA liaison committee to Kathy and the Market. Garth will prepare a press release for Dave Grosse to announce the 2019 Market and Kathy to describe it in more detail and invite participants.
4. **Wurstfest 2019** Angela introduced Cathi Rogers, who will provide a scenario for this year at the March DDA meeting. The scenario will include a financial plan with a goal of generating \$5000 net revenue to be used by DDA for community-building projects. This target will require some combination of higher fees, sponsorships, and more in-kind contributions. Cathi’s scenario will include a financial risk-management strategy in case of cancellation, or other cause of disappointing results. (She reported that Wurstfest 2018 showed a net loss of about \$1200). Karrie Lintner described some of the reasons local businesses choose to remain closed during Wurstfest. The discussion noted the need for added food vendors during the event. Cathi’s scenario will suggest ways to capitalize on Wurstfest as a community-building event – an action step for the 2050 Three Oaks Village Master Plan.
5. **Advertising Update** Angela is finalizing text for Chamber of Commerce guidebook. Dave will ask Kevin Harrington for photos of the Village to be used for marketing and promotion.

NEW BUSINESS

6. **Committee Remarks:** Janet Schuttler spoke of a goal of better attendance, more speaking/participation at meetings, and more volunteering by DDA members, and those considered for future appointment to DDA.
7. **Public Comment:** Tom Flint said the Flag Day Parade has about \$12,000 in the bank, and projects about \$26,000 needed to put on the parade. They will request \$500 to help defray a specific expense (such as advertising). It was noted that one of the Elm St flagpoles at the tracks broke, and the other is not doing well. DDA will look into the cost of repair/replacement.
8. **Adjournment:** 6:36 pm Grosse motion, Taylor second

NEXT REGULAR MEETING scheduled for **March 6, 2019**

Term Expires: April 2019
Carolyn Drier
Garth Taylor – Secretary
Don Jackson

Three Oaks Downtown Development Authority
Term Expires: April 2020
Brandi Cardwell
Janet Schuttler – Vice Chair
Dave Grosse – Council Liaison

Term Expires: April 2021
Angela Reichert – Chair
Karrie Lintner
Colleen Froehlich