

## STAR (Super Town of Albion Revitalization) Team February 23, 2011 Committee Meeting Minutes

In attendance: Mary Ann Troutner, Beth Shellman, John Bry, Kelly Tieman, Steve Hook, Max Weber, Joy LeCount, Chris Magnuson, Paul Truelove, Judi Carpenter, Mory Carpenter, Tina Craft, Phyllis Herendeen, Colleen Craig, Mike McCoy, Randy Myers, and Tammy Luce.

The meeting started at 6:10 p.m. in the Cole Meeting Room (lower level) of the Noble County Public Library at 813 E. Main Street, Albion IN. Mary Ann Troutner started the meeting by asking for attendee introductions and welcoming those first time attendees. Various handouts with regard to the Organization Committee and the Randy Myers presentation were distributed and the attendance sheet was passed for everyone to sign.

Mary Ann Troutner made the announcement of John Bry's willingness to assist both Mary Ann Troutner and Beth Shellman as the S.T.A.R. Team's third co-chair. This news was welcomed and applauded by everyone.

Mary Ann reviewed the agenda and no new items were added. The first agenda topic was lead by Beth Shellman. Beth talked about the importance of maintaining a united front with regard to business conducted by the S.T.A.R. Team. Beth gave an example of a miscommunication that occurred with regard to the proposed use of the vacated land located behind the Harvest House restaurant for the Farmer's Market. No discussion was held by the S.T.A.R. Team regarding use of their lot. Beth apologized for any misinformation that was communicated to the community and to those in attendance. Mary Ann asked committee members to direct the public to contact any one of the three S.T.A.R. Team's co-chairs regarding inquires about S.T.A.R. Team business.

Next, Randy Myers gave a brief presentation about SCORE—Service Core of Retired Executives. SCORE offers free and confidential business advice for business start-up, training, and funding opportunities through online and face-to-face mentoring. Randy encouraged the committee to review the SCORE website ([www.score.org](http://www.score.org)) and call him with questions. Randy shared with the committee the problem of individuals not able to start small business because of a lack of information. Various handouts were distributed about SCORE and the Indiana Small Business Development Center (ISBDC). Randy also mentioned that loan money is available for starting a small business. Those interested in starting a small business are encouraged to contact either Ray Scott or Randy Meyers for assistance. Beth Shellman displayed a brochure containing helpful information related to SCORE. John Bry informed the committee about two federal programs: Small Business Administration (SBA) and SBDC. The SBDC has a good working relationship with Main Street programs.

*ACTION ITEM:* John Bry mentioned the importance of making Albion businesses aware of SCORE opportunities. John also suggested that all revitalization groups should be brought together to have a presentation about small business start-up assistance.

Mary Ann asked the committee if they had reviewed January's meeting minutes. Beth Shellman made a motion to approve the January 27, 2011 meeting minutes. Max Weber seconded the motion and the motion passed.

Mary Ann asked for Sub-committee reports.

Projects/Design Sub-committee Report—Max Weber reported on his sub-committee’s progress with architecture information being gathered. So far, the sub-committee’s project to create a building inventory has produced a 3-ring binder containing pictures and building assessment information.

John Bry presented an update on the window restoration project. Tim Holcomb is on board to assist with this project. Tim will help with writing for a grant to Work Force One for help to cover seven weeks worth of labor this summer. Indiana Landmarks will provide training. This help can be used to assist with the Lucky U façade project. A design-build process can be used to replace missing windows in the Lucky U façade.

Mary Ann reported on contacting Jennifer Garman with the Four County Vocational Center about possible help from the Architectural Program.

*ACTION ITEM:* Mary Ann will follow up on her initial discussion with Jennifer.

Organizational Sub-committee Report—Steve Hook presented the Business Flyer that is intended to be distributed to both Albion businesses and the public. The Flyer will provide background information about the S.T.A.R. Team and its sub-committees. The Flyer will also provide a list of First Friday events. The committee reviewed the Flyer and suggested the following modifications.

- Add the phrase “near and around the courthouse square” to clarify the location of First Friday events.
- Add “tentative” to the schedule of events.
- Add wording that notifies public that activities begin at 5 p.m.

*ACTION ITEM:* The committee approved the format and distribution of the Flyer. Orland Leitch volunteered at the previous S.T.A.R. Team meeting to help distribute the Flyers to Albion’s businesses. It was also suggested to distribute the flyer to Sam Boggs at the Chain ‘O Lakes State Park.

Next, Steve discussed the Logo Design Contest. Chris Magnuson proposed various modifications to the Contest entry form. The committee discussed the contest’s start date of Monday, February 28, 2011, and that entry forms will be available at both the Noble County Public Library in Albion and at the Albion Town Hall. A motion was made by John Bry for approval of the entry form with proposed modifications and was seconded by Beth Shellman. Steve also presented the Contest poster ready for distribution.

*ACTION ITEM:* Mary Ann volunteered to distribute the entry form and posters to the local schools.

*ACTION ITEM:* The Contest prize award was discussed. John Bry agreed to make a \$50 donation toward the prize award. Chris Magnuson also agreed to help contribute funds toward the prize award.

Finally, Steve gave an update on development of the S.T.A.R. Team website. The Organizational sub-committee had a discussion with Nathan Miller about the purpose and need for a website. Since work on the Logo Contest has ended, Steve will be working with Nathan on layout and wording during the next couple of months.

Joy LeCount presented an update on the Fundraiser Dinner. Joy has been working with Vicki Jellison on dinner planning. Caterers have been contacted and a theme proposed—"You Be A Star." The committee discussed the proposed ticket price of \$25 and the idea that the ticket price may include honorary membership. It was also suggested that donations may be accepted using the following three levels: Bronze/\$25, Silver/\$50, and Gold/\$100. Names of donors/members would be recognized after the last First Friday event. Other Fundraiser Dinner items discussed include:

- Who to invite? Consider downtown business people with a seating limited to 75 people.
- A dinner budget of \$650/50 people and \$975/75 people.
- A Hollywood theme where photos would be taken.
- Food would be served buffet style.
- View the Albion video in the Superior Courtroom.

*ACTION ITEMS:* Phyllis Herendeen asked the question of what's to gain from S.T.A.R. Team membership. The committee discussed the issue of researching the Courthouse Preservation Society's By-laws about forming membership. Also, Joy LeCount proposed to Phyllis that the Courthouse Preservation Society make a \$250 donation to the S.T.A.R. Team to assist with the Fundraiser Dinner.

John Bry mentioned a conversation he had with a Candy Smith with the Main Street program about forming memberships. Candy told John to keep memberships simple.

With the conclusion of discussion on the Fundraiser Dinner, a motion was made by Max Weber to set the dinner ticket price at \$25 and set the proposed donation levels. The motion was seconded by Phyllis Herendeen and the motion passed.

Discussion moved back to issues regarding the First Friday events. Chris Magnuson mentioned the reluctance of the Albion Council to close downtown streets (especially York St. before 5:00 p.m.) during business hours and that First Friday events have to have a designated place(s). Chris stressed the need of seeking permission from the Albion Town Council for the closure of streets and the Commissioners for use of the Courthouse Square property for First Friday activities.

*ACTION ITEMS:* Mary Ann Troutner and Beth Shellman volunteered to pay a visit to both the Commissioners and the Albion Town Council to seek approval of the Courthouse Square and the closure of York Street after 5:00 p.m. on March 7<sup>th</sup> and 8<sup>th</sup>. It was also suggested that the committee notify the Noble County Economic Development Corporation of the use of the town parking lot located next to their building as a courtesy.

Discussion moved to a question posed Mike McCoy about the proposal to move the Farmer's Market from Friday to Saturday. Judi Carpenter discussed this proposal with the committee. She has been contacting vendors that participate in the Farmer's Market about their thoughts on this subject. Vendors are having a difficult time deciding on which Farmer's Market events to attend when every town holds their Farmer's Market during the same time. Judi stated that no decision has been made as of yet. The Farmer's Market will try First Fridays and still have the regular every Saturday Market.

*ACTION ITEM:* The committee discussed the need to consult with the Commissioner's on the closing of streets used for Farmer's Market events with the excepting of Court cases held on Fridays.

Promotion Sub-committee Report—Mary Ann Troutner reported on progress with the planning of First Friday events. Mary Ann stated that this sub-committee currently has 3 people and that additional help is needed. A tentative schedule of events has been determined with the June 3<sup>rd</sup> events covered, but event prizes haven't been finalized. First Friday's will have reoccurring events plus extra themed events.

Joy LeCount reported on a conversation she had with Tony Howell about his willingness to write a short play featuring Noble County's historic characters. This play could then be performed on the Lucky U's backside dock. This play could run every First Friday for a year. A different play could be written and performed every year.

John Bry commented on the fact that the Opera House is an untapped resource. John reported on a visit to a playhouse in Huntington that has been partially renovated. This facility is successfully being used for hosting small performances. The same thing could be done with the Opera House here in Albion.

Mary Ann suggested that a passport could be used by the public to patronize downtown businesses. A sign-up sheet could be placed at each business that people would sign. This sheet would be picked up by the Chamber of Commerce and used for the drawing of a grand prize winner in October. Businesses that participate with this project could give free gift certificates.

*ACTION ITEM:* John Bry volunteered to help Mary Ann work on the passport project.

Economic Restructuring Sub-committee Report—Phyllis Herendeen said that progress with their projects was on hold since their projects are dependent on the completion of the building inventory project by the Design/Projects sub-committee. The building inventory project has been delayed due to the bad winter weather. Max Weber stated that the building inventory will start back up in the spring.

Beth also reported on an opportunity she is pursuing on behalf of the Town of Albion to participate in the Indianapolis 500's 100<sup>th</sup> anniversary event celebration. Cities and towns all across Indiana have been solicited to participate in the celebration by decorating their downtown courthouse squares in a racing theme. Beth notified the committee that Albion will participate in this event with the possibility of winning the \$25,000 grand prize. Eligible towns will receive Qualification Day tickets and Race Day tickets. Based on Albion's population, Albion would receive 200 Qualifying Day tickets and 8 Race Day tickets. Beth will be planning many events to take place during the entire month of May. The events are fundraisers to support Albion's downtown revitalization activities (\$20,000) and financial support for the Independence Day Fireworks (\$5,000). Beth plans to promote involvement from local residents by using an incentive that offers tickets to the Qualification Day or Race Day. Beth plans on seeking help from the Promotion sub-committee to help contact local racers.

The committee discussed the possibility of having race people park race cars on the south side of the courthouse. Also, it was suggested that the Fundraiser Dinner change its theme to "Racing for the Stars." This would require an update to the Business Flyer First Friday events listing.

Mary Ann Troutner and Kelly Tieman discussed the need to capture hours worked by volunteers. Kelly stated that the Organization sub-committee would create an Excel spreadsheet for documenting volunteer work hours as well as participation in both S.T.A.R. Team committee members and sub-committee meetings. A printed form will be distributed to each sub-committee chair to document their sub-committee's volunteer work hours. These forms would be collected at the monthly S.T.A.R. Team

meetings and compiled by Kelly into a master spreadsheet. John Bry mentioned the importance of documenting volunteer work hours since they are sometimes required for applying for grants.

Mary Ann Troutner moved the discussion to the need to appoint a Treasurer for the S.T.A.R. Team. It was stated that the Economic Restructuring sub-committee is responsible for appointing a Treasurer. Beth Shellman asked if Phyllis Herendeen would consider this position. Linda Shultz is Treasurer for the CSPS. Both Linda and Phyllis would communicate book-keeping. After Phyllis agreed to be the Treasurer, Joy LeCount made the motion to make Phyllis the S.T.A.R. Team Treasurer. Tammy Luce seconded the motion and the motion passed.

Mary Ann asked if there was any further discussion and announcements. Max Weber suggested that in the future after the S.T.A.R. Team is well established and organized that only sub-committee chairs and co-chairs need attend the monthly S.T.A.R. Team meetings. Interested members of the public are always welcome to attend monthly meetings.

John Bry made an announcement about Albion being the host for the afternoon session of the Indiana Main Street Community Exchange held on October 14, 2011. The morning session will be held in Waterloo. John suggested that the Small Business Development Center be in attendance.

#### OUTSTANDING ITEMS:

- Check with Chain 'O Lakes Correctional facility for help with First Friday and Fundraiser Dinner events.
- Check with Community Service and other Non-profit organizations for assistance.

The S.T.A.R. Team adjourned at 7:50 p.m. The next S.T.A.R. Team meeting was set for Wednesday, March 30, 2011, in the Shultz Room in the Noble County Public Library, Albion, IN at 6:00 p.m.