

## STAR (Super Town of Albion Revitalization) Team March 30, 2011 Committee Meeting Minutes

In attendance: Mary Ann Troutner, Beth Shellman, John Bry, Kelly Tieman, Steve Hook, Joy LeCount, Chris Magnuson, Paul Truelove, Judith Carpenter, Mory Carpenter, Phyllis Herendeen, Judy Owen, Terry Dazey, Tammy Luce, Vicki Jellison, Judith Leitch, Orland Leitch, and Deb Hinen.

The meeting started at 6:08 p.m. in the Shultz Meeting Room (main level) of the Noble County Public Library at 813 E. Main Street, Albion IN. Beth Shellman started the meeting by asking for attendee introductions and welcoming one first time attendee, Deb Hinen.

### Approval of February 23, 2011 minutes

Beth Shellman asked the committee if there were any needed additions or corrections to the February meeting minutes. Hearing none, a motion was made by Phyllis Herendeen to approve the minutes. The motion was seconded by Joy LeCount and Orland Leitch. Motion carried.

### Discussion on S.T.A.R. Team Sponsor Levels

Beth asked the committee for their thoughts about creating sponsor levels. John Bry stated that the committee should keep this simple—if not, it may become difficult to manage by the S.T.A.R. Team who is at what level and when they were established. This task could be a difficult record keeping task. John Bry made a motion to move forward but to keep sponsor levels simple. John gave a few examples of how towns he worked with in the past dealt with sponsor levels. The committee consensus was to hold off on sponsor levels for now and consider letters for use as receipt for tax-deductible contributions. John Bry made a motion to not have sponsor levels at this time and create tax-deductible letters instead. Judith Leitch seconded the motion. Motion carried. Phyllis will prepare the letters and send out as needed.

### Clarification of Farmer's Market is a Chamber Event

Discussion moved on about the Farmer's Market. Judith Carpenter mentioned that she had received positive feedback for holding Farmer's Market events on First Friday's. So, it is a go for the Farmer's Market to be held on both First Friday's and Saturdays. Beth Shellman stated as a point of clarification that the Farmer's Market is an Albion Chamber of Commerce event and not a S.T.A.R. Team event.

The committee moved on to a discussion of sub-committee reports.

### Committee Reports

**Projects/Design Sub-committee Report**—Terry Dazey gave an update on the building inventory project. Max Weber was responsible for modifying a worksheet provided by John Bry. This worksheet is being used for documenting downtown buildings.

Chris Magnuson gave a brief update on the Lucky U project. Chris displayed to the committee a historic picture of downtown Albion showing the location of the present day Lucky U building. Chris passed out a

handout entitled, "STAR DESIGN TEAM LUCKY U FAÇADE LIST" containing a punch list of items to be considered for the façade rehabilitation of both the front and back of the Lucky U building. The point of handing out the punch list was for information purposes only.

This committee is considering the need for a hold-harmless clause to be included in paperwork associated with façade project work to keep the S.T.A.R. Team free of liability. It was suggested that the sub-committee contact Judge Kramer, member of the Courthouse Square Preservation Society, to see if that organization already has such a clause that would cover the S.T.A.R. Team.

**ACTION ITEM:** If one doesn't exist, it was suggested that Judge Kramer could help with the creation of a Memorandum of Understanding (MOU) Liability waiver. John Bry will handle.

John Bry stated confirmation of the window fabrication project—it is a go. Work Force One will help assist with applying for a grant and that Four County Area Vocational Cooperative will assist with the training.

Chris Magnuson discussed the proposal to move the car show that is usually held at the end of the Chain 'O Lakes Festival to the First Friday event on June 3<sup>rd</sup>. This was widely accepted by the committee. It was suggested that the car show be held in the Prosecutor's parking lot on the west side of York St. Other suggestions included the possible closure of West Main St and have restaurants have outdoor seating for patrons. Mary Ann Troutner gave her approval of moving ahead with switching the car show event. She will contact the car show organizers and report back to the S.T.A.R. Team.

**Organization Sub-committee Report**—Steve Hook gave a brief review of the Logo Contest. So far, only three submissions have been received. The last day for the Logo Contest is Friday, April 1.

Steve gave a review of the S.T.A.R. Team website project. Steve has been working with Nathan Miller to set up the framework for the website and to provide Nathan with the text for the web pages. Steve purchased the domain name of [www.albionstarteam.org](http://www.albionstarteam.org) from [www.hover.com](http://www.hover.com) for \$15.00. This will be a yearly cost for the committee. An online application called Word Press is being used to create the S.T.A.R. Team website. Steve mentioned that Scott Cole with the city of Albion has been asked by Beth Shellman to assist with providing Indy 500 event information for the website.

Joy LeCount gave a status report on the Fundraiser dinner event for May 6<sup>th</sup>. Joy passed out a handout entitled, "MAY 6, 2011 Gala Event" providing the dinner details. The dinner theme is "Racing for the S.T.A.R.S," set to coincide with a race car parade event that will be taking place around the courthouse on the same day. The event will be business casual attire and will start at 6 p.m. After the dinner, people will be escorted to the Superior Courtroom for the viewing of the Dr. Nash documentary of Albion life back in the 1950's. Joy stated that with the plans established for the dinner event, we now need people to come.

**ACTION ITEM:** There was discussion of a list John Bry has of potential people that could be used for dinner solicitation. It is preferable to keep the potential list to people located in the Albion area. John stated that he would see that Joy gets the list.

There was discussion of the potential problem with Indy 500 tickets not being available in time for the dinner event. Tickets are to arrive in Albion sometime by the end of April or the first week of May.

Mary Ann Troutner asked Joy if she needed a background for pictures to be taken at the dinner event. Joy stated she had this covered.

Discussion on the Gala dinner continued with a call for committee members interested in attending the dinner event to fill out the reservation form and submit it to Joy along with their \$25.00 fee. Chris Magnuson asked Joy if Joy needed committee help for the Gala event. Joy said she would contact the committee when help was needed. Finally, it was decided that people attending the dinner event would enter the courthouse through the south door.

There was final discussion about the fact that the Gala dinner event would be held during the same time of the car parade. It was thought that people attending the dinner may be interested in seeing racing cars on display around the courthouse. It was proposed that maybe the Dr. Nash movie be postponed in lieu of providing time for people to view the cars. Joy even suggested that the entire Gala dinner be cancelled. John Bry reassured both Joy and the committee the importance of the dinner and the fact that the people attending the dinner are there to support the S.T.A.R. Team. After this discussion, it was agreed that the Gala dinner will go on as planned.

**Promotion Sub-committee Report**—Mary Ann Troutner gave a report on a proposed 3 on 3 Basketball competition and the difficulty she was running into arranging this for an upcoming First Friday event. There was a brief discussion on the ownership of basketball hoops Mary Ann was hoping to use. Chris Magnuson informed the committee the hoops were owned by the Chamber of Commerce and they were being pitched due to their poor condition. The committee was in favor of keeping this competition if at all possible. Chris reported that a Jason Hovarter was also seeking a way to resurrect this competition. Mary Ann will contact Jason and report back.

**ACTION ITEM:** It was suggested the committee find portable hoops around town to be borrowed for the competition.

Mary Ann reported on three additional items. There is work being done to set up a Water Safety presentation on the September 2<sup>nd</sup> First Friday event. It was suggested that a garden tractor event could be held on the parking lot next to the Prosecutor's building on the west side of the County Courthouse. Greg Snyder was reported on being a good resource and information on garden tractors. Sandy Lemish is helping Mary Ann with this potential First Friday event. Beth finally reported on a conversation with a local band member. They are interested in playing music on the square during First Fridays. John Bry shared his opinion about his concern that bands may be too overwhelming noise-wise for the Courthouse Square. It was suggested that this band would attract many young people to downtown during First Fridays.

**ACTION ITEM:** A suggestion was made to first interview the band and check out their music. Also, the band could be moved inside at The Studio Teen Center on the north side of the County Courthouse. John Bry also mentioned the local availability of singing talent found in one of Albion's local restaurants.

**ACTION ITEM:** Beth Shellman made the recommendation that the Promotion Sub-committee could provide First Friday themes to local Courthouse Square restaurants and have them come up with their own ways to participate.

**Economic Development Sub-committee Report** – Beth Shellman gave a report on the development and plans of Albion's Indy 500 competition participation. Beth said that there are plans for a May 6th car

show to start at the Saddle Club and move toward the Courthouse Square. Jimmy Slone is working with Beth to have up to 30 cars participate in the show. A replica of a 1911 Marmon Wasp car from the Auburn Auto Museum will be featured. The car parade would start around 5:15 p.m. and the cars would arrive at the courthouse around 5:30 p.m. and be parked on Jefferson Street. York St will remain open for parking for those attending the Gala dinner event.

An Indy 500 planning meeting was held on Saturday, March 19<sup>th</sup>. The meeting was well attended and many good plans were made. There was discussion about painting a checker board pattern on the inner sidewalk around the Courthouse for April 29<sup>th</sup>. Pennants and banners will be displayed on the Courthouse and streetlights.

There was concern shared by committee members about the car show competing with the Gala dinner held at the Courthouse at the same time. It was suggested that the Dr. Nash movie about 1950's Albion life not be shown. Not airing the movie would provide time for dinner patrons to view the cars around the courthouse after the dinner. The committee concluded that the dinner will not necessarily conflict with people's interests in viewing the cars. The dinner and car show are related to each other, but won't necessarily be competing with one another. No decision was made about whether or not to run the Dr. Nash movie.

Phyllis Herendeen gave a report on what's been accomplished so far. Phyllis has established a bank account for S.T.A.R. Team funds. She has created a form for documenting expenses by committee members. The committee suggested that a form be created to hand out to people that make tax deductible donations to the S.T.A.R. Team and set up corresponding receipt books for tracking donations. A motion was made by John Bry that committee members are allowed to spend up to \$50 before seeking committee approval. Kelly Tieman seconded the motion. Motion carried. Phyllis also reported on a \$250 donation made to the S.T.A.R. Team by the Courthouse Square Preservation Society, Inc.

A question was asked by Terry Dazey on the status of the S.T.A.R. Team Business of the Month plan. After a brief discussion, the committee recommended that this plan be put on hold and revisited in 2012 after more thought has been given to involving businesses and determining how many participated.

In other S.T.A.R. Team business, John Bry shared information on a joint venture with Rick Sherck to apply for a \$100,000 USDA grant. The grant will be used for developing Noble County micro enterprise and educational programs to be launched in June. John also shared with the committee that there were 245,000 attendees to Chain 'O Lakes State park in 2010. This park is ranked in the top 10 of all state parks. Great marketing and business opportunities exist for the S.T.A.R. Team committee to consider.

**ACTION ITEM:** The S.T.A.R. Team needs to develop economic and promotional strategies for working with this untapped resource. John suggested performing random surveys of park attendees to determine what businesses could be supported.

**ACTION ITEM:** Advertise the First Friday events there via a handout reformatted to the size of a one-third 8 ½ x 11 sheet of paper. Steve Hook volunteered to work on this handout and to ask Sam Boggs if this abbreviated version of the business flyer could be handed out the entire week before a First Friday event.

Beth Shellman reported to the committee she has ordered 1000 S.T.A.R. Team business flyers from the Albion New Era. It was suggested that a financial report be included on the agenda for the next committee meeting.

### Fundraiser S.T.A.R. Team Booth at Chain 'O Lakes Festival (June 8<sup>th</sup>-11<sup>th</sup>)

The committee discussed its participation in the Chain 'O Lakes Festival by selling lemonade shake-ups and snow cones. The new amusement company will not be selling food or beverages. The town Parks Department proposes a booth and will split profits with 80% going to the S.T.A.R. Team and 20% going to the Park. Committee volunteers will be needed Wednesday, June 8<sup>th</sup> through Saturday, June 11<sup>th</sup>. The Park will be supplying equipment, such as a canopy, ice shaver, snow cone syrup, and the S.T.A.R. Team will supply the labor. A \$4/\$5 retail price for the lemon shakeup was suggested.

Chris Magnuson shared with the committee a form used for soliciting vendors for their participation with the Chain 'O Lakes Festival. Participation and space is open on a first come first served basis. Chris offered on behalf of the town to waive form payment until after the festival. A motion was made by Terry Dazey to have the S.T.A.R. Team participate in the festival. Mary Ann Troutner seconded the motion. Motion carried.

**ACTION ITEMS:** The committee discussed what would need to be done next in planning. It was suggested that at the upcoming April S.T.A.R. Team committee meeting a volunteer sign-up sheet be passed around. Finally, supplies would need to be purchased in bulk for lemons, sugar. Also, committee members are to be on the look-out for good lemon shakeup recipes. Terry Dazey volunteered to check with Central Noble High School for free ice. Beth will prepare a sign-up sheet.

### Submittal of Accumulated Volunteer Work Hours

Beth Shellman asked sub-committee chairs to submit accumulated volunteer hours worked to Kelly Tieman.

### Announcements

Mary Ann asked the committee for participation with the Promotion Sub-committee. This sub-committee's next meeting will be at the Lucky U on Tuesday, April 5<sup>th</sup> at 4:30 p.m. for approximately 1 hour.

The next Organization Sub-committee meeting will be on Wednesday, April 20<sup>th</sup>, at 5:00 p.m. in the Shultz Room, Noble County Public Library.

The Economic Development sub-committee will be hosting the "Design on a Dime" workshop (1 ½ hour) on Tuesday, April 5<sup>th</sup> at the Noble County Public Library. Join John Bry for a discussion on how to accomplish downtown revitalization economically.

Beth Shellman announced that the next S.T.A.R. Team committee meeting will be on Wednesday, April 27<sup>th</sup> at 6:00 p.m. in the Cole Room, lower level, of the Noble County Public Library in Albion.

The S.T.A.R. Team adjourned at 7:52 pm.