



S.T.A.R. (Super Town of Albion Revitalization) Team Committee Meeting Minutes July 27, 2011

In attendance: Mary Ann Troutner, Beth Shellman, Kelly Tieman, John Bry, Chris Magnuson, Phyllis Herendeen, Judith Leitch, Orland Leitch, Bob Braley, Paul Truelove, Monica Brady (Rome City Revitalization Team), and Tom and Gerry DeBrular (Cromwell Revitalization Team).

The meeting was called to order at 6:03 p.m. by Co-Chair John Bry and held in the Cole Meeting Room of the Noble County Public Library at 813 E. Main Street. All present introduced themselves.

Approval of June 22, 2011 minutes - A motion was made and seconded (Mary Ann-Phyllis) to approve the minutes as submitted. Motion carried unanimously.

Treasurer's Report - Phyllis noted the expenses and revenue since the \$1,481.34 balance was reported last month. The current bank account balance is \$2,437.93. A motion was made and seconded (Mary Ann-Paul) to approve the Treasurer's Report. Motion carried unanimously.

John Bry – Fundraising Training Session – John's power point presentation "Raising Money for Main Street" will be emailed to S.T.A.R. members. A summary of the presentation is as follows:

Facade Grants and First Friday events are not "downtown revitalization" – all four STAR committees working together is what downtown revitalization is all about. Making storefronts pretty does not retain businesses. Fundraising falls under the Organization Committee responsibilities.

It is important to make a connection with potential donors. Small amounts add up. Take time to plan. Use the 1/3 rule for funding sources:

- 1/3 from Public (town, county, state, federal)
- 1/3 from Private (property/business owners, industry, non-profits, churches, visitors bureau, CN alumni, Chamber of Commerce, hospitals, service organizations)
- 1/3 from Misc. (fundraisers, foundations, grants, special assessments, contracts for services)

When fundraising, it is important to keep in mind "Why should they care" when approaching different groups and asking for funds.

Facts about Fundraising – Part 1

Do your homework. Know your product. Have a kick-off and end date. Have a budget. Set Goals. Determine responsibility in your organization. Determine what the message is you are presenting – each group being approached may have a different message. Relate the message to that group's concern using the "Why should they care" about supporting my cause rule.

Fundraising Facts – Part 2

Take time to develop a “printed” work plan. Keep it simple. Leave the work plan document with potential funders. Give them options for giving – allow them to use credit cards, various support levels, payment plans, etc. Follow-up with them after leaving the paperwork. Recognize and Thank the givers. Ask them for a commitment beyond a year – suggested 3 years. Determine How and Who to ask. Have a person the giver is familiar with ask. Givers are more likely to support someone they know. Know the personality of the giver – some people prefer a face-to-face approach, some like email, etc..

The #1 reason that people don’t volunteer or give money is because “NO ONE ASKED”.

Façade Guidelines – It was felt that business owners participating in façade work and volunteers for the STAR team should all sign indemnification agreements. John, Phyllis, Beth and Chris have sample copies of Indemnification Agreements they use. A motion was made and seconded (Mary Ann, Kelly) to have participating business owners and volunteers sign an Indemnification Agreement to hold the group harmless. Everyone who has a sample agreement should email them to Beth. Beth will compile a proposed agreement and present it to the group at a later meeting. The agreement will have multiple signature lines for all parties to sign. Paul agreed to assist Beth if needed. Motion carried unanimously.

Façade Funding Split – For several months, a funding split of 50% town, 25% STAR and 25% participating property owner has been discussed. It was determined the group is at a point where we have two potential façade projects. The funding is a first come, first serve basis. There should be a cap set per project to allow all parties to budget accordingly. A scope of work plan needs to be determined between the Design committee and the property owner. Chris, Orland and Judith and other Design Committee members will get together soon on the planned Lucky U project to set a budget and determine the scope of work.

A motion was made and seconded (Bob, Phyllis) to set spending split limitations of 25% STAR, 25% property owners and apply to the Town of Albion RDC for the remaining 50%. Motion carried unanimously. It was noted the façade grant must be approved by the town BEFORE the work begins.

A motion was then made and seconded (Paul, Mary Ann) to set a cap of \$500 in financial support, per building, from STAR funds on an annual calendar year basis. Motion carried unanimously.

The Treasurer will set aside \$1,000 of STAR funds - (\$500) for the Lucky U building and (\$500) for the new satellite sales and service office opening in the former title insurance building at 104 N Orange.

Façade guidelines for applications – For several months the group has explored the need to develop a set of guidelines for façade applications and will expand upon the town façade applications/guidelines. Chris agreed to prepare a guideline for the group to consider at a future meeting.

Façade assistance and volunteers needed at 104 N Orange St - Mike Shellman and Brady Ebey are the owners of the new satellite office opening soon. They are planning façade work after an architect gives them ideas on how to maintain the architectural features of the building exterior. They have set a dumpster at the building and will be in need of volunteers to help clean the building of accumulated debris. An email will be sent to STAR team members when the men are ready for help. All members are encouraged to volunteer some time to our first “cleaning” project. Monica will send Beth the phone number of Malcolm Cairns, a Ball State Professor from Rome City who does building facade sketches.

Sub-committee reports:

ER – Phyllis reported her committee prepared a list of questions to add to the Design committee's building inventory. The ER team met with Mike Shellman and Sally and Duber Merriman (Doc's) to complete the first two questionnaires. The ER group will meet with every business owner in the future.

Design – Chris reported they are working on the photos and inventory pages. Terry will email to Beth. They are also going to prioritize projects with the property owners seeking façade assistance.

Organization – Kelly reported they are helping the Promotion committee with First Friday events.

Promotion – Mary Ann reported there are an agenda and entry forms for the August 5th event in the Albion New Era this week. Steve, Kelly, Beth and Mark Shellman will referee the 3 on 3 basketball games. Pastor Phyllis will be there for an hour to bless the animals. The Humane Shelter will be there from 5-6 with some animals they have for adoption. Bed & Biscuit is donating \$10 to the first three people who adopt a pet. Joy LeCount donated some awesome ribbons for the Dog and Cat Show at the Gazebo. Mary Ann, Judith and Orland are organizing that. Mary Ann distributed posters of the event. Chris agreed to operate the Lemonade Shake-up and Sno-Cone stand again.

Mary Ann, Orland and Judith will be out of town for the September 2nd First Friday event. They are planning the following activities: "Public Servants" will square off against each other in teams of four. There is an entry fee of \$5 per participant or \$20 per team. When Steve Hook returns from vacation, he will assist the Promotion Team is sending out invitations to all levels of government in hopes they will enter teams to compete against each other. There will be four main events – Badminton, miniature golf putt-putt, water balloon toss and plastic Lacrosse. A corn hole tournament (with entry fee) is also planned. There will be Gold, Silver and Bronze winners. Mary Ann will get information to Chris and Beth who agreed to co-chair the event. Kelly and Steve will assist.

First Fridays – The Promotion Committee discussed extending the First Friday events beyond October and decided against that. The events will run from May – October. The 2012 events will be planned starting in November.

Submittal of Accumulated Volunteer Work Hours - submit accumulated volunteer hours to Kelly.

Announcements – WAWK will be running 60 second radio commercials next week promoting the August First Friday event. Stevie Lemish agreed to be an emcee that evening and visit downtown businesses that are open for interviews of the owners/managers. Palm Bay will be running a blow-out special on tanning lotions and hair care products, also handing out coupons for cuts, styles, colors and tanning.

The next two S.T.A.R. Team committee meetings will be held at 6 p.m. on August 24th and September 28th. Both meetings held at the Noble County Public Library, in the Cole Room.

Adjournment – Bob motioned, Orland seconded to adjourn. Meeting adjourned at 7:41 p.m.