



## S.T.A.R. (Super Town of Albion Revitalization) Team Committee Meeting Minutes February 8, 2012

In attendance: Beth Shellman, Chris Magnuson, Joy LeCount, Kelly Tieman, Mary Ann Troutner, Phyllis Herendeen, Steve Hook, Tammy Luce and Vicki Jellison.

The meeting was called to order at 6:04 p.m. by Mary Ann Troutner. The meeting was held in the Cole Room (lower level) of the Noble County Public Library at 813 E. Main Street, Albion IN.

### Approval of January 11, 2012 Minutes

Mary Ann asked the committee if there were any needed additions or corrections to the January 11, 2012, meeting minutes. Phyllis Herendeen mentioned two changes to the Treasurer's Report. One correction is to correctly note that the balance of \$48.83 refers to the balance for the Lucky U Façade grant and not to the general fund. The second correction refers to wording that stated Phyllis had been awarded two grants—these two grants were only applied for. A motion was made by Phyllis to approve the minutes with corrections. The motion was seconded by Tammy Luce. Motion carried.

### Treasurer's Expense/Revenue Report

Phyllis Herendeen presented the Treasurer's Report. The previous bank balance as of February 8, 2012, was \$1,715.44 with \$715.44 available in the general fund and \$1,000.00 set aside for the Façade Improvement fund. In January, the committee approved adding an additional \$500.00 to the Façade Improvement fund. There will be two \$500.00 disbursements made for both the Lucky U Ceramics and Shelby Properties Façade projects upon completion of paperwork sent from Chris Magnuson to Phyllis. This will leave the Façade Improvement fund with a \$0.00 balance. Beth Shellman stated that the Town of Albion will be reimbursing the S.T.A.R. Team \$1,000.00 for the Lucky U Façade grant. There was discussion about where this money will be placed—in either the general fund or the Façade Improvement fund. The money will go to the general fund and then be moved to the Façade Improvement fund when future requests are received and approved.

Joy LeCount asked the question about whether future façade grants will require approval prior to work commencing. The situation with Doc's Hardware was used as an example of work being completed before their award of a S.T.A.R. façade grant. Doc's Hardware approached the Economic Development sub-committee while the subcommittee was visiting businesses. Doc's Hardware completed façade work prior to the completion of the S.T.A.R. Team façade grant application. Because of this situation, Doc's Hardware was grandfathered into receiving façade grant funds from the S.T.A.R. Team. Beth noted the Town of Albion is not involved in directing businesses to apply for S.T.A.R. Team façade grants. It will be up to business owners to seek out S.T.A.R. Team façade grants and for the S.T.A.R. Team to advertise and promote them. Chris stated that the current S.T.A.R. Team façade grant application process requires all Albion façade grant requirements must be met. Also, all façade grant applications

should be handled by the Project/Design subcommittee and will then be brought before the S.T.A.R. Team committee for consideration. It is the opinion of the committee that future S.T.A.R. Team façade grants will need approval prior to work commencing.

It was mentioned that the windows have been replaced on the backside of the Shelby Properties building. The work performed by Kendallville Glass looks very nice.

Joy LeCount made a motion to approve the Treasurer's Report. The motion was seconded by Kelly Tieman. Motion carried.

## **OLD BUSINESS:**

### Committee Reports

**Projects/Design Sub-committee Report**—Chris Magnuson presented an update on the Lucky U Ceramics façade project. A building permit has been obtained for moving the rear electrical service for Lucky U Ceramics. Beth Shellman called Holy Moly to mark utilities. Brian Smith will be performing the electrical service starting on Monday, February 13<sup>th</sup>. The plan is to cause as little electrical service disruption as possible.

Beth asked a question regarding the payment of the Lucky U building permit. Chris said that the \$30.00 building permit, which was used for moving the electrical service, was paid out of the \$595.00 remaining grant funds. It was discussed that façade grants should not be used for paying permit fees and construction costs, but should pay for façade cleaning, painting, scraping and volunteer labor.

Both Chris and Max Weber will be attending an upcoming Historical Society meeting to ask for their participation with a mural project. Chris plans on referencing the Ligonier mural book. Max has contacted Peggy Tassler of Sozo Art Studio who painted the Kendallville mural. Costs for mural work range between \$10 and \$15 per square foot. This is in addition to prepping and priming the building façade surface. Sozo provides guidance for the proper prepping of the surface. When this work is complete, the mural painting will begin. Chris mentioned how radically different each mural is in Ligonier. At this point, Chris and Max are gathering facts.

Joy asked if there's money set aside for mural maintenance. Chris said that Ligonier's murals were paid primarily from privately donated money from local businesses, foundations, individuals and industry. Up until last year Ligonier had no money set aside for maintenance. Luckily, there haven't been issues with graffiti.

Chris said that mural work will not involve the use of lifts as was used for the Kendallville mural project, but would use ladders or scaffolding. Lift rentals can cost around \$500.00 per week. Kim Barnes used a lift for work performed on Doc's Hardware and freely offered it to the S.T.A.R. Team for Lucky U Façade work. Chris suggested that a thank you card be sent to Kim.

**Organization Sub-committee Report**—Steve Hook shared information on a conversion with Nathan Miller involving the S.T.A.R. Team website. Nathan suggested we move the web site from WordPress to Square Space. Two packages are available: \$12 per month for the basic package and \$20 per month for better package. Square Space would provide better administrative tools and more design capabilities. Also, a \$15 fee will need to be paid by March to Hover to preserve the "albionstarteam" domain name.

Nathan is currently paying an \$8 per monthly fee to Word Press on our behalf. Nathan is willing to continue paying this fee until the committee makes a switch to another web host. Nathan also said he would rather the S.T.A.R. Team pay this fee directly instead of reimbursing him. The committee discussed how the monthly fee could be paid. Mary Ann suggested an e-bill be sent to Phyllis for payment instead of reimbursing someone.

Tammy Luce shared with the committee her experience with her business website. She said that a friend assisted her with web design and that she paid only \$170.00 for five year's worth of maintenance. Over the five-year period, Tammy's domain name through Go-Daddy cost \$20 and the web site was designed using Moonfruit cost \$150. Tammy stated that the Moonfruit design environment includes blogging capabilities and provides for links to other web sites. Tammy asked if the committee should do some research before locking ourselves into what we're currently paying. Steve volunteered to check into this matter and report back to the committee.

Steve also talked about the need to update the S.T.A.R. Team business flyer with a new layout featuring our logo, new mission statement and an updated list of First Friday events. The updated flyer would also feature the before and after photos of the Lucky U Façade project. Chris asked the question about how to pay for printing costs. Beth stated that last April, the Town of Albion appropriated \$495.00 of Economic Development money from the CEDIT account to have 1,100 flyers printed. Beth would prefer the Town of Albion not having to pay for this expense.

The committee discussed the current layout, the size of the paper used, and what options are available for printing the updated flyers. Steve volunteered printing them with use of his home color laser printer. The cost for 4 color cartridges is \$100.00. This would yield approximately 1,500 flyers. It was also mentioned that the Albion New Era, used for printing the previous batch of flyers, could be used to print a smaller batch this year. It was mentioned that we should consider how the S.T.A.R. Team is helping out local businesses—one way is using local services for our business needs. Mary Ann volunteered to approach Bob with Albion New Era to see what our options are.

Steve ended his report with a request from the Big Brothers Big Sisters for the S.T.A.R. Team to join them for a bowling fundraiser called "Bowl for Kids Sake." One team of 5 would be needed to raise \$100 per person. The bowling date is Saturday, March 10<sup>th</sup>, 3 to 5 p.m. The committee shared how fun it is to participate in these events, but that raising funds is tough. Most of the committee members declined.

Mary Ann directed Joy LeCount to discuss plans for the April 20<sup>th</sup> "Take Pride in Albion" S.T.A.R. Team dinner to be held at the Noble County Courthouse. The diner format will be similar to last year's. Shelly Mawhorter will be catering the meal, Terry Dazey will be the Master of Ceremonies, and both Terry and Max will present a program on the Albion Downtown Business Inventory. Music entertainment will be provided, but hasn't been determined. Joy passed around a sample invitation. Decorations and napkins will be donated. Seventy-five tickets are hoped to be sold. It is strongly recommended that invitations be mailed out. Joy asked the committee for an amount of up to \$300 in advance to cover the cost of mailing invitations and entertainment. The general fund would be reimbursed from the dinner's proceeds. Tammy asked if email addresses could be used instead of mailing invitations to help reduce costs. Joy was concerned about coming up with all the needed emails. Committee members said they are aware of emails for various organizations. However, Joy would prefer to order the invitations and mail them out. Mailing invitations would help build a personal sense of ownership. Tammy made a

motion to establish a \$300 budget for the purpose of covering both mailing and entertainment expenses. Beth seconded the motion. The motion carried.

Joy next talked about a calendar entitled “The Doors of Albion” for the purposes of raising money. The calendar would feature various local business or home doors, one for each month. Joy would pursue professionally photographed images. Questions were raised as to what timeframe to cover, a 12 or 16-month time period and whether or not the committee would like to consider the project at all. Advertising would be sold to offset expenses.

Joy also mentioned featuring an event in August called “Veranda Visits.” This event would feature local historic homes where a brief history would be shared over light refreshments. Joy is offering to chair this event if there’s interest. Beth mentioned two groups of people, Brad Bonar and Brent and Roberta Elser, which are interested in participating in this event. Mary Ann assured Joy that the Promotion Subcommittee already agreed to support this event.

Joy said that Terry Dazey would be willing to chair the May First Friday event, but would require help. She mentioned that she had received information from John Bry on a Town-wide garage sale for the first Saturday in May. The committee needs to get our First Friday information to John so he can advertise it with other events. Should the committee do something in Albion on Saturday? Terry Dazey spoke with Joy about holding a “Best Sandwich Contest.” This would be similar to the one held by Indianapolis prior to the Super Bowl. It would be a fun contest to help local restaurants feature sandwiches with clever names. The event could be run through April or May and have a Survey Monkey website survey to handle voting.

**Promotion Sub-committee Report**—Mary Ann presented the Promotion subcommittee report. The Promotion subcommittee has met and decided to hold First Friday events from April through October. An added event would be added on October 26<sup>th</sup> called “Scare on the Square” held in conjunction with Halloween events supported by Black Pine and Chain ‘O Lakes. A summary of First Friday events include:

- April 20<sup>th</sup> —“Take Pride in Albion” S.T.A.R. Team dinner (chairs: Joy and Vicki)
- May 4<sup>th</sup>—Indy 500 (no chair determined)
  - Need more community involvement
  - Beth will apply for the application; will supply addresses for downtown businesses
  - Phyllis will draft a letter asking churches, organizations, and schools to participate with Indy inspired events
  - Steve will ask Margaux Dazey to assist with web site design involving pictures and videos from our Indy events
  - Use decorations supplied by Mary Tipton and TKS from last year to decorate storefronts.
  - Christy Winebrenner’s National Honor Society class could help decorate the Police Booth
  - Need people in charge of: multi-media, events, decorating, photos, Facebook, and webpage.
  - Beth will contact Candy Spolenski, Terry Beckley and Cathy to assist with pictures
  - Plan a March 8<sup>th</sup> Review Indy meeting at 6:30 p.m. at the Albion Library
  - Deadlines:
    - ✓ Late February—send letters to churches, organizations, and schools asking for their involvement
    - ✓ March 8<sup>th</sup>—Indy 500 planning meeting at Albion Library, 6:30 p.m.

- ✓ April 13<sup>th</sup>—Apply for application on-line (describe how top prize will be used— Vicki made motion to split winnings 75% in favor of S.T.A.R. and 25% in favor of the Town of Albion. Chris seconded the motion. Motion carried.
- ✓ April 21<sup>th</sup>—any church, organization or school planning an event would need to plan, film, and document their event on our website by May.
- ✓ May 1<sup>st</sup>—decorations in place and featured entire month
- ✓ May 3<sup>rd</sup>—photos and video submitted to website
- ✓ May 7<sup>th</sup>—judging begins
- ✓ May 14<sup>th</sup>—top 3 winners revealed
- June 3<sup>rd</sup>—Chain ‘O Lakes booth; 3 on 3 basket ball; car show.
  - Need to ask town of Albion to have York Street closed
  - Separate basket ball event away from car show
- July 6<sup>th</sup>—Albion-opoly event
- August 3<sup>rd</sup>—Veranda Visits
- September 7<sup>th</sup>—Tail-gate party
  - Need to block off York St.
- October 5<sup>th</sup>—Chili Cook-off
- October 26<sup>th</sup>—Scare on the Square

Mary Ann will submit the above First Friday events, along with the April 20<sup>th</sup> event, to John Bry to be included in his event flyer. First Friday events will begin this year at 6 p.m. Beth Shellman will request from the Town of Albion that both York and Jefferson streets be closed on June 3<sup>rd</sup> and York St for September. Steve and Kelly will request use of the Courthouse Square by the Noble County Commissioners.

**Economic Development Sub-committee Report**—Phyllis Herendeen presented the Economic Development subcommittee report. Max Weber is currently working with Arts Unlimited for info on the mural project. Phyllis has submitted two grants and those are still on-going and she is working on a third grant.

Phyllis has talked with Mr. Todd Ziger with Indiana Landmarks about including the entire Courthouse Square on the National Historical Register. Being placed on this register will, by default, include the Courthouse Square on Indiana’s Historical Register. Phyllis will be setting up a meeting with Mr. Ziger and the Courthouse Square property owners to discuss this matter. Phyllis said she didn’t think they need 100 percent approval from all land owners to be considered for the register, but would need a majority.

Phyllis also shared a project involving the purchase of the Opera House building. This project is on hold because the land owner will be out of town for a couple of months for vacation.

#### Downtown Inventory

Chris stated that she wasn’t sure what Terry Dazey has been up to with regard to this project. No new news to report.

### Printing of STAR Team Flyer/partnering with the Town of Albion? (Chris)

This item was previously covered during the meeting.

### Volunteer hours from November and December 2011

Mary Ann asked for volunteer hours to be turned in to Kelly covering the period between January 12<sup>th</sup> and February 8<sup>th</sup>, 2012. Work hours were forwarded to Kelly Tieman.

### **NEW BUSINESS:**

Mary Ann welcomed a new local business to town associated with Vickie Jellison and her family. The business will be reopening on February 17<sup>th</sup>. Chris made reference to a nice article in the Albion New Era about the business.

### Noble County Visitor's Bureau Guide

Mary Ann received a notification from John Bry's secretary about the new Noble County Visitor's Bureau Guide and a request for S.T.A.R. Team events. Mary Ann will pass along to John information on the April 20<sup>th</sup> dinner, First Friday, and the Scare on the Square events. Mary Ann asked the committee if there were any other events to report. Chris Magnuson said to report to John about the Chain 'O Lakes festival to be held between June 6<sup>th</sup> and June 9<sup>th</sup>.

### Stellar Communities Program

This topic was to be covered by John Bry. Since John was not able to attend the committee meeting, this topic was tabled.

### Mission Statement

Mary Ann presented to the committee a reworded proposed mission statement prepared by Max Weber and Phyllis Herendenen. The mission statement reads as follows:

*The S.T.A.R. Team is organized to assist the Town of Albion in the historical preservation, enhancement, and maintenance of buildings and instill community heritage in the downtown business district while assisting the Courthouse Square Preservation Society.*

Chris voiced her approval of the mission stating that it is simple and broad. Vicki Jellison voiced concern about tabling the vote since various key people were not present. Chris said that the mission statement needs to be approved soon since it needs to be included on the updated S.T.A.R. Team business flyer. The flyer needs to be available for the April 20<sup>th</sup> dinner. Beth Shellman made a motion to approve the statement keeping in mind that she believes this statement was a good blend of both the original mission statement found in the S.T.A.R. Team business flyer and the mission statement proposed by Phyllis and Max at the January 11<sup>th</sup> meeting. Phyllis seconded the motion. The motion carried.

**OTHER BUSINESS:**

Mary Ann asked the committee if there was any other business. None was mentioned.

Adjournment

Mary Ann asked for a motion to adjourn. Vicki made a motion to adjourn. Kelly seconded the motion. Motion carried. The committee adjourned at 7:40 p.m.

The next S.T.A.R. Team committee meeting will be held on Wednesday, March 14<sup>th</sup>, 2012, at 6 p.m. in the Cole Room (lower level) of the Noble County Public Library at 813 E. Main Street, Albion IN.

A future S.T.A.R. Team committee meeting will take place on Wednesday, April 11, 2012.