



S.T.A.R. (Super Town of Albion Revitalization) Team Committee Meeting Minutes June 13, 2012

In attendance: Beth Shellman, Bob Braley, Chris Magnuson, Kelly Tieman, Mary Ann Troutner, Phyllis Herendeen, Shelli Porter, Steve Hook, Tammy Luce, and Vicki Jellison.

The meeting was called to order at 6:08 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 April 11th and May 9th, 2012, Minutes

Mary Ann asked the committee if there were any needed additions or corrections to the April 11th and May 9th, 2012, meeting minutes. Beth Shellman noted three changes with the April 11th minutes: 1) change "EB" to "Ebey" in fourth line of last paragraph, page 1; 2) change spelling of "rapped" to "wrapped" in first line, third paragraph, page 2; and 3) change spelling of "Kirk" to "Kurt" in third line of fifth paragraph, page 3. A motion to approve the April 11th minutes as amended and the May 9th minutes as is was made by Phyllis Herendeen and seconded by Tammy Luce. Motion carried.

Treasurer's Expense/Revenue Report

Phyllis Herendeen presented the Treasurer's Report covering the period between May 9th and June 12, 2012. Phyllis handed a copy of the Treasurer's report to Steve Hook. The previous bank balance as of May 9, 2012, was \$1,117.00 with \$1,117.00 available in the general fund and \$0.00 set aside for the Façade Improvement fund. Receipts include: Albion New Era - \$410.00 (overpayment); Albion-opoly - \$60.00; Mural pledges - \$250.00; change from Chain 'O Lakes Festival - \$150.00; and revenue from Chain 'O Lakes Festival - \$1,617.17, for a total of \$2,487.17. Disbursements include: Albion New Era - \$13.56 (stamp); Albion Village Foods - \$99.00 (Lemons); Community State Bank - \$150.00 (change for Chain 'O Lakes S.T.A.R. Team booth); Doc's Hardware - \$72.00 (Cotton candy supplies); and paid cash from cash box - \$2.14 (cups), for a total of \$334.56. The current balance is \$3,604.17 in the general fund and \$0.00 in the Façade Improvement fund.

Chris Magnuson asked Phyllis about the \$410.00 overpayment. It was simply a bill that Phyllis paid double by mistake. Chris then worked on determining what the approximate profit was for the S.T.A.R. Team booth during the Chain 'O Lakes Festival. Taking into consideration approximately \$355.91 of expenses, including the cotton candy machine rental of \$153.77, the approximate profit was \$1261.26. Based on the number of lemon shakeups and cotton candy bags sold, Chris figured profits should be around \$1380.00. The committee wasn't sure how to explain the discrepancy between the two figures. The committee agreed on assuming that 270 bags of cotton candy at \$810.00 and 300 lemon shakeups at \$900.00 were sold, for a total profit of \$1710.00. So, there is \$100.00 unaccounted for. The money may be explained by unaccounted for mural pledges, including a \$25.00 pledge tied to a name listed

twice on the pledge board. It was agreed that there was a large profit made as compared to last year. No motion was made approving the Treasurer's report.

OLD BUSINESS:

Sub-committee Reports

Projects/Design Sub-committee Report—Chris Magnuson presented her report. Chris hasn't talked with Terry Dazey about the Downtown Building Inventory lately. Beth Shellman stated that at the last S.T.A.R. Team meeting she reported receiving additional information from Terry, but that she hasn't had time to open them. Chris reported having the Lucky U Ceramics replacement windows in her possession, but that she wasn't planning on installing them without additional help. The windows need to be cut down and help is needed for installation. Terry said that he would help with the installation after softball practice ends. Chris went on to share her frustration at being made co-chair of this subcommittee when the subcommittee was originally co-chaired by Max Weber and Terry Dazey.

Chris reported that the Town of Albion has agreed to pay \$500 toward a \$500 matching grant from the Albion Chamber of Commerce. However, the Town requests that \$3,600.00 in pledges be raised first. About 20 more squares are needed. Darlene Bender has been busy, but has been working on a sketch of the proposed mural. Chris said that Darlene has been given free reign with final approval of the subject matter from the S.T.A.R. Team.

Tammy Luce provided an update on mural pledges. The goal is to raise \$7,200.00. There is \$1,400.00 in receipts to give to Phyllis. So far \$2,350 has been pledged, leaving \$1,250.00 to be raised. If we receive \$500.00 from the Town of Albion, this would leave \$750.00 needed. An additional 30 squares are required with commitments made to 13 squares. Seventeen more squares left to sell. Kelly asked what would happen to the pledges if the mural program doesn't go through. The money would be returned to those who have pledged.

Organization Sub-committee Report—Steve Hook provided a report on the need for fundraising and volunteer outreach planning. Kelly and Steve attended a Fundraising presentation given by John Bry on May 18th. Steve was encouraged by this presentation to ask the S.T.A.R. Team committee to think about what projects we want to fund and to determine the amount of money needed to then be fundraised. The Opera House was considered in the past as a master project, but does the committee want to consider this project or discuss other projects. Kelly asked what projects the committee had already determined for this year. Steve said that he thought the committee hadn't gone through the process of determining individual sub-committee projects and corresponding budgets for 2012. Three main projects discussed were the lighting of the Courthouse, the mural program, and the Lucky U Ceramics façade project. The Courthouse lighting project is seen as a troublesome project, considering the fact that the Courthouse is already lit by some directional lighting. Chris stated that she agreed with Steve that the committee needs to consider additional projects, especially since most of the previous projects have been accomplished. The mural project and the Downtown Building Inventory remain incomplete.

Chris stated that the S.T.A.R. Team is in need of a new website. We need an updated and easy to navigate website that is also easy to maintain. It is Chris' opinion that our poor website is one main reason why the S.T.A.R. Team didn't win the Indy500 competition. Chris reviewed other community's websites that we were in competition with and their websites were easier to navigate and included tabs for pictures, videos, and events explained with professionally prepared flyers. Chris suggested we start

from scratch. Chris also suggested we pay someone to create the website and have Steve maintain it. She thought Steve would have the intelligence to do the work, but not have the time to create the new website. Steve suggested looking into Moonfruit as an alternative to WordPress. Mary Ann suggested that Brad Bloom from Kendallville and Steve Hook prepare presentations on possible website solutions for the next S.T.A.R. Team meeting. Tammy said her website for the Brick Ark Inn is easy to work with. Tammy suggested that she and Steve stay after the meeting for a demonstration showing the ease of use of Moonfruit.

Steve moved on to a discussion on volunteer outreach. He gave a big thank you to those present that volunteered at the Chain 'O Lakes S.T.A.R. Team booth. We do need more volunteer help. Chris pointed out that there was community help at the booth. It was suggested that those volunteering for a shift at an event be responsible for finding additional volunteers to work the shift. Beth said that the S.T.A.R. Team could partner with the Courthouse Square Preservation Society to provide help for both booths next year. The Courthouse Square Preservation Society's booth made a profit of only \$300.00 this year. Kelly made the suggestion of having a sign-up sheet be passed around at each meeting for future events. Kelly acknowledged the sign-up sheet sent around by Tammy to have volunteers sign up for the booth.

Promotion Sub-committee Report— Mary Ann asked Beth Shellman to give an update on the Indy500 competition outcome. Beth reported that Albion placed somewhere between 4th and 10th place. Beth sent a letter to the editor thanking those that participated with events. Deb Robertson spoke with Beth and said that the Kindy 500 event will take place again next year and would like S.T.A.R. Team to participate with them. Also, Noble County Community Foundation will hold an ice cream social next year as well. Finally, Beth has had people ask her why the race car parade didn't happen—the Leatherman's have volunteered to help with the race car parade next year. Beth said that even if we don't participate with the Indy500 event next year, Albion could still make May's First Friday event a race car themed event. Beth said that the drawing occurred for the Race Day tickets with the Friendly Inn and Doc's Hardware winning tickets.

Mary Ann asked for Bob Braley to present an update on July's First Friday event, Albion-opoly. The emphasis right now is to wrap up sponsors of board squares. So far, 37 board squares have been sold. The majority of downtown businesses are sponsoring squares. During discussion, both the Unique Bouquet, owned by Phyllis Herendeen, and Steve Hook, representing Noble County GIS, agreed to become sponsors. At this point in time, we have 8 teams signed up compared to only one team at this time last year. We had 15 teams last year, but potentially we may end up with more than 15 teams this year. July 3rd is the cut-off for team registration. A registration fee for a team of 5 players is \$25.00, with an additional \$5.00 per person per team. A quintet will be providing music and will be playing in front of the courthouse where the crowd will be located. July 5th is the day scheduled to paint the board squares. Will we start painting on Thursday, July 5th at 4:45 p.m. By the end of this discussion, all 40 squares were sold.

Bob stated the group still needs to gather prizes. Noble REMC will be providing water bottles again this year—different ones than were donated last year. Other prizes that have been donated by Chris Magnuson are stored at the Lucky U Ceramics. Prizes such as coupons or gift certificates ranging in value between \$5.00 and \$20.00 can be donated by restaurants. Most restaurants are willing to donate prizes. Mary Ann offered to donate a painted top hat from the Lucky U as a top prize. A question was asked how the prizes were distributed last year. Mary Ann explained that the Promo subcommittee displayed the prizes on a table and allowed teams to select presorted prizes. A plaque donated by the

Lucky U Ceramics was set aside for the top team piece and a pair of stars donated by the Saddle Club was used for the top team.

One of the final things to do is to align the sponsors up with the spaces on the board. Steve asked Bob to email a completed list to him so he can work on preparing the game board in the GIS. Tammy will help prepare the work schedule. It was decided that no rain date will be scheduled. Teams are responsible for decorating their square. If they decide not to, we will simply place their name on the space. Chris will be lending two measuring wheels for marking out the squares. The physical props are stored at Lucky U. Those that will be seeking restaurant donations should check with Bob to make sure we don't duplicate our efforts. Prizes will be used for the best first, second, and third best game pieces, the top team having the most money at the end of their flight, and potentially a prize for the overall winning team. It was suggested that prizes should be purchased in multiples of 5 so each team member receives a prize.

The Albion-opoly event has been marketed with an article in the paper (and will be again) and a press release has been sent to the HAWK radio. It was suggested that Comcast and PBS be contacted to display this event on their community calendars.

Economic Development Sub-committee Report—Mary Ann asked Phyllis for an update on the Indiana Landmarks, Historic Register update. All that Phyllis had to report on was a visit by Kurt Gardner to the Courthouse on Tuesday, June 12th, to take pictures of the downtown square.

Downtown Inventory

Mary Ann stated that the committee already received a report by Chris Magnuson on the Downtown Building Inventory project. .

Volunteer hours from February 2012

Mary Ann asked for volunteer hours to be turned in to Kelly covering the period between May 9, 2012 and June 13, 2012. Chris stated that the subcommittees need to receive an updated spreadsheet for documenting their volunteer hours since the current spreadsheet covers the first quarter (up through April). Steve and Kelly will work on creating a new spreadsheet for the next quarter and will distribute it at the next committee meeting. Work hours were forwarded to Kelly Tieman.

NEW BUSINESS:

S.T.A.R. Team Tee-shirts

Mary Ann stated that the committee had tee-shirts prepared last year for S.T.A.R. Team volunteers to purchase. She asked the committee if we wanted to have additional tee-shirts prepared this year for new volunteers to purchase. Steve offered to look into this project and will be receiving money at the time the order is taken. It was suggested to go with gray and white as the color choices. Vicki also suggested purchasing a few aprons to be used at the Chain 'O Lakes booth next year.

101 Mile Race at Chain 'O Lakes State Park

Mary Ann stated that she had spoke with Mike Pfefferkorn, associated with the upcoming 101 Mile Race at Chain 'O Lakes State Park to be held on April 20-21, 2013, inviting him to set up a table at our First Friday events. Mike plans on setting up a table at the July First Friday event.

OTHER BUSINESS:

Mary Ann asked the committee if there was any other business.

Need for General Liability Insurance

Beth shared with the group an issue with the Town of Albion's insurance company not wanting to provide coverage for either the Courthouse Square Preservation Society or the S.T.A.R. Team since the Town doesn't have a written agreement with either entity. Beth said that we were lucky not to have an incident through food sales this year. Beth stressed the importance of having a general liability insurance policy for both entities together. She suggested that Tina Craft or Jared Ramer, the Town's insurance agent, may be able to provide quotes. Jared suggested to Beth that a policy be purchased covering \$1 million of general liability insurance per occurrence and \$2 million general aggregate policy. Chris said that in reality, the committee could get by with \$500,000.00 per occurrence and \$1 million for general aggregate. Beth suggested that both groups go together and share the cost. Chris suggested having Jared provide two quotes, one for \$500K and \$1 million, and one for \$1 million and \$2 million. Beth will look into this matter by gathering quotes from the three in-town insurance agents. Chris ended the discussion by stating, "That's the way to go kids."

Event Planning Discussion

Tammy led a discussion on the lack of preparation for the Chain 'O Lakes S.T.A.R. Team booth. She said that she didn't mean to offend anyone but that this event was not well planned. Thanks were given to Kelly and Beth for pointing out things that needed to be done in preparation for the booth. We were able to complete the booth plans in a very short time, but this isn't good practice. We need to have someone be responsible for event planning and consider the following items: a set up person, a cleanup person, marketing, work schedule, and supplies. These items have been well covered for the Albion-opoly event and this practice needs to be applied to all future events. If we do this, each event should have the best opportunity of succeeding. It was mentioned that when people are assigned a task for an event, they are expected to carry out their task. Also, the monthly committee meetings are not the forum to be used for micromanaging events. The person assigned to organizing an event should assign people to tasks, make sure volunteers understand their responsibility and see that they follow through. Kelly pointed out how an email can be sent to those volunteering for an event to help coordinate responsibilities and make sure everything's covered.

It was mentioned that when we as a committee come across as disorganized and clueless, this is a turnoff to people. Also, emails used for organizing events should not be sent out to the entire email list. This is especially true when an email contains sensitive comments not meant to be shared with everyone. It was mentioned that the best way to ask someone to volunteer is to speak to them directly.

Tammy also mentioned that when a person takes the lead on something, we need to not criticize them, but encourage them. If you think you can do the task better, sign up to do it, but don't make negative

comments about how someone is performing their task. We need to provide positive criticism even for those that might not be performing their task the best. Step up and work alongside people and guide them to become better. Negative criticism will only divide the group and drive volunteers away.

Tammy Luce asked about August's First Friday event, Veranda Visits. Joy LeCount was not present to give an update, but Vicki Jellison shared what she learned from Joy in a recent conversation. Three people have met the deadline made for last Friday. Brad Bonar has shown interest in participating in this event.

Adjournment

A motion to adjourn was made by Kelly and seconded by Phyllis. The motion carried and the committee adjourned at 7:36 p.m.

The next S.T.A.R. Team committee meeting will be held on Wednesday, July 11, 2012, at 6 p.m. in the Cole Room (lower level) of the Noble County Public Library at 813 E. Main Street, Albion IN.

Steven Hook, S.T.A.R. Secretary

Mary Ann Troutner, S.T.A.R. President