

## Summerville DREAM March 2018 Board Meeting

The meeting was held on April 4<sup>th</sup>. It was called to order at 5:40 pm.

Members Present: Myra Crutchfield, Debbie Maccario, Sarah Wiggins, Jon Franko and Anthony Weston

Staff Present: Michael Lisle

Consent Agenda: The consent agenda had been sent out in advance of the meeting for the board to review. There were no changes recommended: Sarah made a motion to approve the package and Jon seconded the motion.

Economic Vitality Committee: Sarah gave a recap of the Property Owners meeting. We had about 25-30 attendees with a variety of business owners, which we considered a good turnout. First on the agenda were introductions, then Jessie Schuler from the Town of Summerville gave an abbreviated version of the town UDO. Michael did a brief review of the plans DREAM has for 2018 and then we opened the floor for questions. Our next regular EV meeting will be held on Tuesday April 10<sup>th</sup>.

Azalea magazine has interviewed Sarah and Michael and plans to do a story on our De-Ann's salon Façade Grant Sponsorship and the heartwarming story behind the retail space and their owner.

Promotions Committee: We are planning some changes to **Red, White and Blue on the Green** this year; we are moving some events back downtown. For the past several years we have been acting as the 'kid's games directors' at Gahagan Park and this does not make sense for us; we will be bringing several events back to Hutchinson Square. These will begin in the afternoon of July 4<sup>th</sup>. Some popular activities will be food trucks, the non-motorized parade and music from noon to four. Event specifics will depend on the progress being made in Hutchinson Square.

Mark Deitch will chair the **Supper on the Square** Organization Committee with Lori who coordinated the event last year. We are forming a second committee, a Steering Committee who can secure sponsors and sell tickets. We are looking for competitive people who might enjoy seeing who can raise more money for the cause. Michael is going to speak with Robert Pratt about being involved in this and recruit people to build some momentum. Now that we have the first year 'under our belt' and had a great response, things may fall into place painlessly.

18-month Operations Plan Update: We have researched, written and created work plans...now we are moving forward and there is a plan of action for each committee thru June of next year. Our next step will be three upcoming branding meetings scheduled. The first one will be held at People, Places and Quilts on 4/4 at 8:30am. Questions discussed will be; What makes us proud

of our downtown? What is compelling and urgent about our downtown? and What is unique and distinctive about our downtown?

Michael shared a vision for EV and DREAM. What could DREAM's role be in offering Economic Development Services? Michael did some research while he was in Kansas into ways organizations have motivated downtown growth. We can submit a proposal to the town that suggests ways to fund these programs with the town and provide incentives for people to come here and settle into retail spaces. It is important for the future of downtown to have someone who is really focused on bringing in new business. One example is building acquisition through a staggered ownership schedule. A great building to do this with would be the old Mustard Seed building location.

Old Business: Board recruitment is another project in progress. Still need one person to fill Diane's unfinished term and two more. We have had several discussions with potential board members and would love to have an attorney join our board.

We now have 76 community partners and have made follow up phone calls to add about 10 new businesses since last month. We would not add a late fee under any circumstances. We will try to get invoices out earlier next year; perhaps in early November. We have 62 businesses that were members at some time last year that have not renewed this year.

It was brought up that many people don't understand what DREAM does. We discussed creating a 30 second elevator speech so that merchants/community partners who promote DREAM have a good 'business case'. A great example of people who benefit from our historic downtown are real estate brokers. Can we encourage them to become Community Partners?

Upcoming meetings and events are on the consent agenda; please try to attend as often as you can. We discussed the idea of meeting every other month. Sarah suggested that until our board adds more members and we jell more as a group, we still need to meet monthly. We will table the discussion for a future meeting and try to streamline the agenda and keep meetings to one hour.

Please try to follow and tweet DREAM social media. One way to share what we do is to SHARE socially. We have over 10,000 Facebook followers. Another event to put on our calendars is 'Grazing for Graze', an upcoming fundraiser for the employees of the restaurant which is recovering from a fire. Molly has been offering support to the group raising funds raised which will go to the restaurant owners to distribute as they see fit.

Summerville DREAM has been nominated in a contest called 'America's Main Street' hosted by Independent We Stand. There is a link on our website where you can vote every 24 hours. The winning Main Street will win \$25,000. Please vote and share with our network.

The meeting was adjourned at 7:05 pm.

Minutes Respectfully submitted by Sarah B. Wiggins