

Board Meeting Agenda

Wednesday July 17, 2019 at 12:00pm

Community Promotions Meeting Room

Call to Order:

Declaration of Quorum:

Guests: Martin Kloster—mural design

Minutes:

Approval:

Financials:

Approval:

Committee Reports:

Marketing Hettinger:

Helping Hettinger Day: Follow Up

4th of July: Follow Up

Rodeo:

Pitchfork Fondue: Tshirts

Old Business:

General Membership Meeting Overview:

1. Ambassador Program
2. FAQ for New Members
3. Board retreat

USDA Grant:

New Business:

Executive Report:

Chamber Sit In:

Ribbon Cutting Ceremony: Scruffy’s new ownership; Suzie’s changes

GoLocal! ND Recap:

Next Board Meeting:

Date:

Time:

Location:

Meeting adjourned:



**Executive Report: 7/17/2019**

1. **Wired:** Met Monday July 8th. Next meeting Monday August 12th.
2. **Armory Speakers:** In Movies N’ More. What to do?
3. **Main Street Convening:** August 21st in Hettinger. Please put on your agenda.
4. **Main Street Award Nominations:** Nominate our projects & community leaders to put Hettinger on map. Nominations due July 30th. Here are the categories:
   1. **ND Legendary Heritage**–for those who preserve & protect historical assets of their towns.
   2. **ND Arts and Culture**–for those who promote and celebrate the arts and culture.
   3. **Revitalizer**– for those who find creative, efficient uses for empty or dilapidated lots or structures
   4. **Legendary Young Leader**– for a young North Dakota leader who has shown exemplary leadership in their community by speaking up, getting engaged and/or motivating others
   5. **Vibrancy** – for communities that have activated space by investing in shared public space, cultural experiences and/or community events which draw residents and visitors.
   6. **Livability for All Ages**–for a community, organization or project that provide a high quality of life for people of all ages.
   7. **Differentiator**– for a community, organization, individual or project that has found an innovative way to attract businesses, workforce and visitors or enhance local quality of life
   8. **Future Leaders Empowerment**– for a community that seeks to engage students in creating a healthy, vibrant community through leadership development, community planning or workforce
   9. **Main Street Excellence**– multiple awards by population for communities with: Smart, Efficient Infrastructure; 21st Century Workforce; and Healthy, Vibrant Communities.
5. **Main Street Summit Sponsorship:** Main Street communities are invited to sponsor a table in the Main Hall with a community themed table. It also includes complimentary admissions tickets, a vendor table in the Marketplace, and a picture in the community highlight presentation. 3 day tickets are $150 each, so it cuts ticket prices by more than ½.
   1. $150= 2 tickets; $300=4 tickets; $500=6 tickets. Need decision.

**Marketing Hettinger**

1. No meeting since before 4th & HHD.
2. Fewer than 9 #ilovehettinger shirts left. Lots sold during 4th. Should focus on reaching alumni. Some suggested allowing reunions to pre-register.
   1. Should begin working on new design.
3. Social at the 4th: Good because we met people where they were, tough because of long day and trying to pull people from their families. Complaints they didn’t know about the event. Other feedback?
4. Business Spotlights continue.
5. Jed will begin construction on billboard in August.
6. Please continue pushing Perks Cards. Overall, not a success for a number of reasons.

**Helping Hettinger**

1. Event was far too close to the 4th. Not feasible to do again.
2. Success despite rain. About 100 participants. Over 30 projects completed, though not all on that day.
3. Over 200 registered for original event.
4. Should consider having people complete their projects individually and sending in pictures rather than postponing next year.
5. What to do with leftover t-shirts? About 50 remaining.