



MEETING OF: **BOARD OF DIRECTORS**

DATE: Monday, January 11, 2010

TIME: 5:15 pm

PLACE: City Hall

PRESIDING: David Riese

RECORDER: Barb Nelson

**Members:** David Riese - Chairman, Ryan Wilson - Vice-Chair, Dan Henke, JoAnne Leuenberger, John Baumann, Diane Phillips, Mike Doyle

**Excused:** Mike Sanders, Ron Spielman

**Guests:** Ron Marsh, Mike DeMoss, Donna Glynn

TOPIC	SPEAKER	PURPOSE/ DISCUSSION
<b>Call to Order / Introductions</b>	David Riese	Meeting called to order at 5:15
<b>Approval of Minutes</b>	Board	Mike Doyle motioned to approve minutes. John Baumann seconded. Motion passed unanimously
<b>Approve payment of bills and financial statements</b>	Barb Nelson	John Baumann motioned to approve payment of bills totaling <b>\$3,024.05</b> and the financial statements presented. Mike Doyle seconded. Motion carried unanimously.
<b>Liability Insurance Issues</b>	Mike DeMoss	Mike DeMoss, Executive Director of Cities & Villages Mutual Insurance Company, spoke to the Board primarily on Risk Management. His first concern was that the General Casualty policy held by Main Street does not cover Volunteers, Directors or Officers. He explained the relationship between the City coverage and the GC coverage is that due to the relationship with the City, GC coverage would be first and City would cover excess loss up to 10 million. After Barb described some of the events Main Street sponsored, he indicated that a certificate of liability insurance naming the City as additionally insured is necessary from a risk management view. In addition, Green County and Monroe Public Schools should be similarly named in situations where their properties are involved. All organizations, individuals or groups involved in the event should produce a certificate naming Main Street as additionally insured for best management of risk. Greater risk may be taken on, but was not recommended. Another option that could provide coverage would be to purchase Special Event Insurance – a separate policy for each event. The cost of this type of insurance is based on attendance and activity. The GC coverage could cover the City's \$50,000 deductible in the event of a Main Street loss.
<b>MCCI Report</b>	Pam Christopher	Not present
<b>BID Report</b>	Ryan Wilson	Meeting Tuesday, February 2 <sup>nd</sup> 5:30 at the Green County Courthouse

TOPIC	SPEAKER	PURPOSE/ DISCUSSION
<b>OLD BUSINESS</b>		
<b>Action Plan Reports</b>		
<ul style="list-style-type: none"> <li>▪ <b>National Cheese Center</b></li> </ul>	David Riese	Nothing new to report.
<ul style="list-style-type: none"> <li>▪ <b>Streetscape</b></li> </ul>	Ryan Wilson	There are few details to yet work out. Contracts to complete will be let out by City in Spring.
<ul style="list-style-type: none"> <li>▪ <b>Board Development</b></li> </ul>	Mike Sanders	Not present.
<ul style="list-style-type: none"> <li>▪ <b>Program Funding</b></li> </ul>	Diane Phillips	Barb suggested the Board determine how private funding for 2010 should be conducted. David Riese raised the option that perhaps the fundraising could be hired out or conducted with the help of a consultant. Perhaps the best timing would be in conjunction with the May Streetscape event. Discussion on this topic will be continued at the February meeting.
<b>Development Policy</b>	Ryan Wilson	Nothing new to report
<b>Branding</b>	Ryan Wilson	Ryan has been working with John Baumann on next steps to branding. He requested permission to make contact with three firms that have been identified. Mike Doyle motioned that the contacts should be made. Dan Henke seconded. Motion carried unanimously.
<b>NEW BUSINESS</b>		
<b>Façade Improvement Grant</b>	Donna Glynn	The Design Committee has reviewed and revised the Façade Improvement Grant. Primary changes were to language to provide clarity. The significant change was omitting the statement that home-based businesses were ineligible. In its place, a commercial property definition was inserted. Dan Henke motioned to accept the revisions and send to Council. John Baumann seconded. Motion carried unanimously.
<b>Director Report</b>	Barb Nelson	The Visitor & Promotion Board granted \$11,900 for the two billboards in use.
		Barb will serve on a panel for the Economic Development session of Green County Leaders.
		Community Development Group meeting January 21 <sup>st</sup>
		Main Street Gift Checks were well circulated in first two weeks of use.
		The Retail Tech Visit is scheduled for February 1-2. It will begin with a seminar Monday the 1 <sup>st</sup> in the First National Bank and Trust Community Room from 7:30 to 9:00 am
<b>Future Agenda Items</b>		Officer Elections, Security Cameras
<b>Next Meeting Date</b>		<b>Monday, February 8, 2010 5:15 at City Hall</b>
<b>ADJOURN</b>		Diane Phillips motioned to adjourn. John Baumann seconded. Meeting adjourned at 6:45