

**WAEDA Board Meeting Minutes**  
**December 17, 2018**  
**WAEDA Office Building – 611 Main Ave**

**Directors in Attendance:** Newly Voigt, Paul Sannes, Donna Sommer, Tony Thoreson, Joe Sheldon

**Others in Attendance:** Tana Larsen, Alyssa Meier, Rhonda Johnson, Larry Thomas

The meeting was called to order by President Newly.

**The minutes from the November meeting** were reviewed. Paul moved to approve the minutes, Tony seconded. Motion carried.

**Financial Statement was reviewed.** Tony moved to approve financial statement, Paul seconded. Motion carried. Donna did mention the possibility of wanting to look at online QuickBooks. She will look into pricing.

**Sales and Use Tax Committee Request** – Request was approved at meeting on December 3. City Commission approved December 10. Funds will be for December 2018 through November 2019. We will receive half the funds (\$25,000) now and the other half in June.

**Website** – washburnlife.com has been launched. Tana is still working with Laura Gardner on release of pictures. We asked if Tana would update us with analytics report of website each month. She said she has a drone lined up to take some video, but this is dependent on weather conditions.

**Business Happenings** – Tana discussed McLean County Implement had their grand opening. They have indicated they will apply for a revolving loan fund loan. K&D Services will also be applying.

**Storefront Improvement Grants** – BHG will be hold off on requesting their payment until spring as they cannot complete with the weather. They do need to submit proof of what they paid yet. Goetz Funeral home is also waiting until spring for completion of project.

**Small Business Saturday** – this is was held November 24. Tana said the day was successful and some business owners again commented that is was their best business sales day of the year.

**Ladies Night Out** – this was held December 5. There were over 100 women out in the community shopping that night. Another success.

**Projects/Funding Opportunities** – Tana discussed some projects that she is looking at working with and grants available. These include Howling's Greenhouse. Their APUC report is due 12/31/2018 and they may be applying for another grant for marketing with WAEDA as fiscal agent. The 1905 Courthouse Project and Memorial Building Kitchen Upgrade may benefit from grants which Tana will look at when the project scope of work and bids are determined. Olafson Farms is looking at possibly expanding.

**Partner's in Marketing Grant** - \$21,470 expenditure approved with \$15,029 coming from Department of Commerce. Match coming from \$4,000 received from Lodging Tax Fund and \$2,441 from WAEDA funds. We will have \$600 going per month to AE2S for a retainer. Part of the

awarded amount was for Strategic Planning (\$7,000). Tana has 2 bids for Strategic Planning and another coming. We will review bids at our next meeting. Tourism Rack Program contract is ready for signature and we will need 5,000 copies for compliance. Tana is also looking at brochures for local businesses with large employee bases and new hiring's (GRE and Falkirk Mine).

**Board Members** – Joe Sheldon has indicated he is willing to be appointed to the board. Paul moved to accept appointment of Joe. Tony seconded. Motion carried. Positions held by Paul and Donna are up for election at our annual meeting.

**EDND 2019 Magazine** – Tana reported to the board that she has an article in this publication.

**New Resident Incentive** – Joseph and Aimee Schmidt have applied for the program. Donna moved to approve their application. Paul seconded. Motion carried.

**Annual Meeting** - Tana will try to schedule a speaker. Looking at some time in February.

**Membership 2019** – discussed dues for upcoming year. Last year we had 41 members and dues were \$50 for individuals and \$150 for businesses. Consensus of board was to keep dues structure the same.

**BHG Carnival at School** – Alyssa indicated BHG would be having a carnival at the Washburn vs Wilton Wing basketball double header on January 3. Funds would go toward the Resource Center and Wilton Food Pantry. She asked if we wanted to provide any giveaway items for prizes or anything for a grand prize. Tony moved we donate \$50 in Washburn Bucks for a grand prize drawing. Paul seconded and motion carried.

**Meeting Times** - discussion was held on meeting times. It was decided we would have meetings at 3:30 going forward. Meetings will continue on 2<sup>nd</sup> Monday or each month unless there is a conflict with that date. In January there is a basketball game on the 14<sup>th</sup>, so it was decided to change meeting to the 21<sup>st</sup>.

There being no further business, the meeting adjourned.

*Next meeting will be Monday December 17 at 3:00 pm at 611 Main Avenue. We will review the short term strategic plan during the meeting.*

Respectfully Submitted,

*Donna Sommer*