

**Downtown Angola Coalition
Board of Directors
Meeting Minutes of February 7, 2018**

“Promoting the heartbeat of our community!”

Attendees: Rachel Homan, President; John Mowry, Vice President; Don Scott, Secretary; Irene Ulbrich, Treasurer; Karen Shelton, Shelton Investigations; Lou Ann Homan, Raconteur Extraordinaire; Pat Schlosser John Gnagy, Monument Pizza; Libby Hysong, Monument Pizza; Lynn Tyler, Tourism Bureau; Maria Davis, Downtown Services Coordinator; Ashlee Hoos, Journalist-*The Herald Republican*

Call to Order: John Mowry, Vice President at 8:30 a.m. – Rachel Homan President at 9:30 a.m.

Last Meeting Minutes of: January 17, 2018, emailed by Don Scott, Secretary, to Board on 2/6/18
Accepted with Amendments: M/S Karen Shelton/Lou Ann Homan. Passed UV.

Treasurer’s Report: Previous Balance = 1,149.95 Less \$275.00 501(c)(3) Application plus \$31.00 “Pass the Cup” post meeting 1/17/18 = **\$905.95**

Old Business

501(c)(3): Approved January 29, 2018 and distributed.

Main Street: -

- **John Mowry** –DAC’s top two priorities and assessments – Arts & Tourism. Survey completed online on February 2, 2018 – Read list of stakeholders on list (Maria Davis has composite lists). Submitted Budget, Goals and Strategic Plan for 2018. Met with committee to finalize survey on Wednesday 1/24/18, 8:30 a.m., at Caleo Café. Will request copy of survey from Mary Shaw, Regional Coordinator.

Auburn Main Street

- Attendees John Mowry, Pat Schlosser, Irene Ulbrich, and Vivian Lykes substituted for Maria Davis.
- **Joh Mowry** Other participants are 5 -10 years ahead of DAC in Budgets and Goals. This is Just DAC’s first year.
- **Maria Davis** – Ok to collaborate with other Main Street Members.

DAC Correspondence Repository:

- **Rachel Homan** – working to coordinate calendars with Scott Nguyen and City of Angola utilize links on website or Facebook® Needs to learn how to add DAC Meeting Minutes to website.
- **Don Scott** suggested Rachel meet with Maria Davis for training.

2018 Art Festival Planning: Approved Date - August 4, 2018.

- Planning Committee: Tammeron Jones Francis, Lou Ann Homan, Pat Schlosser, John Mowry, Libby Hysong, Don Scott (scribe) & herself (*ex officio*).
- **John Mowry** recommended rename from “Art is Art” to “Angola Art Festival” and start with a clean slate. Motion M/S by Lou Ann Homan/Don Scott.
- **Pat Schlosser Ideas:** Historic Tours; Upstairs Business Tours; Food Trucks and/or Chili Cook Off event, Wine and Beer Tastings from Local Wineries and Breweries; Kids Activities. DAC could sponsor events. Incorporate Art into all the events! Utilize Steuben County lawn area (**Maria Davis**- need approval from County Commissioners and proof of Liability Insurance). Parking will be a challenge.
- **Maria Davis:** City working on assessing parking in the downtown area.
- **Ashlee Hoos:** Doing an article for the *Herald Republican* on Parking issues.
- **Lou Ann Homan:** Utilize Monument Pizza for Music during event.
- **Lou Ann Homan** - Issue of Juried Art – Discussed at January 29, 2018 meeting on how classify and separate professionals from amateurs? Can Tammeron Jones Francis manage and run Juried Art show on his own with Humanities Grant? - If applies under the auspices of DAC, how will money be distributed?
- More discussion and issues to be considered in next planning meeting. 2/14/18 at 9 a.m. at Caleo Café.

HCI/OCRA– Refer emails of surveys and news distributed by Maria Davis.

Valentine Event - February 17, 2018:

- Will do event at Caleo Café
- Valentines, Sonnet Reading by Lou Ann Homan, Candy, Cookies, Roses - by Board Members and Volunteers.

New Business & Action Plans *Who, What, When, Were, Why & How*

Humanities Grants:

- **Tammeron Jones Francis** to apply for Angola Art Festival.

Annual Meeting – March 21, 2018

- Discussed term limits within DAC By-laws – suggest stagger Officer’s terms to avoid mass turnovers -will need to amend DAC’s By-Laws. Will do elections of Officers at March 21, 2018 Board Meeting to assure maximum Board Member attendance.

Directors & Officers Board Insurance:

- **Don Scott:** Croxton and Rowe quoted \$797.00 annual premium – may be able to make quarterly payments. Funding could come from each Board Member. Will discuss at next Board Meeting.

AAOC Membership

- **Don Scott & Karen Shelton** - Suggested those Board Members who are current members of AACOC continue to promote DAC at “Business after Hours” and other Chamber functions until we can afford membership.

Fund Raising, Event Opportunities and Promoting DAC

- **Lou Ann Homan** - Have a “First Friday of the Month” themed activity.” Collaborate with Monument Pizza for Music and other events. Utilize social media for getting out the word. Have businesses back DAC. Be an ambassador for DAC. Use every opportunity to promote DAC with positive narratives. Need to let the community know what is going on. Explain the benefits to merchants - ask for their involvement and support.
- **John Gnagy** – Sell something at every event e.g. T-Shirts. **Lou Ann Homan** - On T-shirts use our DAC Heart/Monument Logo with an undated message. **Pat Schlosser** - agree T-shirts should be generic and undated. **Don Scott** – Use our motto with logo “*Promoting the Heartbeat of our Community.*” **Karen Sheldon** – Checkout out Phil Mueller Graphics for pricing. **Rachel Homan/Lou Ann Homan** – Check Zazzle or Angola Sports Center for imprinting. **Pat Schlosser** - Check GenX Tees website in Auburn, Indiana
- **John Mowry** - Need visibility with press, radio and TV - coverage and support. Have “Theme of the Month” events - utilize Lou Ann’s “First Friday” suggestion. Have businesses sponsor and promote events. Need to grow our group by 3-4 times. Seek input from other organizations in the area. Board Members could walk around town after every Board Meeting and inform businesses of our mission and progress- tell them our story. Identify the weak links in our community and try to overcome the negative influences. **Don Scott** - Let merchants know our coalition exists for them – explain the benefits and opportunities for their businesses – we will be their best advertiser! **Maria Davis** – The community’s first contact with developers or visitors is the most important impression if they want to join the business community or shop here. Develop the top 5 things to do in Angola – link to 101 Lakes – utilize and advertise in other publications.
- **Lou Ann Homan**– How can we sponsor Hubie and collaborate with Libby Hysong? **Lou Ann Homan** – Get merchants to stay open until 7 p.m. on event nights – DAC could sell food and collaborate on live music. Get businesses to donate for an ad in a DAC Event Brochure. **Maria Davis** – KPC can do a small booklet. **Pat Schlosser** – Will check SCCF for possible grant.

Adjournment: M/S by Pat Schlosser/John Mowry at 10:35 am.

Next Regular Board Meeting: Wednesday February 21, 2018, 8:30 a.m. at Caleo Café.

Respectfully submitted February 19, 2018 (email)

By D.W. Scott, Secretary

“The Purpose of the Downtown Angola Coalition is to promote and develop a thriving downtown community through an organized effort that will market the community, enhance the aesthetics of the downtown area and contribute to its vitality.”