

Downtown Merchants Association - General Membership Meeting

January 2012 Meeting Agenda

Bella's on Broadway, January 27, 2012 at 8 AM

- Welcome
- Introduction of Members and Guests - 18 members were present

Sara Stadtherr from AHH (Alexandria Hotel & Hospitality) was our guest speaker. A 3% tax on 14 properties funds this organization and there is a 80% return rate for visitors. Alex Tech College received a \$10,000 grant to build a Kiosk at the Big Ole park for bikers. Some upcoming events include: Feb. 27 the Carlos State Park is hosting a snow mobile race and on July 27 the MS Tram race ends in Alexandria. Charlie asked if our brochure can be included in the packet that the Chamber mails out. If you have any questions you can contact Sara at 612.207.7697 or email at sara@exploreallex.com or visit the website at <http://www.exploreallex.com/>.

Silke will add a link to this website on the DMA website.

- Treasurer's Report

The general fund is at \$9,107.72. Do we need to increase the sponsorship for the flower basket?

- Secretary's Report

Remember to email your specials and promotions to silke@databae.com, the public Newsletter goes out the first week of every month. Like the DMA on facebook and share the page with your friends and customers.

- Election for new board members. Cindy Johnson (Bremer Bank) is interested in a board position.

Christie motioned to elect Cindy Johnson as our newest board member, Marlene second. Motion approved.

- One open board position

- We need a new block leader for Sandy's block (west side of 6th)

Betty Ravnik (Revnik Interior Designs) will take over Sandy's block and Kellie Moore (Lillians) will take over Marlene's block.

- Volunteers for the audit committee

Cindy Johnson from Bremer Bank volunteered for the audit committee.

Thank you everyone!

Other items:

Charlie from Charlie's Bazaar told us that some pictures are being replace in the DMA brochure. They should

be ready by March 1. We will be able to order 10,000 brochure for around \$1,000.

Should the Women's Rewind Weekend be included in our events calendar?

The Home & Garden show will be held during the first weekend in March at the RCC. Annette from Leah's offered to hand out DMA brochures during the event.

Event dates for 2012

Awake the Lakes	May 25 - 28
Sidewalk Sale	May 23 - 27
Vikingland Festival	June 24
Summer Sidewalk Sale	July 11 - 15
Crazy Days	Aug 2 - 6
Fall in Love Festival	Sep 20 - 24
Girls Night Out	Sep 20
Trick or Treat	Oct 31
Black Friday	Nov 23
Hometown Christmas Experience	Dec 6 - 9
Men's Night Out	TBD

Announcements - What's happening in your business!

Next General Meeting: February 24, 2012 at 8 AM

Next Speaker - Mike Webber