

## Downtown Merchants Association - General Membership Meeting

### March 2012 Meeting Agenda & Minutes

Bella's on Broadway, March 23, 2012 at 8 AM

- Welcome - 15 members present
- Introduction of Members and Guests - Jennifer Schmidt and Holly Smith from the Alexandria Chamber of Commerce
  - The Lakes Area Tourism Showcase Event will be held on Tuesday, Apr. 17th from 5:30 pm - 8:30 pm at Arrowwood or Carlos Creek Winery (tbd), open to the public. Business owners are invited to have a vendor table for brochures & networking. The DMA had a table the last couple of years.
  - The Heartland Tourism Meeting is on April 12th from 11 am - 1 pm at Arrowwood. This luncheon a way to bring together different counties in Central & NW MN and to promote tourism in the area. Lunch is \$15 per person.
  - The Alexandria area had 16,000 visitors last year so remember to drop off your business brochures at the chamber and pick up your 2012 Membership plaque.
- Treasurer's Report - The sponsorship forms for the flower baskets were sent out at the beginning of March.
- Secretary's Report - Remember to send in your specials & promos for the upcoming public Newsletter by Apr. 4th.
- East Side Parking Lot Update - Per Mike Weber's email to Jeff: "The city council authorized the city engineer to prepare a feasibility study/report on the reconstruction of the two east parking lots. A preliminary hearing on the proposed assessments is set for late April or early May." The project would be started after Labor day.
- 6. Fire Department Auxiliary - State Convention in June 2012 (6/15/2012)

We are still looking for more participants for this Thursday/Friday shopping event. So far 7 member said yes, we are hoping for 10 - 15 participants. Participating members would have to provide 2-\$25 gift certificates.
- Alexandria Blizzard Hockey Game - We needed 10 participating members to take advantage of this opportunity and only were able to confirm 6 members. Jeff will contact Amy to discuss options.
- Gold Wing Road Association Scavenger Hunt - July 27-28 - more to come later

### Announcements - What's happening in your business!

- Joe Korkowski & Jeanne Batesole are heading up the new member committee - New businesses to open in the near future: Golden Giraffe, Creative & Event Planning Studio and Upscale Career
- The new DMA brochures have arrived. Charlie and Ron will distribute the brochure to local Resorts.
- Databae Systems will hold an Online Marketing Seminar on the first Friday in May.

### DMA 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

**Next General Meeting:** April 27, 2012 at 8 AM  
Next Speaker - Coni McKay, Alexandria Chamber of Commerce