



DOWNTOWN LAKEVILLE BUSINESS ASSOCIATION

DLBA General Membership Meeting May 12, 2010

Attendees:

Tom Barnard, Laurie Rieb, Mike Jetchick, Candy Retka, Dave Olson, Jane Hotzler, Mark Hotzler, Roz Peterson, Tracy Hummelgard, Linda Rynda, Judy Tschumper.

Presider: Vice President Mark Hotzler

City of Lakeville Update – Dave Olson

May 17th City Council agenda items:

Public hearing to amend the Fee Ordinance. The state has changed the surcharge on all building permits from 50 cents to \$5.00 that necessitates the Fee Ordinance to be amended.

PUD amendment to the Donnelly Farms development adjacent to All Saints Catholic Church. The amendment will allow architectural design changes.

Green Handler USA has purchased the south Rosemount Office Systems building on Hamburg Avenue. The manufacturing company, with 40-50 employees, relocated from Minneapolis.

The city has issued a building permit to Sawa Japan Steak House & Sushi in the multi tenant building on 185th Street that houses Buffalo Wild Wings. The restaurant will have a liquor license and plans to open July 1.

There were 14 building permits issued for single-family homes in April. For the first four months of the year there has been a total 56 new single family permits.

There are five finalists for the Fire Chief position; three internal and two external candidates.

Lakeville Area Chamber of Commerce Update – Linda Rynda

The chamber was a co-sponsor of the South of the River Expo and After Hours on May 11th. The event was well attended with 40 vendors participating. During the event Constant Contact hosted a seminar with an attendance of about 40 people.

Upcoming events:

May 14 – Business & Education Committee – Challenge to Change/Promise Week at Lakeville South and North High Schools

May 20th – Networking After Hours at Citizen's Bank

DLBA General Membership Meeting

May 12, 2010 – Page 2

Chamber Update (cont'd)

May 25th - Golf Tournament at Willinger's Golf Club

June 2 – Morning Brew at Fastframe

June 3 – Networking After Hours at Brackett's Crossing Country Club

June 22 – Women of the Lakeville luncheon at Crystal Lake Golf Club

Lakeville Area Arts Center Update – Tom Barnard

Setting up is underway for the Lakeville Rotary's Taste of Lakeville on May 13th. There are 37 restaurants participating.

The 2009-2010 Playbill season is coming to a close with registrations nearly sold out for various summer theatre camp programs.

Staff is working on the 2010-2011 Playbill which will come out in October. There are more requests for center rentals than there are days to accommodate them.

ISD 194 Update – Roz Peterson

The Community Education's Summer Adventures brochure has been published and registration has begun for summer programs.

Work continues on working on the levy to provide a balanced approach and providing choices. The district needs \$10 million to keep the same level of education/programs. The \$250 per student existing levy is expiring. If the levy were to continue the levy maximum would raise \$8 million and \$2.4 million in cuts; the average home would have \$397 additional tax at levy cap. The Financial Advisory Committee, represented from all walks of life, will be involved in how levy questions will be framed for amount, term, inflation factor and options for the public to decide. August 19th is D-Day.

At the district board meeting on May 11th, Business Marketing & Tech instructor, Mike Zweber, "Teacher of Excellence" presented information on the department's partnership with Best Prep. He and students presented information on various programs they are involved in – Classroom Plus, Minnesota Business Venture and E-Mentors, a pen pal type system. Students work with representatives from various corporations that provide mentoring techniques via email.

The 9B Sports Fundraiser, coordinated by Ed Hellier, netted \$8,000.

Bob Ertl is the new Activities Director at Lakeville North HS.

As part of the Strategic Plan, the district is ahead of the step in meeting new upcoming standards/changes required for curriculum writing from the state department - across all core subjects including technology. Teachers will spend the summer working on such curriculum. Minnesota and Massachusetts have some of the highest standards in the nation.

The board conducted an evaluation of Superintendent Amoroso.

**DLBA General Membership Meeting
May 12, 2010 – Page 3**

Heritage Library Update – Murray Wilson out of town on vacation

360 Communities Update – Laurie Rieb

The B. Robert Lewis House Golf Tournament is scheduled for July 12th at Brackett's Crossing.

No space has been found yet for relocating the Lakeville offices to a location further north.

News from Downtown Businesses

Vice President Hotzler announced that Candy Retka of Discovery Financial Centers is the newest member of the DLBA Board of Directors. Throughout the years Candy has been the number one volunteer for the DLBA.

During Nancy Smith's rounds at Ladies Night she discovered that U.S.A. Tae Kwon Do is relocating from Farmington to the former HiHi Market space in Rod Borg's building. A grand opening is scheduled for June 1st.

Judy T. announced that the DLBA sent a flower arrangement to the service in honor of Jerry Enggren. A plant was sent to daughter, Jody Braun, who was involved for many years with the DLBA and served on the Board. A thank you note was received from the family.

Other Business – Reports

The Board of Directors and Advisory Board met in a joint meeting on April 21st to discuss the following three topics:

1. Marketing Committee

Members of the Marketing Committee had several meetings regarding the need to re-brand the DLBA and update the website and met with Ensemble Creative. Ensemble Creative was invited to the joint meeting and presented their ideas to create an identity/tag line and develop a new website for the DLBA. Upon consideration the boards decided to keep the website under the services provided by Wendy Wulff. Staff was directed to spend two hours a week working on the website with current updates, more photos, etc.

2. St. Paul Farmers' Market

Jack Gerten of the St. Paul Farmers' Market contacted the DLBA with a request to hold the Wednesday market at the arts center parking lot instead of at Market Plaza. He said they would add a Saturday market as well at the arts center parking. Jack was invited to the joint boards meeting.

Members were not in support of having the market at the arts center and there were suggestions to expand the market at Market Plaza by placing vendors on Holt Avenue. Gerten left the meeting stating they would stay at the Market Plaza on Wednesdays and add the Saturday market at the arts center. He was informed that the DLBA would look at a way to expand the Wednesday market onto adjacent streets.

The DLBA board met with the city administrator and staff to discuss street closures. They stated that closure of Holt Avenue would not work because of residences and private driveways. They

**DLBA General Membership Meeting
May 12, 2010 - Page 4**

Farmers' Market (cont'd)

provided a plan allowing for the closure of Holyoke Avenue at 207th Street up to Upper 208th and a possible second option of closure on Holyoke at the HDC/Varsity Sports building to Upper 208th. Businesses located on Holyoke between 207th and Upper 208th were surveyed to get their response to closing off Holyoke from 11:00 a.m. to 6:00 p.m. on Wednesdays. Responses varied with all service oriented businesses in support of the closure with the majority of retailers against such closure. So for the 2010 season the Wednesday market will be held at Market Plaza from noon until 5:00 pm with no closure of Holyoke Avenue. On Saturday the market will be at the arts center parking lot from 8:00 a.m. to 1:00 p.m. Discussion will continue regarding options for the 2011 season.

Vice President Hotzler strongly stated that he is very much in support of closing off Holyoke Avenue for the Farmers' Market. Expanding the market could have a great impact on bringing more people to the downtown area and ultimately helping the businesses gain more customers.

President Paul Haglund, who was out of town for this meeting, requested the following message be read to the membership regarding the Farmers' Market:

"I believe it's very important for the downtown businesses to come together and support the expansion of the farmers' market to main street. I know there will be some inconveniences to both businesses and customers, but it's the DLBA's goal to promote downtown and drive more potential customers downtown. I know for a fact that Jody Braun, owner of Enggren's market, supported the farmers' market even though it took sales away from her store that day. She wished it would have been bigger because she did benefit from people finding her store and shopping there later. Downtown has been struggling with the lack of recognition for years and now we have a great opportunity to promote downtown and we are coming up with excuses not to do it. The City is giving us tremendous support in allowing us to close main street. Keep in mind that it was not long ago that they would have never considered closing down the street. If this can be promoted and it becomes a hit and the shoppers double, then think of the potential new customers your businesses could have. I support forming a sub-committee and looking at other communities like Farmington and Prior Lake and seeing how the farmers' markets are impacting their downtowns and businesses. Let's do this for the 2011 Wednesday on Main season and see where this can go!"

Director Tracy Hummelgard stated that her initial reaction to closing off Holyoke Avenue was a negative one. However, she said after thinking about it further, she feels that anything we can do to bring businesses downtown is worth pursuing. As a liaison to the retail businesses she said she will talk to them about this further. She said that she would support the street closure of Holyoke Avenue for the Wednesday Farmers' Market.

3. Downtown Dash – Lakeville 5K

Some Board members questioned the benefit to the DLBA in sponsoring the 5K. Any funds raised for the event are donated to the Lakeville Rotary Club for their STRIVE program. After the Taste of Lakeville event is over, discussions will take place with the Lakeville Rotary to determine if they want to be more involved in co-sponsoring this event. It was mentioned that the

**DLBA General Membership Meeting
May 12, 2010 – Page 5**

Downtown Dash (cont'd)

city sometimes receives calls from organizations wanting to sponsor races in downtown Lakeville but no information was available.

Retail Committee – Ladies Night

Tracy reported that Ladies Night was a big success despite the cool, rainy night. She read an email from one of the attendees:

“Thank you for putting on such a wonderful night last night, Ladies Night. It was my first time to Ladies Night and my first time to most of the businesses in downtown Lakeville. I had no idea the gem that downtown was. I have lived in Lakeville for four years but needed an invitation and special event to encourage me to get downtown. Your efforts have been successful as my friends and I enjoyed ourselves and promised to patron the local businesses. In particular, I am sending my husband to the Barbers for his next cut and will think about some of those specialty shops next time I need a gift. What a wonderful night. Thank you!”

Ironman Bike Ride

DLBA staff and Jean Hutter, CVB Director, with help from Sunny Bhakta, owner of the Comfort Inn and her daughters “manned” the table at Lakeville North HS and sold commemorative pins to attendees. Materials from the CVB and DLBA were on display. Six downtown retailers decided to be open for the Ironman event and signs were posted at the high school letting people know shops in downtown were open. The first year of being open did not render any customers but they plan to make this a tradition of being open during Ironman event.

Rotary’s Taste of Lakeville – Attend the event May 13th!

NEXT MEETING

WEDNESDAY, JUNE 9, 2010

8:00 A.M. – 360 COMMUNITIES CONFERENCE ROOM