



DOWNTOWN LAKEVILLE BUSINESS ASSOCIATION

GENERAL MEMBERSHIP MEETING MINUTES

July 16, 2007

Attendees:

Mike Jetchick, Cindy Retka, Kristen Aunan, Roz Peterson, David Olson, Larry Werner, Mark Hotzler, Nancy Smith, Tracy Hummelgard, Murray Wilson, Judy Tschumper.

Guests: Lori Lieske, Star Tribune; Andy Hentges, Lakeville Police Department.

Facilitator – President Nancy P. Smith

DLBA Group Advertising Program – Lori Lieske, Star Tribune

Lieske described the advertising program and provided a sample. The ad will be placed monthly in the South Edition of the Star Tribune and will reach 43,000 homes and a readership of 69,780 readers (the figure is based on multiple readers in a household or business). The first ad will be published on July 25th. The tentative dates for publication for the next twelve months are August 29, September 26, October 24, November 14, December 12, January 23, 2008, February 27, March 26, April 23, May 28 and June 25. Some of the dates may be changed to accommodate business promotions or DLBA events. Businesses have been contacted to participate and can place a periodic ad or place an ad monthly at deeply discounted rates. Businesses will be billed monthly and ad sizes can change throughout the year. The advertising program follows the same initiative done several years ago with the theme of *DISCOVER HISTORIC DOWNTOWN LAKEVILLE*. The ad will also have space to promote the DLBA organization and feature upcoming events.

Vandalism at Pioneer Park Plaza, July 12th – Patrol Officer Andy Hentges

In the early morning of July 12th Pioneer Park Plaza was vandalized by 3-4 young individuals who pulled flowers from the ground and planters and tossed them into the fountain along with laundry detergent. The individuals have been apprehended and members expressed hope that they will be punished and have to provide some sort of restitution. Officer Hentges said they do their best to check businesses for locked doors and look for other abnormal situations but can only do so when time allows based on

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Vandalism at Pioneer Park Plaza (cont'd)

other calls on their beat. He advised businesses to leave more lights on upon closing. Questions arose regarding businesses being solicited by individuals; Hentges stated that permits are needed for in person solicitations. Hentges works the 6:00 p.m. to 6:00 a.m. shift and Kelly Coughlin has the 6:00 a.m. to 6:00 p.m. shift. Businesses were encouraged to contact either officer with questions or concerns. He stated that he would report to his supervisors the need for more focus on the downtown business district.

City of Lakeville Update – David Olson

The City Council will be meeting the evening of July 16th. The Council will be considering the approval of the issuance of bonds totaling \$18 million for the new police department, liquor store and a portion of the second ice arena facility. Dave reported that the city has received a good bond rating on these issuances.

The Council will also consider a final amendment to the sign ordinance. A major amendment took place in January. The Planning Commission, Economic Development Commission and Chamber of Commerce all worked on the latest changes. *For Sale* and *For Lease* signs will continue to be allowed even when the space is full. Electronic changeable reader boards will no longer be allowed including such signs for schools, city facilities and churches. Electronic signs built prior to passage of the amendment will be grandfathered in. Signs displaying fuel prices and time and temperature signs will continue to be allowed. Temporary reader boards and balloons will not be allowed in any zoning district. Temporary banners will be allowed by special permit. The ordinance now allows sandwich boards and businesses will be required to get an annual permit from the city. (Note: Staff has contacted the city to find out what the annual permit fee will be but no information available as of this writing.) The proposed amendment and additional information can be found on the city's website at www.ci.lakeville.mn.us under "What's New."

Dakota County representatives will be at the Council meeting to present Phase 2 of the East/West Corridor Study between Lakeville and Farmington and points beyond. Dodd Boulevard would be realigned west of Cedar near Crossroads Shopping Center; 185th Street where it ends at Dodd would be extended east to Cedar Avenue and then south to Farmington to 195th Street.

Twelve individuals have applied for the Council seat being vacated by Councilman David Luick who is leaving to teach at Northwestern College. The process has been narrowed to four applicants, Doug Anderson, Joe Blee, Lowell Miller Stolte and Kerrin Swecker. The Council is expected to make a decision on August 6th.

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City of Lakeville Update (cont'd)

The Pan-O-Prog celebration was another success with no major problems. The parade and Cruise Night were taped and can be viewed online.

Questions were raised regarding the lack of the pedestrian sign being placed in the intersection of Holyoke & 208th Street especially during the Farmers' Market on Wednesdays. City staff will check into this. Dave also stated that the city continues to work on the Action Plan from the Downtown Development Guide with long-range plans of installing bump-outs on Holyoke Avenue to slow traffic.

Lakeville Area Chamber of Commerce Update – Candy Retka

Candy announced the following upcoming events: The Board of Directors will be holding a mid-year retreat on July 17; ribbon cutting at Snap Pea on July 16; ribbon cutting at Focus Eye Care on July 18 and Business After Hours at TC Davis Manor in Farmington on July 19.

Lakeville Area Arts Center Update – Nancy Smith

Nancy informed the membership of the new theater company in Lakeville, *Expressions!* which will be presenting their first performance "Marriage is Murder" the weekends of July 27 & 28 and August 4 and 5.

ISD 194 Update – Roz Peterson

The School Board has cut \$7.6 million from its budget this year to balance the budget, which resulted in the loss of 103 positions. The Board is now considering the renewal of an existing levy and proposing two new levies. Being considered are: **Question One:** \$571.00 per student – renewal of an existing levy resulting in no additional taxes. This would still require a \$1.3 million budget cut if it passes and other questions fail.

Question Two: \$389.00 per student which would help reinstate transportation costs and restore and/or keep class sizes. **Question Three:** Technology – a designated fund to replace computers that are six years and older on an ongoing basis.

If all three questions passed, the tax impact for a \$300,000 home would be \$283.00. Failure of all three questions would result in additional budget cuts of \$6.8 – 8 million. The Board will hold their next Work Study meeting on July 24th. The election would be held on the first Tuesday in November, not a general election, and voting would be held at Kenwood, Century, McGuire schools and in Elko. A consultant has been hired to assist in a "Vote Yes" campaign.

More fruits and vegetables are being added to the Food Service Program based on a survey that was conducted. The provision of better food products has resulted in a 60 percent usage by students.

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News from Downtown Businesses

Tracy Hummelgard announced that she is expanding her business which will include the This Week/Life & Times space. Plans include a patio and applying for a beer and wine license. She will continue her operation of *Mainstreet Coffee Café* and add a new entity, *Mainstreet After Hours*, with extended evening hours. The members congratulated Tracy on this exciting news!

Kris Aunan stated that her business, *Porch... for your home*, will be in operation for one year as of August 15th. *Porch* has become a destination for shoppers and the Pan-O-Prog event was good for her business.

Questions arose regarding the house located next to *Porch* and whether a business is operating on the premises. Staff will check this out.

Mark Hotlzer reported that he has leases out on three spaces and fourth one in the process. He will be closing on the house he purchased, adjacent to the parking lot across from the post office, on July 18th with demolition of the house to follow. The *Bridal Loft* is scheduled to open the week of July 16th.

Other Business

a. Farmers' Market Attendance – Judy Tschumper reported that a staff member from the St. Paul Farmer's Market reported that they had an attendance of over 1000 people on June 27th. They are most pleased with these numbers. Larry Werner brought up the issue that other surrounding communities have Farmers' Markets on Saturdays and that Lakeville is unable to get a Saturday venue. He would like to explore checking with other vendors for a Saturday market. Nancy Smith stated that there is a lot of history with the St. Paul Farmers' Market in getting them to Lakeville in the first place and that we need to be careful how we handle this situation. The St. Paul's Market will remain through 2007.

b. Events Update – Volunteer Opportunities – The Trinity Singers from Trinity Evangelical Free Church performed at the first Wednesday on Main (WOM) on June 27th singing patriotic songs – about 80 people attended. The DLBA co-sponsored the Battle of the Bands with the Lakeville Teen Corporation during the Pan-O-Prog celebration – approximately 400-500 teens and families attended. The second WOM on July 11th featured the Los Mensageres Mariachi Band with free tacos provided by Teresa's Mexican Restaurant with over 120 present. Volunteers are needed and sign-up sheets were handed out to the membership to help at the upcoming WOM dates: July 18th – the Babe Taylor Country Band with Rudy's Redeye Grill donating spinach/artichoke dip and breads; July 25th – the Will Hale & Tadpole Parade Band and on August 1st – Quality Sounds Entertainment with the Southern Cruzers parking 15-20 cars along Holyoke Avenue.

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Other Business (cont'd)

c. Adopt A Farmers' Market Sign – Members were asked to adopt a Farmers' Market sign and place at a main intersection near their home when they leave in the morning and pick up on their return in the evening. Thanks to Kris Aunan, Candy Retka, Roz Peterson and Tracy Hummelgard (2 signs) for participating. An additional thank you to Roz who has loaned us her campaign stakes which are much sturdier than the ones we have. There are other locations still available and if anyone is interested, contact Judy.

d. Literature rack installed at Hockey Development Center – Businesses are encouraged to use the literature rack that is in place in the lobby of the HDC. Thank you to Mark Hotzler, Metro Equity Management, for the purchase and installation of the rack. Businesses are responsible for placing their pamphlets in the rack; staff will monitor on a regular basis to make sure the materials placed there are from downtown businesses only.

Murray Wilson, manager of the Heritage Library was welcomed to the membership. He is very interested in working with the DLBA and to assist in any way. The DLBA website will have a link to the Library's website and the Library will participate in our annual Harvest Festival on September 19th by featuring a "story reading" session in Pioneer Park plaza.

THE AUGUST MEETING WILL BE HELD ON MONDAY, AUGUST 20TH, 10:00 A.M. AT MAINSTREET COFFEE CAFÉ, UPPER LEVEL.