



**Downtown Neighborhood Association
Meeting Agenda
May 2, 2012
6:00 pm
Midland Building - Conference Room**

1. Call meeting to order... 6:00 pm
 - a. Present: Thompspon, Sgambati, Brendemuehl, Rowe, Bradshaw, Rope
 - b. Lindsey Qualley (Orchard Place – Director of Annual Giving & Special Events)
2. Introductions
3. President's Report... 6:02 pm
 - a. Simon Estes Movie sponsorship update (Brendemuehl)
 - i. Brendemuehl gave a recap regarding after speaking with Allen Dickson, President of the East Village Association to expand definition. Will be meeting to better partner.
 - ii. Have not heard back regarding what the movie selections are. Anonymous approval for a joint partnership.
 - iii. Brendemuehl will follow-up on how the movie was picked.
 - b. Drake University Downtown Street Painting (Brendemuehl)
 - i. Thanks to Dan Sgambati and his wife Deb, Kathy Sieberling (sp?) for panting street painting square.
 - ii. The DNA painting is located in front of Dos Rios. Painting crew took pictures of the square.
 - iii. Bradshaw confirmed pictures are posted on the website.
 - c. Police Officer Report (Sr. Neely was not present. No report given)
 - d. Old Business... 6:04 pm
 - i. Approval of April Meeting Minutes
 - ii. Motion to approve: Bradshaw.



- iii. Second: Thompson.
- iv. Unanimously passed.

4. New Business 6:06pm

Orchard Place (Lindsey Qualley/Orchard Place) to 6:12

- i. Qualley introduced Orchard Place and upcoming Moonlight Bike Ride.
 - 1. Non-profit that serves youth with emotional behavior issues, serve 900 kids, have been around 126 years.
 - 2. Trying to find different way to bring events to the community. Moonlight Classic was created which is a bike ride thru downtown at night. There has not been a night bike ride other then the winter rides. Week before State Fair/Ragbrai.
 - 3. Looking for volunteers, will have rest stops/bike safety checks, have stations for community partners to share information.
 - 4. Estimating 750 to 1,000 participants. Cost to register is \$25.
- ii. Brendamuel asked what is your timeframe for volunteers/signing up for booth space. If you want a promotion – will want something by middle of June.
 - 1. Mediacom has signed up for commercials - will have 300 commercials aired.
 - 2. Clear Channel will have advertisements as well, 2 billboards.

b. Treasurer's Report (Brendemuehl) 6:12pm

- i. Shared 1st quarter budget. Not a lot of activity, most bills will come thru regarding the Drake Relays from April.
- ii. Did receive Drake invoice, check was mailed.
- iii. Sgambati asked if anything was outstanding - Bradshaw mentioned that Jerry is owed.



1. Koch Brothers have our materials for nametags, have been printing in batches of 150. Brendamuehl has offered to be the contact to pick up labels and pay.
 2. Koch Brothers were confirmed not a member.
- c. River Bricks (Bradshaw)
- i. Bricks being sold for River Walk. Would be good landmark. Tax deductible. Bradshaw asked to make decision.
 - ii. Bricks will be placed at the end of the new bridges.
 - iii. Board agreed to 2 (pending on placement approved up to 4) Rowe approved. Sgambati seconded.
 - iv. Agreed to 'Downtown Neighborhood Association' verbiage.
- d. World Food Prize (Brendemuehl)
- i. Discussed prices, timeline and that May was not feasible.
 - ii. Brendemuehl asked Kirk to set up dates for August. Asked for Board to make a decision if we will move forward.
 - iii. Brendemuehl was looking for someone to be on the National Night Out.
 - iv. Ideas were discussed for ticket prices.
 - v. Recommendation to have separate Social Meeting to plan 10th Year Anniversary.
 - vi. Proposed September/October as event dates.
 - vii. Brendemuehl will reach out to Social committee on funds, dates, moving forward and put in the recommendation of a September/October event date.
- e. Membership Update (Bradshaw) 6:21pm
- i. Update:
 1. April 2012:
 - a. 2 new members



- i. 2 individual
 - ii. 0 businesses
 - b. 18 Renewals
 - i. 15 individuals
 - ii. 3 business
 - c. Overall: hovers around the same number.
 - i. Up 11 members compared to up 66 last year.
 - ii. 293 total current members
 - iii. 193 residents, 24 non-residents, 74 businesses
 - iv. Good month so far, Wells Fargo had paid membership and St. John's Lutheran joined.
 2. Bradshaw asked Rowe if paperwork was submitted for Tax ID.
 3. Bradshaw motion to adjourn/Rope seconded.
 - f. Simon Estes Movie sponsorship Update (Brendemuehl)
 - i. Background: Brendemuehl had been approached by Historic East Village to partner for movie showing at Simon Estate Amphitheater.
 1. Movie selection to be discussed with the East Village.
 2. Brendemuehl will continue discussions with Alan Dickson.
5. Close meeting... 6:41 pm
- a. Motion to adjourn: Bradshaw.
 - b. Second: Rope.
 - c. Motion unanimously passed.