

B.U.I.L.D. Minutes
March 5, 2013
Home State Bank Board Room

Members and guests present: Terri Scholting, Andy Mixan, Dee Arias, Jennifer Galbraith, Mike Krambeck, Nancy McManis, Rafael Weddle, Bob Copple and John Yochum.

Terri Scholting presided over the meeting. The minutes from the February 5, 2013 meeting were read and approved by the group.

Treasurer's Report – Treasurer Andy Mixan.

The BUILD account balance is \$4,117.81.

Old Business:

Andy reported for the "Awareness of Louisville" marketing campaign committee. The deadline has been extended to April 15th and more direction was given to entrants. The winner will be announced at the May B.U.I.L.D. meeting.

COMMITTEE REPORTS

Welcome/Membership Committee: Jean Heim/Nikki Biesterfeld

No bags delivered. Supplies fine.

Events Committee: Nancy McManis/Dee Arias

Car show is the next event. Nancy informed the group that one of the past participants suggested a "viewer's choice award" voted on by the visitors. This may have the cars staying longer to hear the announcement of the winner(s). Nancy & Dee will do more research to determine how this is done in other towns. The number of food vendors was also discussed. It was agreed to have as many as want to come.

Economic Development Committee: John Yochum

John thanked Nancy McManis for speaking at a recent economic development meeting as a representative for Cass County Tourism and explaining that the tourism group gets its funding from lodging tax. John also stated that his group recently had a strategy planning meeting and have determined that they should add marketing and awareness to their list of things to do. John said that both the City of Louisville and Cass County are working on updating their comprehensive plans. He has also spoken to potential builders for the area.

Presentation Committee: Terri Scholting

Terri said the spring flags will be delivered to the city hall for the crew to install. As soon as the weather gets nicer, Terri, Bob and Dee will begin work on the flagpole at the Louisville sign.

Marketing Committee: Nancy McManis

Nancy reported that the Cass County Tourism is going to publish an annual guide that will be paid through advertising. 5000 will be published and distributed. Enterprise Publishing will be contacting business owners in the near future for involvement. B.U.I.L.D. will purchase an ad and showcase our events.

Fundraising:

No report.

Community/Legislative: John Winkler/Jennifer Galbraith

No report.

New Business:

Jennifer reported for a new business in town; LX Fitness & Martial Arts located above Havenmakers. Some other businesses have moved within town leaving opportunities for some of the empty spaces to be filled. Everyone is encouraged to keep their ears open for anyone looking for space on Main Street.

The next meeting will be Tuesday, April 2, 2013 at Home State Bank board meeting room with food from Subway.