

B.U.I.L.D. Minutes
December 4, 2012
Main Street Café

Members and guests present: Terri Scholting, Andy Mixan, Dee Arias, Jennifer Galbraith, Nikki Biesterfeld, Mike Krambeck, Dave Pankonin, Kari Wockenfuss, Rob Geise, Kitran Geise, Sue Laughlin, Cory Holl, Brian Naffziger and John Yochum.

Terri Scholting presided over the meeting. The minutes from the November 6, 2012 meeting were read and approved by the group.

Treasurer's Report – Treasurer Andy Mixan.

The BUILD account balance is \$4,158.01.

Old Business:

The committee for the "Awareness of Louisville" marketing campaign presented a flyer to be distributed explaining the contest and prizes. A deadline will be added at a later time. Flyer attached to these minutes.

COMMITTEE REPORTS

Welcome/Membership Committee: Jean Heim/Nikki Biesterfeld

Two bags were delivered in November. Anyone is welcome to contribute items for the welcome bags.

Events Committee: Nancy McManis/Dee Arias

Nikki and Kitran gave a recap of Ringing in the Season which was a huge success. There were over 55 kids that visited Santa. The Red Nose Run had 61 paid runners/walkers. The money earned will go towards the Angel Trees in town. Nikki & Kitran received permission to spend the money as suggested: up to \$50/angel tree gift and the excess donated to the Royal Neighbors to benefit CASA. Everything the Royal Neighbors earn is doubled by the national organization. B.U.I.L.D. greatly appreciates those businesses who donated for the event: Ash Grove, NE Brewing Company, Louisville Family Dental and Blake's Pharmacy. A summary of the event is attached.

Economic Development Committee: John Yochum

John Yochum reported for economic development. He reported on a movie production company with possible interest in the area. John also invited everyone to the CCNEDC investor meeting on January 16th at the Loft Theatre. Dave Pankonin reported that Omaha & Lincoln are finally seeing new housing development. He feels Louisville has an advantage for housing, especially with the new school improvements. Dave reported that there will be a meeting of real estate developers at the bank next week.

Presentation Committee: Terri Scholting

The holiday flags have been put up and the lights turned on for the season. Bob Copple is working with OPPD for a flag pole, but nothing yet to report.

Marketing Committee: Nancy McManis

Nancy will be working on the Ringing in the Season advertising grant through Cass County Tourism.

Fundraising:

No report.

Community/Legislative: John Winkler/Jennifer Galbraith

No report.

New Business:

A communication/scheduling error prevented Bill Kintner, NE Legislative District 2 representative, from attending the meeting today. He has invited all to attend a round table discussion on Friday, December 14, 2012 at noon at Main Street Café.

Open forum discussions:

Small Business Saturday was briefly discussed. It is the Saturday after Black Friday and will be better promoted next year.

Sidewalk repair bids are being obtained – more information to follow.

Town Hall meeting for the comprehensive plan update date will be changed – new date to be announced.

Rob Geise reported that the school would like to host the February B.U.I.L.D. meeting to be catered by the high school culinary team!

The next meeting will be Tuesday, January 8, 2013 at American Legion (confirmed.)



AWARENESS OF LOUISVILLE MARKETING CAMPAIGN



How many times have you been in the middle of a conversation with someone from Omaha, only to mention Louisville and have them look back at you with a blank stare?

Have you ever tried to give someone directions to Louisville from Omaha to have them be surprised that it is less than an hour drive?

THESE ARE THE CHALLENGES THAT LOCAL LOUISVILLE BUSINESSMEN AND WOMEN FACE ON A DAILY BASIS.

We're hoping to change that, and forever change the perception of Louisville.

Please join us by competing in a contest to select the new marketing slogan for Louisville. The sole purpose of our contest is to create a slogan that all Louisville businesses can use for solidarity and uniformity in marketing to customers outside of the Louisville area. We hope that this new slogan will lead to greater awareness of the community, school, and businesses of Louisville, and all that we have to offer to those outside of the area.

A few examples of slogans from other local communities:*

- ASHLAND: *Reflecting On The Past...Pursuing Our Vision Of The Future*
- GRETNA: *Gretna...The Great Life!!*
- RALSTON: *Ralston - Glad You Are Here!*
- SYRACUSE: *Proud Of Our Past...Confident In Our Future*
- VALLEY: *A Community On The Way Up!*
- WEEPING WATER: *The Limestone Center Of The Nation*

We will only choose one winning slogan, but we will award the top 3 entries selected as finalists:

- WINNING ENTRY: \$500**
- RUNNER UP: \$300**
- 2ND RUNNER UP: \$200**

There is no age limit for creativity, so all are welcome to participate.
Please help us to make Louisville an even greater community than it already is.



Please contact Andy Mixan, Bob Copple or Terri Scholting for more information.
(234-2155) (234-2000) (234-2504)

*The slogans from nearby communities used as examples in this flyer were taken from city & town internet sites.

Ring in the Season

Summary 2012

The day was a success!

Donators

AshGrove - \$200, (ear warmers)
Nebraska Brewing Co. - Keg of Beer (\$125)
Louisville Family Dental – Santa bags & medals (\$110)
Blakes's Pharmacy – Gatorade, Santa bags, Thank You cards (\$100)

Expenses for BUILD

Total = \$124.75
\$50 to Doug Allen
\$299 to Advertising - \$150 – Journal (2weeks)
\$149 – CassGram (1wk & flyer)
75% of advertising cost is covered by Grant
299.00
-224.25
\$ 74.75

Summary of events headed

Santa at the Library

- *We made 55 bags of goodies for kids and ran out
- *Royal Neighbors matching funds bake sale another success approx. \$250 they will match for CASA
- *Darla at Library received several names for Friends of the Library
- *LHS Dance Team did free will donation face painting made over \$70

Red Nose Run

- *Had 61 paid runners and walkers, several families and ages of 4 - 60+
- *Paid 4 dance team members (\$10/ea) for helping watch corners of busy streets
- *Paid \$32 for tax of hats
- *Paid \$10 to Dana Muntz for printing done at Kinkos for flyers/waivers
- *WE CLEARED \$723!!!
- *We have 11 angels from the two local angel trees to purchase gifts.

Any suggestions on how much to spend on each angel? (RN does \$30-50)

If we do \$50 each should leave about \$175.

I suggest donating it to Royal Neighbors Matching Fund and turn it into \$350 for kids all over Cass County

Thank you cards are written for all business/people who donated, had an event or helped BUILD so way.