

B.U.I.L.D. Minutes
LOUISVILLE – WE’RE CLOSER THAN YOU THINK
January 14, 2014
Home State Bank Board Room
Lunch – Gambino’s Pizza

Members and guests present: Terri Scholting, Dee Arias, Dave Pankonin, Bob Copple, Mike Krambeck, Andy Mixan, Alan Mueller, Diane Heard, McKinsey Mulroy, Patti Peterson, Jennifer Galbraith and John Yochum.

Terri called the meeting to order and welcomed all in attendance.

The minutes from the December 3, 2013 meeting were read and approved.

Treasurer’s Report – Treasurer Andy Mixan.

The B.U.I.L.D. account balance is \$3,748.06.

Old Business:

Jennifer Galbraith gave an update on the 3-sided sign on Walnut Street. She stated that Joel Jones had recommended an adhesive remover, but is rather expensive. Dana Gray is going to look into the cost of replacing the panel instead of reusing. More info to follow.

Louisville marketing was discussed at length. Several ideas were shared including website update, Facebook, Melvin Sudbeck radio ads, and the city residential building incentives. Also discussed was the concept to “text a certain word to 68037” as presented by John Harrington. Everyone agrees it’s a valuable concept, but too expensive at this point. A follow-up meeting with the marketing subcommittee will be set up.

Senator Kintner was unable to attend therefore there wasn’t a roads report.

New Business:

The upgrades to the Louisville website were discussed. Some would like to see a location map on the home page. We will also ask for a summary of “hits” from John & Irina before the next meeting.

COMMITTEE REPORTS

Events Committee:

Dee reminded everyone that this is the last year she and Nancy are going to be in charge of the car show and they are looking for someone to shadow them this year so they’ll know what to do in 2015. The process has already started, so volunteers need to step up soon.

Presentation Committee:

Some of the holiday lights need to be repaired and Joel Jones is working on an estimate. Hopefully they will all be fixed by Memorial Day.

Welcome Committee:

One welcome bag was delivered last month.

Marketing Committee:

Nancy has applied for advertising grants from Cass County Tourism again this year.

Fundraising Committee:

No report.

Economic Development Committee:

John Yochum reported stating that there are a couple of local businesses with plans to expand. John also stated he wants to make sure that large companies building in the region are aware that Louisville has residential lots available. The marketing subcommittee will work on an inventory of business sites currently available and business lots that are "shovel ready." There was also a discussion of a survey of the citizens to determine needs/wants.

Community Committee:

The next meeting will be at noon, Tuesday, February 4, 2014. The Louisville High School culinary team will be preparing the meal. RSVP will be required.