

DOWNTOWN RED BLUFF BUSINESS ASSOCIATION
Board of Directors/General Membership Meeting

Wednesday, September 17, 2008
7:30 a.m. - Palomino Room

Minutes (Board of Directors)

- I. **Minutes of Previous Meeting** - On a motion by Irene Fuller, seconded by Michelle Carlson, the minutes from the previous meeting were approved.
- II. **Financial Report** - On a motion by Terry Alvord, seconded by Michelle Carlson, the August 2008 financial report was approved as presented.
- III. **Payment of Bills** - On a motion by Diane Ampf, seconded by Terry Alvord, the September 17 list of accounts payable was approved.
- IV. **Other Business** - Venita Philbrick reported that the Tehama County Education Foundation had applied for funding for three bike racks. An application for \$7,500 was submitted through the Red Bluff Trails Committee.

Minutes (General Membership)

- I. **City/County Reports** - Supervisor George Russell reported that the local County budget is in good shape. Public works concerns are being addressed. General plan is moving along-Feb/March should be complete. Weed ordinance for fire prevention is likely. Russell also reported on Nine Mile Hill, Walmart DC and South Avenue projects. Red Bluff City Councilman Wayne Brown reported that Fireworks would be on Saturday night at dusk.....volunteer FD doing this for last time because of lack of funds to buy the show for 2009.
- II. **Promotions**
 - A. **Shopwalk Promotion** - Irene Fuller - The third Saturday of each month. Roster published, flier for the stores. Daily News advertising planned.
 - B. **Treat Street** - Michelle Carlson reported that the posters are ready for circulation. Liz Merry will help.
 - C. **Monster Truck Parade** - John Yingling - October 3, 4, 5 at the fairgrounds. The parade will be October 2 downtown
- III. **Media Advertising Report** - Michelle Carlson - October 5th is the Antique Street Fair commercial. Website searches - 300 hits a month.
- IV. **Corner Lot Update** - Venita Philbrick - Need \$40,000 to finish the project. Irrigation and landscaping is in process. Rotary has applied for grant, will know by November. Plans for bell with historic perspective.
- V. **Beautification Report** - Linda Bullock - Presentation to Becky Tranburger for working downtown on planters. Banners updated with historic theme.

VI. Future Agenda Items - Friends of downtown to be included in all correspondence and marketing.

Cathy Schmidt - Downtown revitalization meeting to be next week. Wants input regarding design and interest in developing upstairs apartments for residents.

Respectfully Submitted, Susie Mustaine Secretary, DRBBA