



MacArthur Boulevard Business Association
Monthly Meeting Minutes
American Red Cross
1045 Outer Park Drive
May 13, 2010 - 7:30 am

Welcome

President Cory Jobe brought the meeting to order at 7:30am.

Treasurer's Report

Cory reported the MBBA bank account stands at \$13,350 and reiterated the importance of renewing memberships. Lists of non-renewed members were distributed; members needing to renew will be contacted by other members. They will also receive an additional email reminder.

The MBBA will present Baskin Robin's owner and MBBA member Glenn Yanow with a **framed version of the State Journal-Register article featuring Glenn and his "franchisee of the year" award**. The inscription on the back reads, "Congratulations to Glenn! You make MBBA proud. May 12, 2010."

Secretary's Report

April minutes stood approved as presented.

We have a total of 146 current members, 66 need to renew.

New members include Springfield Publishers and Advantage Realty

Local Government Update

City of Springfield

- Springfield Alderman Debbie Cimarossa said there will be a City Proclamation of a special day to honor Glenn Yanow on Tuesday, May 18 at 5:30pm.
- Debbie mentioned the break-ins occurring in surrounding neighborhoods, and said police are performing undercover operations and are near to apprehending suspects. Debbie encouraged us to be aware and report any suspicious activity.
- Carol Kneedler mentioned that our guest speakers for June will be our Neighborhood Police Officers and possibly Deputy Chief Doug Williamson.
- Debbie will provide names of neighborhood leaders to Julie Dirksen for possible people to help with our neighborhood committee initiatives.
- Debbie mentioned the Springfield noise ordinance that is currently under consideration as "a quality of life issue".
- Someone asked who represents the new extension area, and Debbie said the new extension falls in Ward 7, which she currently represents.
- The controversy over renaming the previous MacArthur street south of Wabash continues, with emergency responders taking time to rename the street with a name not already in use within Springfield.
- Debbie mentioned that MBBA member Julie Dirksen will be receiving a "Women of Influence" award.

Sangamon County Board

County Board Member Jen Dillman discussed the Redevelopment Plan. Lakota Group will have a second public input meeting, most likely at Butler School on Wednesday, June 23. They will review the results of the previous public workshop, which was attended by around 80 people. The project is on track to complete in September. More information is available on the Lakota website at

<http://thelakotagroup.com/macarthur/>.

Project Updates

The **4th Annual Artists Market** will be held Saturdays in June at Town & Country Shopping Center. 26 artists have signed up, and more are expected.

Food will be provided by Pease's Candy, a Kettle Korn vendor and a hot-dog stand. Entertainment will be offered, with Tom Irwin on the first and third Saturdays and Pete Sander on the second and fourth Saturdays. The sound system will be provided by Premier Audio-Visual. We will offer face painting, visits every Saturday by the Animal Protective League, port-a-potties and possibly Frank Edward's antique fire truck.

Marketing efforts will include radio spots on WNNS, an ad in the IL Times Summer Edition, radio appearances with Murray & Leach, four large banners for MacArthur, yard signs, posters for store windows, a possible ad on the Springfield Moms website and listings in multiple online calendars. Significantly more is being spent this year to advertise the Market and for the first time, the show is juried. Each week we will hand out lists of the next weeks' artists and have a website with photos of artwork.

Volunteers are needed for all Market days. Three shifts are available: opening from 7-10am, Midday from 10am-1pm and closing from 1-4pm. All shifts will also have an experienced coordinator assigned. Carol will post sign-up information on the website.

Cory mentioned a possible MBBA initiative to get an **IDOT / Federal Funding Enhancement Grant**.

Guest Speaker: Kim Hoffman, Blessed Sacrament Parish Expansion Project

Our guest speaker discussed the largest construction project currently under way on the north end of MacArthur. The \$5.3 million project will add an elevator, a gymnasium, a new preschool wing, a new office wing, a library and additional parking. The project is scheduled to be ready for use by the start of the 2011 school year.

Work has already started on the parking areas, and as soon as school ends next week, work on the buildings will begin. The work supports the Blessed Sacrament core values of education, service to the community, commitment to the neighborhood, community building and keeping their network strong.

The school currently has 448 students and has been gaining 10-12 new students per year. Students come from all over the area, not just from the MacArthur Boulevard neighborhoods.

Additional Blessed Sacrament events will be the **June 5 Garage Sale** and the **June 16 Garden Party**. In place of the usual carnival, the Garden Party will have a big-screen movie in addition to games, food and entertainment.

New Business

The MBBA will sponsor periodic cleanup days on **MacArthur Boulevard**. We will work with the City of Springfield's **Adopt-a-Street program**. Four cleanup days are needed per year. Julie Dirksen requested volunteers and assistance from business and property owners.

Show Me's will host an **MBBA Business After Hours** to celebrate the opening of the MacArthur Extension on June 21 from 5-7pm. There will be complimentary appetizers and a cash bar.

Coffee Sponsorships Available

Please consider providing refreshments for our monthly meeting – sponsors provide coffee and treats for 20-30 people.

MacArthur Area Business News

David Farrell said there are projects in the works but not yet ready for public discussion.

Area Events

South Side Christian Church will host their **3rd Annual Big Block Bash** to help promote and celebrate life in the MacArthur neighborhood on July 18, 2010. **Sponsorships** are available in various tax-deductible amounts for the main stage, for the bounce house and for smaller games. Please contact Daniel Shelton, Worship Minister at SSCC at 217-525-0304 or Daniel@SouthSideChristian.com for more information; sponsorship deadline is June 28. The MBBA will publicize the event with a link to the event flyer closer to the event date.

Springfield Park District will offer Music in the Park May 23 at Washington Park

The MBBA is considering a possible **October event** to celebrate the completion of the Redevelopment Plan. Stay tuned for more information.

Cindy Groeninger of Balancing Touch mentioned the **Healthy Springfield Expo** that will be held at the State Fairgrounds on Saturday, October 10, 2010. The event will be free to the public, and is sponsored by area hospitals, the Central Illinois Massage Therapists and the local Reiki community. Sponsorship opportunities are available.

Adjournment

The meeting adjourned at 9 am.

Submitted By:
Carol Kneedler, Board Secretary