



MBBA Membership Meeting Minutes, February 14, 2013

Welcome: President Jen Dillman brought the meeting to order.

Secretary's Report: January Minutes were approved as presented.

Treasurer's Report: Current Balance is \$22,315.54.

Guest Speaker: James Bengfort, Advertising Director, Illinois Times

James discussed Trends in Marketing for Small Businesses, discussing advertising as an investment, the MBBA page in the weekly Illinois Times with discounted MBBA member ads (call Teri Hill at 217-753-2226 x130 or email thill@iltimes.com), online tools to help with marketing such as including geotracking to push relevant local content to mobile devices and GetListed.org, importance of their online and print calendars with local event listings.

The Illinois Times Editor, Bud Farrar, mentioned their new building on S. Sixth St., which will have an open house in the spring. No information is available about the future use of their previous location on S. Spring St.

Government Update:

Alderman Ward 7: Joe McMenamin:

- Presented copies of the Hy-Vee site plan and site layout to the MBBA. The Hy-Vee convenience store will remain at the southwest corner of the development; a drive-through coffee shop is planned to be added to the convenience store. Changes will go to the City Council, with groundbreaking possibly anticipated for April.
- Discussed pedestrian and bike access to Hy-Vee. Hy-Vee will install new sidewalks around their property. Springfield Public Works will install sidewalks along the south side of Cherry Road from Douglas to Kenwood; Alderman McMenamin would like this to be the first step towards a multi-year effort to extend sidewalks along Cherry Road. Paul O'Shea mentioned that no sidewalk access is planned from the main entrance on MacArthur to the front door of the store.
- Michael Higgins said the City Council has yet to approve the regional bicycle plan and requested a grand plan for Springfield development in exchange for increased fees and taxes for infrastructure.

Alderman Ward 6: Cory Jobe:

- Thanked Paul O'Shea for representing the interests of pedestrians and green space with the City.
- Discussed the upcoming "no frills" city budget and massive City infrastructure challenges, including the possibility that the EPA will force the City to fix the sewer problems immediately as they have done in Indianapolis and St. Louis. He said it's time to address the problem now, not put off responsibility, and that constituents have indicated a willingness to pay more for immediate action on roads, sidewalks and sewers.

Projects

- **MacArt Fest:** Debbie Thompson said tickets for the June 7 Friday night event will be \$25. Artists are being contacted; Friday night juried artists will also exhibit at the Saturday, June 8 Art Fair. Sponsorship packets, website and Facebook page are coming soon.
- **Signage:** IDOT rejected the sign request due to MacArthur and S Grand being a high traffic / high accident intersection. Negotiations are under way with Standard Mutual to possibly install the sign on their property.
- **Membership:** President Dillman said renewals are going out soon; please renew your membership.
- **Logo / Branding:** President Dillman said Kim Rosendahl will lead a whole new logo and branding effort, which will be complete within a month.
- **IDOT Feasibility Study:** President Dillman announced the MBBA is requesting a \$60,000 feasibility study of MacArthur from S. Grand to Wabash as the next step toward implementing the Master Plan. The study requires 10% matching funds, which will be provided by MBBA, the City and the Chamber. The study will allow the MBBA to seek funds for infrastructure improvements. Jim Moll said the ultimate goal is to improve the street to the point where the City will be willing and able to assume responsibility for maintenance instead of IDOT.
- **Spring Cleanup:** We will plan a spring cleanup; President Dillman will contact Julie Dirksen.

Announcements:

- President Dillman announced the white house south of the Standard Mutual Insurance parking lot will become a store for the cochlear implant foundation started by Michelle Tjelmeland. The store will offer trendy home goods and art classes. A mixer is planned for May.
- PNC Bank at MacArthur and Ash is planning to increase their green space with additional landscaping.

Meeting adjourned at 8:25 a.m.

Respectfully submitted,
Carol Kneedler for Julie Dirksen, Secretary