

The Task Force held its first meeting today after reviewing the plan. All members were at the meeting except for except Henry Bradbury. Frank Johnson was also at the meeting.

I suggested that we have two parallel tasks:

- Address admin/clerical issues
- Address serious issues of concern

We establish a process for addressing the clerical issues. We will provide our final list of those issues back to you by May 16.

In addressing the serious concerns we made a pass through the report and identified all the recommendation that no one expressed any concern about. The Steering Committee and Frank see no need to make modifications to these recommendations:

1, 2, 4, 9, 10, 11, 12, 13, 14, 15, 16, 19, 20, 21, 23, 24, 25, 26, 27, 29, 30, 31, 32, 33, 35, 36, 37, 38, 39, 40, 41, 43, 44, 45, 47, 49, 51

Specific concerns were expressed on the following:

Recommended Distribution of Funds --- page 56

Steering Committee recommends increasing 17 CVB Marketing Event Coordinator to \$50,000 in year 2007. After some discussion the Committee decided to let DD determine where to take the funds.

Recommendation #3

Some questioned if ATV should be added to the list. We have no facilities to market but we sell a lot to them and hotel people report that lots of people stay in rooms. Decided to let DD determine if ATV should be added to the list.

Recommendation # 5

Steering Committee recommends expanding the District to include Franklin and Lafayette streets.

Recommendation #6

Steering Committee requests that the function of the Event Recruiter and Event Coordinator be described in more detail so that the reader can better understand their functions.

Recommendation #7

This concern is related to interaction of recommendation #7 and #8.

Recommendation #8

Steering Committee does not understand what the money is for. Recommendation #7 states that the Brand Manager will develop this document.

Recommendation #17

Steering Committee wants to ensure that DD understand that the City has applied for the \$1.8 million dollar grant. If the City receives the grant the building will need to be used for the specific purposes included in the Grant Proposal. That includes a Visitor Center and a Transportation Museum. The City should know about this grant in September 2007.

Recommendation #18

Steering Committee expressed concern about changing the direction of any streets particularly Washington St. Some felt that merchants would be opposed.

Steering committee would like to understand the rational for changing the directions for any of the streets – particularly Washington St.

Recommendation #22

Steering Committee want to understand why this recommendation should be funded out of HOT funds.

Recommendation #28

Main Street Manager informed the Steering Committee that there are no grants that are available through the Main Street Program. Another funding source needs to be found for this recommendation.

Recommendation #34

The current CVD informed the Steering Committee that there is an effort currently underway to produce this document. Should this be reflected in the planning document?

Recommendation #42

The Steering Committee is concerned that there is an overlap in the event recruitment in this recommendation and the responsibilities defined in an earlier recommendation. The Steering Committee would like the scope of responsibilities better defined for each group.

Recommendation #46

A member of the Steering Committee questioned if the facility at The Marshall was large enough to be a “full blown” visitor center. Do we need another space?

Recommendation #50

Steering Committee want to endure that this complies with state law. Can we do this?

That concludes out questions and comment. If you can provide response to the items before our next meeting we can discuss the items in question at that time. The next meeting is at 1:30Pm on Friday, May 11.

The City Manager informed the steering Committee that the City Commission usually likes to look a something at one meeting and act on it at the following meeting. That would be two weeks unless a special meeting is called.

Based on that --- this is the schedule that I have proposed. No one on the Steering Committee or Frank said they could support the schedule.

May 9 --- Start the process of identifying clerical/administrative changes.

May 11 – Identify list of major concerns in the plan to for discussion and resolution. Resolve issues before May 16.

May 16 – Steering Committee approved the Plan in its entirety and sends the recommendation to the City Commission for action. A list of administrative changes will be discussed at this meeting

May 16 – Provide DD a list of all clerical/administrative changes.

May 24th – Present the Plan or at least a Beta version of the Plan to the City Commission for discussion.

June 14th – Present the plan to the City Commission for final action

Summary: There were no major problems identified. I think we are on track to getting the plan approved on schedule.

Ron Munden