

Downtown Alton, Inc.  
Monthly Meeting  
February 26, 2007  
7:00pm Mac's Time Out

## Meeting Minutes

Facilitator:  
Russ Smith

Bossanova Lounge

Attendees: Tom Hoechst, Jodie Stewart, Mac Lenhardt, Greg Graham, Tim Brueggeman, Paivi Pulkkin, Jason Watkins, Vickie Hill, Pat Hill, Debbie Simmons, Don Huber, Martha Morse, Kim Lucker, Brenda Eardley, Peggy Stillwell, Gean Griffin, Terry Sharp, Jill Young, Brenda Haven, Scott Dixon, Russ Smith, and John Hentrich.

**Minutes:** Russ Smith made a motion to approve January 22, 2007 DAI minutes; Don Huber second that motion.

**Committee Report:**

DAI Online Forum: John Hentrich has user ID and passwords for anyone who signed up last meeting. He will be handing out this evening. If we did not get your email at the last meeting we will need that in order to establish account. You can also create your own account online by going to the Forums section of Riverbender.com and clicking on register. He stated that the online discussion areas is available from two places on the web. You can go to the forum section of [www.riverbender.com](http://www.riverbender.com) or you can go to [www.DowntownAlton.com/members](http://www.DowntownAlton.com/members) and click Discussion Forums. You can also view last years Block Party Link pictures if interested. John has the ability to include a members button if we would like. John has invested in a Movie Truck this year for onsite PR Marketing.

Bike Race: Jason Watkins suggested DAI organize a Bike Circuit Race for Downtown Alton. The course is ½ to 1 mile long. The winners are awarded prizes. Usually draws 150-200 participants. There are three classes of races. Takes approximately 2 hours for the race. USA Cycling covers race insurance. The cost of entry is usually \$7.00; which covers officials, insurance, and prize money. USA Cycling does scoring. We just need to provide the streets. Don and Tom stated that we need to give 6 weeks notice to get resolution started to get the city to approve closing of the streets. It was suggested that we could have possibly 4 races per year. Promoting is key.

Block Parties: Mac stated that he hired Poco to play the last Block Party; September 29, 2007. Russ suggested that we need to initiate a Business Blvd on State Street. Terry Sharp President of Landmark wanted to thank DAI for their consideration for the residents of Christian Hill by taking their concerns and making it work.

Beatification: The final tree on corner of State and 3<sup>rd</sup> will be taken down, otherwise the street scape is organized and being initiated. Scott Dixon President of Pride, and Chair of Alton Beatification Clean City Committee handed out information on birds and trees. It explains getting the right tree which is manageable but yet beautiful. Russ will be sending out the article if anyone is interested. Russ will also be emailing synopsis of Great Streets. Terry Sharp stated that Landmarks Fall House Tour will be the 2<sup>nd</sup> Sunday in October. The event will be from 12-6. He suggested that businesses from DAI would like to participate by possibly providing food to compliment the event. Tom Hoeschst suggested that maybe DAI businesses would purchase an ad and promote a free drink if people from the tour stop in their business the day of the event etc.....We have already received \$4000 plus in grants from the city for flowers. Possibly could receive money from the Township. Kim stated that Marilyn voices concerns that if all possible we keep the same scape in her flower box. She really makes it look nice. She does not want it changed too much. Tom Hoeschst agreed and stated Marilyn has always taken excellent care of her flower box. Kim also stated that her mom hopes we keep everything local as to the purchase of flowers and help...etc....

**Other:**

We have not set up boundries yet for DAI. We will have another meeting in which we will decide committees and boundaries. Russ will let us know date and time.

**Adjournment:**

6:53 pm by Russ Smith