



**Minutes of Organization Committee Meeting of the Downtown Excelsior Partnership
January 17th, 2017, 9:00 a.m., The Mug**

In Attendance : Jill Rickart & Lyndsey Baxter

Invest 2017 – Lyndsey and Jill discussed some of the talking points to send out to the Board Members for Investing in DEP when they reach out to assigned businesses to recruit new investors. Some of those talking points included the following....

Investments that match business growth

2016 Events brought over 9,000 people downtown

Recruitment of businesses attract additional customers to downtown.

2015 35% vacancy rate --- 2017 14% vacancy rate

Downtown Improvements attract a larger customer base

Lyndsey will be compiling a list of additional talking points and sharing them in the next couple of days. She will also be sharing a list of businesses that the Board will be reaching out to.

Sponsorships – Lyndsey shared the potential sponsorship letter and yearly sponsorship opportunities with Jill. It was agreed that all the sponsorships letters would be mailed out to potential businesses and then the Board and Volunteers would follow up with those businesses via phone call and face to face visits. Lyndsey will be mailing out sponsorship materials by Friday of this week and the Board and Volunteers will be following up the 1st and 2nd week of February.

Benefit Dinner – Lyndsey and Jill briefly touched on the Benefit Dinner scheduled for September 21st of this year. Through discussion they determined that the best project to support with the Benefit Dinner would be the Brooke Baxter Memorial Pocket Park. There was a discussion of what that park would entail and it was agreed that there needs to be an architectural drawing of the layout once the final layout is determined. It was also agreed that during the month of February there will be a meeting set up to include the Organization Committee, the Design Committee and Rex & Carol Baxter to discuss options moving forward.