

Restore Avilla Board

Minutes December 28, 2020

In attendance: Todd Carteaux, Abby Cole, Jill Hoffelder, Bill Ley, Kevin Kelly, Shalimar Holderly, Russ Schartzer

Todd called the meeting to order at 6:02 p.m.

This special meeting was called to discuss the new Indiana Main Street guidelines. We are currently certified and in good standing, but must move to approve our continued participation and submit the necessary paperwork by January 4th in order to maintain our membership. Our choices are to voluntarily opt out, continue, or fail to turn in our paperwork and be discontinued. If we choose to continue, Andrea Kern will reach out to us within 90 days.

There are three different levels of the Indiana Main Street Program: OCRA's Downtown Affiliate Network, Indiana Accredited Main Street, and Nationally Accredited Main Street. We are currently participants in the OCRA's Downtown Affiliate Network. Larger grant opportunities are available in the Indiana Accredited and Nationally Accredited levels.

Some discussion ensued about the possibilities of leveling up in order to qualify for larger grants. In order to level up we would need to meet a number of requirements that do not seem feasible at this time, such as a larger structure with multiple committees and subcommittees which would necessitate the involvement of more people. We discussed the possibility of working more closely with the Park Board, the Chamber of Commerce, and the Town Council as one way to meet some of these requirements. Particular attention was given to involving the Parks Department as our two projects thus far have both overlapped with their jurisdiction. At minimum we believe it would be beneficial to have a representative from the Parks Department on the Restore Avilla Board. Anne Freeman, who is with the Parks Department, is gifted at fundraising and could be a valuable asset to our team.

ACTION: Abby Cole moved that we sign the necessary agreements to continue our membership in OCRA's Downtown Affiliate Network. Kevin Kelly seconded. Motion passed unanimously.

Jill Hoffelder passed around various design possibilities for a Restore Avilla logo. We will talk about the logo and look more closely at these designs at our January 2021 meeting.

Bill Ley has invited Violet, a student at Oak Farm Montessori School who assisted with the painting of the mural in Albion, to attend a meeting in order to discuss the possibilities of painting a mural in Avilla. Violet will be invited to our January meeting.

At the January meeting we will discuss inviting Andrea Kern to attend our February meeting in order to discuss how we can best take advantage of our membership in OCRA's Downtown Affiliate Network and whether/how we might consider "leveling up."

ACTION: Bill Ley moved that the meeting be adjourned. Abby Cole seconded. Motion passed and meeting was adjourned at 6:36 p.m.

Minutes recorded by Shalimar Holderly, Secretary