

**MINUTES OF THE MEETING OF THE
WASHINGTON IN BLOOM COMMITTEE
CITY OF WASHINGTON, FRANKLIN COUNTY, MISSOURI
MONDAY, AUGUST 25, 2016**

A meeting of the Washington In Bloom Committee took place on Monday, August 25, 2016. Those in attendance included Co-Chair Sally Bocklage, Co-Chair Dave Wehmeyer, Committee Members Jill Straatmann, John Steffens, Mary Beth Rettke, Joe Holtmeier, and Darren Dunkle. Members not in attendance included Committee Members Mayor Sandy Lucy, John Vietmeier and Danielle Grotewiel.

Agenda Item #1: Call Meeting To Order – The meeting was called to order at 9:02 a.m.

Agenda Item #2: Approval of Minutes of July 12, 2016. Co-Chair Wehmeyer made a motion to accept the minutes as submitted, seconded by Committee Member Steffens. Motion was approved 7-0.

Agenda Item #3: Committee Reports

a) AIB Administration –

- You Tube Video - Committee Member Dunkle reported that he had received an email from AIB in regards to submitting a You Tube video. The Committee held a discussion as to whether to submit a video for this year, as the AIB had stated that they would like to see the video cover each judging category as well as see volunteers and community involvement. The Committee decided not to submit this year, but would work on a submission for next year.
- AIB Auction - Committee Member Dunkle reported that the AIB has contacted him in regards to donating a getaway package for the silent auction to be held at the symposium. Committee Member Rettke stated that she would work on putting together something.
- Community Profile Book - Committee Member Dunkle reported that the AIB Judges had informed him that they were changing the format requirements for the layout and content of the Community Profile Book. As such, they would like to see the Community Profile Book mirror the Evaluation Categories and include subcategories such as Public, Business, and Residential areas. Furthermore, they would like to see more bullet points that highlight progress, projects, volunteers, statistics, etc.

Committee Member Straatmann stated that she could set up a file on the City's S drive to track and keep record of events, activities, photos etc., and that committee members should send her the info as it happens over the course of the year.

- AIB Judges Itinerary/Site Visit - Committee Member Dunkle reported that the judges had commented on the following during their visit:

Positives:

- a) Thought that the Itinerary and timing was excellent;
- b) They liked the variety and transition of the tours and site visits;
- c) Loved that we had different individuals at each stop to speak (Shows Community Involvement and expertise in each category);
- d) Liked the breakfast, lunch and dinner formats and that we had small groups so that everyone could be involved in the conversation.

Negatives:

- a) Need to show more business, residential, church/school involvement;
- b) Do not oversell or try to be cute during the visit. City and projects should sell themselves;
- c) Do not need an entourage of committee members along during the tour as too many people can cause a distraction. Only individuals specifically involved in that part of the tour (Speakers & Tour Guides) should be included in the tour. Other committee members, if not a speaker or tour guide should only participate in the breakfasts, lunches, dinners, etc.

b) Projects

- Heritage Transportation Park - Co-Chair Wehmeyer reported that Phase II of the Heritage Transportation Park project has been completed.

Committee Member Straatmann stated that she had tested a spot on the caboose, using Kramer's Best to remove the tarnish. Committee Member Dunkle stated that at a future Probation & Parole work day, they may try to clean the caboose. Mr. Dunkle also stated that there may be a grant through Union Pacific Railroad for improvements to the caboose.

- Hillermann's Promotion - Co-Chair Wehmeyer stated that Hillermann's is looking to have a bulb promotion in that for every tulip bulb they sold for \$30, they would donate \$5 in bulbs to the City. He suggested that we should look to plant bulbs in specific locations in downtown and treat them as an annual.
- Industrial Court – It was reported that funds may be available for planting the sign along Hwy 100 at the entrance of the industrial court.

c) Programs/Contest

- Co-Chair Bocklage reported that two new sponsors have joined the effort: Fern & Sycamore, and Orange Leaf.
- She also reported that she handed out Y.O.M. Entry forms out at the Garden Club Meeting.

d) Fund Raising

- No Report

e) Marketing

- Co-Chair Bocklage reported that the Rural Missouri Magazine will be voting on the "Most Beautiful Cities" in the first of January of 2017.

f) Volunteer

Co-Chair Bocklage asked about when and where would the Appreciation Event for Volunteers be. It was stated that Mayor Lucy handled the details last year and we would need to coordinate with her.

Agenda Item #4: Old Business - None

Agenda Item #5: New Business - None

Agenda Item #6: Next Meeting – September 12, 2016

Agenda Item #7: Adjournment – Co-Chair Bocklage made a motion at 10:49 am to adjourn the meeting, seconded by Committee Member Steffens. Motion was approved 7-0.

MINUTES SUBJECT TO COMMITTEE APPROVAL.