

B.U.I.L.D. Minutes
August 7, 2007

Thought for the day:
If anything goes bad, I did it.
If anything goes semi-good, then we did it.
If anything goes really good, then you did it.
That's all it takes to get people to win football games.
Paul "Bear" Bryant

Members and guests present: Terri Scholting, Dee Arias, Bruce Breikreitz, Kari Wockenfuss, John Harrington, Andy Mixan, John Plucknett, Brenda Sherman, Mike Krambeck, Todd Workman, Allison Gifford, Ken Kratky, Cory Chubb, Todd Ray, Kathy Davenport, Deb Jones and Rick Setchell.

The minutes from the July 3, 2007 meeting were read and approved. The treasure's report of \$2,863.00 was also approved.

Spotlight Business of the Month: Workman Precast – Todd Workman informed the group about his business. He started in 2001 with one other employee and one product. He has grown to 12 employees and 100 products. He manufactures highway, commercial and residential concrete products and has recently outgrown his space in Louisville.

Deb Jones gave a fabulous talk on customer service focusing on common sense. She emphasized on being professional, courteous and respectful to your customers. It was a testament to Deb's professionalism to be asked to give this speech and it was greatly appreciated.

Kathy Davenport was present from KNCY radio to let B.U.I.L.D. know that they are willing to advertise for non-profit groups at no charge. She also encouraged the business owners to consider advertising. She also presented the idea of businesses going together to promote the city as a whole.

Old Business: John Harrington updated the committee on signage on Highway 50 to encourage tourist into town advertising "Free Internet Access." A formal request letter has been written, signed by the Mayor and sent to the proper department. We will now wait for approval.

The condition of the holiday lights was discussed again. Terri reported that one of the electricians has declined to do the work. It was suggested to wait a year or two to see if new technology presents some alternatives that don't wear out so quickly. Terri will ask Big Red Electric if he knows of anything new. Todd Workman stated that rope lighting might be an idea.

John Plucknett reported that Bank Bucks are available and a marketing drive has not yet been implemented.

Terri reported on the Midlands Community Foundation. She has recently become a board member and wanted the group to know the foundation's mission and grant availability. Handouts were distributed and she encouraged the group to spread the word.

Welcome Committee: Terri reported that 5 welcome bags were distributed last month.

Events Committee: Dee reported that if the events committee's job is to get people to town, then they were successful with The Last Hot Sunday in July. Everyone agreed that the event was a huge success. Plans for Ringing in the Season are underway and more information will follow.

Economic Development Committee: John P. reported that there hasn't been much activity in his committee in the last 30 days. He appreciated B.U.I.L.D.'s endorsement of the Wiles Project in Plattsmouth and has been getting comments about that all month.

Presentation Committee: No report.

Marketing Committee: Allison reported that she just submitted an ad for an annual magazine that advertises all events for next year. She has all the information gathered to submit the application for grant reimbursement for The Last Hot Sunday in July.

New Business: Terri reported that B.U.I.L.D. is having a booth at the Cass County Fair and she has already filled all of the work positions. Members are encouraged to bring business materials to distribute at the booth.

Next meeting will be Tuesday, September 11, 2007 at the Assisted Living Facility.