

B.U.I.L.D. Minutes
October 2, 2007

Thought for the day:

Too bad the only people who know how to run the country
are busy driving cabs and cutting hair. George Burns

Members and guests present: Terri Scholting, Dee Arias, Bruce Breitzkreitz, Kari Wockenfuss, John Harrington, John Plucknett, Brenda Sherman, Kathy Cople, Ken Kratky, Mike Krambeck, Allison Gifford, Todd Ray, Gary Nashleanas, Patty Blunt, Brad Ksiazek, Kathy Davenport and Rick Setchell.

The minutes from the September 11, 2007 meeting were read and approved. The treasure's report of \$4,133.25 was also approved.

Kathy Davenport from KNCY Radio in Nebraska City was present to remind everyone that they will be doing a live remote from Louisville during the Ringing in the Season event on December 13, 2007. Her and Allison have been working with the local businesses and need two more commitments to increase the live remote to three hours. She explained that the advertisers will get 8 spots throughout the week leading to the event and mentioned during the remote. As a separate issue, she said that the station occasionally does live, on-air auctions for gift certificates and other things. She said that would be a great way to get people to town if someone was interested.

Spotlight Business of the Month: Allison Gifford/Louisville Post Office; Allison gave a brief history of her 11 year career with the post office. Currently, she is managing four employees, in charge of all the financial records and budgeting. She explained the concept of the "internal 24 hour clock" of the post office. Allison also spent some time discussing the assorted services offered. Allison reminded everyone the importance of using correct addresses. She also encouraged using your local post office because they get credit for each piece of mail and each stamp sale to keep the local office open.

Old Business: John Harrington reported that he will continue to work with the economic development subcommittee regarding private signage to promote "free internet access" on the highway.

Each business owner was reminded that they are personally responsible to get all of their holiday lights functioning on their buildings. Joel Jones has agreed to hire out his services for the repairs. The holiday lights will need to be ready for Thanksgiving weekend.

Welcome Committee: No report.

Events Committee: Dee reported that plans are underway for Ringing in the Season. She wanted everyone to keep the date of December 8th free for helping with the event. A sign up sheet will be passed around at the next meeting. She also reminded everyone that they will be asked to provide cookies for the bake sale at the school.

Economic Development Committee: John P. reported that the Plattsmouth Bridge Commission was discussed at the Plattsmouth City Council meeting last night, but he doesn't know the outcome. He also reported that Louisville city officials are concentrating on the water project, and waiting for a later time to work on economic development.

Presentation Committee: Kathy reported that she will contact all of the businesses not present regarding their holiday lights.

Marketing Committee: Allison reported that advertising for Ringing in the Season is well underway and listed the publications being used. She reported that KNCY is doing a two hour live broadcast during Ringing in the season and will do 3 hours if Allison can get 2 more businesses to agree to advertise. Allison gave a brief demographic of KNCY listeners. She looked into advertising in the Papillion paper, but thought it was too expensive but has an alternative plan for \$110 that goes out in school packets in Papillion, Millard and La Vista. She will get more information about that.

New Business: Terri reminded everyone that the annual election of officers takes place in November.

The next topic of discussion was an idea from Terri along the lines of what Fremont did with the fish sculptures around town. She explained the concept as businesses sponsor a statue, decorate it (or hire an artist to decorate) then sell them at an auction. Her idea was a train and the slogan, "150 years and still making tracks." Terri and Kathy will gather more information.

Dee stated that the JayCees are sponsoring a district and state "Punt, Pass and Kick" competition in Louisville on October 13th and wanted the businesses to be aware that there will be a lot of people in town that day.

The next meeting will be Tuesday, November 6, 2007 at the Assisted Living Facility.