

September 8, 2010 Kissimmee DBA Minutes

6:19 Meeting Called to order

Approval of Minutes: The motion was made by Jerry Gemskie to approve the August Meeting Minutes as read. The motion was seconded by Tom Lanier.

Financial Report: John Fields stated that the DBA Accounts were holding fine. He also informed the group of a tax collector's application he was sent for the Farmer's Market which the DBA no longer manages. It was agreed to hand the application to Kissimmee Main Street as they now manage the market.

Old Business: The commercial minimum maintenance has been passed by the City. In attendance was Economic Development Director, Belinda Ortiz who explained that the main purpose for passing the ordinance was to focus on the 192 corridor. Vice Mayor, Jerry Gemskie explained that the Commission worked on the ordinance for over a year and that it was meant to help the businesses that do take care of their properties. President, John Fields also added that it would not hurt the taxpayers in any way.

New Business:

A committee has been formed to bring back the Christmas tree lighting to the downtown. The committee is being head up by Belinda Ortiz with the first meeting scheduled for September 15th. Mike Trim suggested that the DBA offer some money to help with the event. After some general discussion on the event, the conversation turned to the operating hours of the businesses for the event. There was discussion on when the businesses would open and close with a suggestion from Belinda that the downtown merchants could do a "late night Wednesday" that could also be promoted on-line. John Fields finished the discussion with a request that the committee send their decisions/recommendations so that he could distribute the information to the DBA members to get involved.

Cheryl Fish from Kissimmee Main Street was present to speak about the Fall Downtown Kissimmee Arts, Crafts and Antiques Festival to take place on November 20th. Cheryl let the group know that there has already been a considerable amount of recognition received regarding the event and that the main intent of the event was to get people in the downtown. Mike Trim suggested that we hand out flyers for the tree lighting at the festival to start an early promotion and kick off the shopping season.

The DBA will once again be participating in Ornaments on Parade. Jerry Gemskie, who founded OOP gave explanation to those who were not familiar with it already. This led to some discussion on the various groups in the downtown working together on events to get people into the downtown. A suggestion was made by Angie (Lanier) Mitchell that we place balls on the Christmas tree with coupons stuffed inside of them that could be used at the different merchants downtown. Luis Pagan with Turtle's Tattoos had talked about the fact that there needs to be more focus on all of the side streets as well.

Meeting Adjourned 7:35 pm