

Downtown Merchants of Rosenberg (DMOR)
Minutes January 14, 2010

Members attending: Jess Messner, Jana Smith, Renee Butler, Janice Vyoral, Linda Rulau, Linda Dobie, Mike Mercado, Marcia Vogelsang, Margie Nowak, Ann Miller, Carolyn Pincheck.

Guests Attending: Bob Vogelsang

The meeting was called to order at 5:40PM at Red Queen's Attic.

Jeff Messner presented a slate of officers for 2010: Jeff Messner-President, Linda Rulau-Treasurer, and Carolyn Pincheck-Secretary. No nominations were made from the floor. The present officers were confirmed unanimously as presented.

The Treasurer's report was given by Linda Rulau. The current bank balance is \$2,123.36. Additionally, Clear Channel Communications sent a refund in January 5 of \$1340.00 bringing the balance to \$3,463.36. which will be reflected in January.

The minutes of the November report were read and accepted with one change: the full page advertisement mentioned in new business is for The Focus Magazine Newcomers Guide.

Old Business:

Focus Magazine Newcomers Guide Print Advertisement:

A discussion took place regarding the ad for the next issue (February or March 2010). After discussion a motion was made by Renee Butler and seconded by Marcia Vogelsang to update the advertisement and add a page reference next to stores that advertise separately and offer coupons so that response could be monitored. The motion passed unanimously. It is estimated that this issue runs 20,000 copies and the cost is approx. \$1,290.00 It is not distributed to individuals; distribution is through retail stores and the Chamber.

A report was given on the Image Award given to DMOR by the City of Rosenberg for the decorations done for Christmas Magic.

Renee Butler discussed Nickel Day for February 13, 2010 and distributed her print advertisement suggestions. Renee will update and circulate via E mail. Carolyn Pincheck will distribute a press release.

New Business

Carolyn Pincheck proposed that DMOR consider an insert containing a map as print advertisement to be included in the CAST Theater programs for the year. This ad would be a half page insert with map of all members of DMOR. 2,500 programs are placed directly in the hands of patrons and the cost would be \$275.00 or \$0.1 per copy. Additionally, copies of the programs would be given to each business to distribute. Jeff Messner suggested that discussion be held later on this issue.

Jana Smith announced the Railroad Museum schedule and suggested a scavenger hunt of some sort to be offered by the merchants on the day of special events in order to get participants into the businesses. The idea was well accepted and Jana will present an idea at the next meeting.

Marcia Vogelsang reminded the group of the Rosenberg City Guide advertising opportunity. She will contact Angela Fritz to ascertain the status of this guide.

Bob's Taco will be featured on the Food Network at 9:00 pm on January 18th.
Congratulations!

The "Chamber Blender" for 2010 was discussed. The date of September 16, 2010 was chosen. Renee Butler will work with the Chamber to begin planning this event.

Renee Butler discussed the City of Rosenberg Business Appreciation event to be held on February 25th.

Carolyn Pincheck asked what progress has been made between the DMOR sign committee and the City of Rosenberg sign committee. Bob Vogelsang announced some of the names of the City committee members. It was suggested that the DMOR sign committee (Renee Butler, Noel Valdez and Marcia Vogelsang) be called the Image Committee and be a contact to help convey the message of the hoped for new "look" of the Historic Downtown District. This committee will contact the City of Rosenberg committee to follow the sign ordinance progress.

The meeting was adjourned at 6:55PM.