

Durand Improvement Group
Meeting Minutes – December 11, 2023

Members Present: Mike Norby, LeAnna Kavanaugh, Val Cataract, Jeni Whitwam (Ntec)

Visitors Present: Scott Sabelko

Meeting called to order – 6:21 PM

Approval of Minutes: Motion made by Val, seconded by LeAnna. All in favor, none opposed. Motion carried.

Approval of Financial Report: Motion made by LeAnna, seconded by Mike. All in favor, none opposed. Motion carried.

Committee Reports:

No new committee reports.

New Business:

Dazzle: Dazzle Day was a success, however, we had hoped for more kids at Kidpalooza. There continues to be discussions about possibly moving Dazzle Day to a different weekend to not interfere with holiday plans. Discussed bringing back a few different events that we did for Dazzle in the past; fire pits in the park, carriage rides, and petting zoo. Having fire pits for smores in the park is feasible, however, we need people to volunteer to supervise this event. The carriage rides were discontinued due to their insurance pricing increasing which increased our price to hire them, which became impractical. The petting zoo seems likely to return. We will need to look more in depth with these options.

We also need to make sure that the Grand Marshall of the Holidazzle Parade knows that they need a vehicle.

Pierce/Pepin Cooperative Donation: Pierce/Pepin Cooperative sent an email that they would like to sponsor one of the Music in the Park events in 2024. They asked about giving out refreshments and/or doing some type of giveaway or prize bags. Board unanimously voted to let them hand out prizes or giveaways during one of the Music in the Park concerts. Mike will follow-up with them about a donation for Music in the Park.

New Membership Form: New membership forms have been made and will be mailed out to area businesses by the first of the year. Ntec has offered to print and fold them for us. Mike will send Jeni a copy of the membership form and letter to have this completed.

Small Business Empowerment: Reminder that the Small Business Empowerment meeting is January 25, 2024 from 5:30 PM – 7:30PM at Club TEN. Mark Tallman from the Wisconsin Economic Development Corporation will be our guest speaker. This meeting is open to the public and we encourage everyone within the community to join us to learn more about DIG.

Jeni will hand deliver copies of the Small Business Empowerment flyer and membership forms to businesses as well. Mike will talk about DIG at the SBE meeting in January.

2024 Music in the Park: Our lineup for Music in the Park in 2024 is complete.

June: unKaiged

July: Chris Kroeze

August: The Whitesidewalls (Taste of Durand)

We are looking into having different activities to have happening during the concert sessions (i.e. classic car show, business expo, “touch a truck/tractor,” etc.).

Ideas for new DIG events/fundraisers: The board discussed new ideas for events and fundraisers that DIG can host. One idea was for a Spring Fling Luncheon in which we would host the event at an area restaurant. Proceeds would go towards our causes/needs. Other ideas included partnering with other local non-profits on fundraisers. More items to be discussed after the new year.

Comments & Issues for Future Consideration:

How do we attract new people?

Continue thinking of ideas for new fundraisers and events!

Adjourn: 7:47 PM

Next meeting: January 8, 2024 at 6:00 PM in the Community Room at Durand City Hall