



## TRQ Goal Team Meeting Minutes

July 25, 2011; 3:30 pm

Southern Bancorp, Cherry St. Branch

- In attendance: Paula Oliver, Jeannie Turley, Joann Hargraves, Doug Friedlander, Tim Schuringa, Cathy Cunningham, Susan Carter, Julia Nordsieck
- Paula welcomed the group.
- Updates were given on current projects and goals
  - Civil War: Work is continuing forward on the two bronzes with
  - Recycling: The week of September 1<sup>st</sup>, the City is hosting an electronics recycling drop-off at their Sebastian St. shop.
  - Downtown Safety: National Night Out is August 2<sup>nd</sup>, 6pm, at the stage. Downtown businesses and those in the tourism industry are encouraged to participate to show support for local law enforcement.
  - River Park: 21 interpretive nature panels have been installed in the park along the road and the boardwalk. This project was the result of a partnership between the National Audubon and 15 local organizations.
  - Other:
    - Helena Museum is releasing an RFQ for their roof
    - Discussion was had about the need to develop a maintenance manual primarily for signage projects. Tim will create a draft by the end of the year.
- A discussion was had on potential projects for DBP funding
  - Internal Marketing
    - Lunch tours
    - Walking tours
    - Reaching African American community
    - Customer service training
  - Developing needed infrastructure
    - Streets
    - Water
    - Road access in the Confederate Cemetery
  - Biscoe Corridor – clean-up
  - Creation of full-time tourism person
- Next Steps
  - A follow-up committee meeting will be set to develop an internal marketing plan