

# February Director's Report

2/29/2020

## Transformational Strategy

**We will transform our downtown when we create high-quality housing options in our second and third story buildings**

- Attended City Council
- Met with buyers of the Josephson's building

## Transformational Strategy

**We will transform our downtown when we support and recruit businesses to our downtown.**

- Held our first quarterly Partner meeting of the year
- Downtown map concept in the works
- Social media features for Partners are underway.

## Transformational Strategy

**We will transform our downtown when we connect to the community in meaningful ways that encourage their love and support of our downtown.**

- Public Art Liaison Action Team (PALS)--Sculpture Tour Idea Phase
- Walgreens/Corner Drug Window Action Team finalized agreement, criteria, and calendar for distribution in March

## Meetings

2/4/2020-- Public Art Liaison (PALS) Action Team  
2/6/2020--MN Main Street Meeting in Red Wing  
2/8/2020--City Council Members  
2/11/2020--Board Meeting  
2/11/2020--PALS  
2/12/2020--Stacy Wagner  
2/18/2020--Suzanne Blue  
2/18/2020--Partners/Business Owners Meeting  
2/20/2020--PALS  
2/24/2020--Redevelopment Action Team  
2/25/2020--Paul Cardinal and Dan Rogness  
2/25/2020--Kay Kuhlman and Dan Rogness  
2/26/2020--Economic Development Partners

## February Coordinator's Report

Feb 2020

Partnerships/Friends	
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### Partnerships

- 2020 - 42 total Partners YTD for \$8925 in funds
- 2019 - 66 total paid Partners for \$13875 in funds
- List of contributing businesses (beautification, HS sponsors, etc) who are not Partners will be provided to target communications to convert them to Partners.

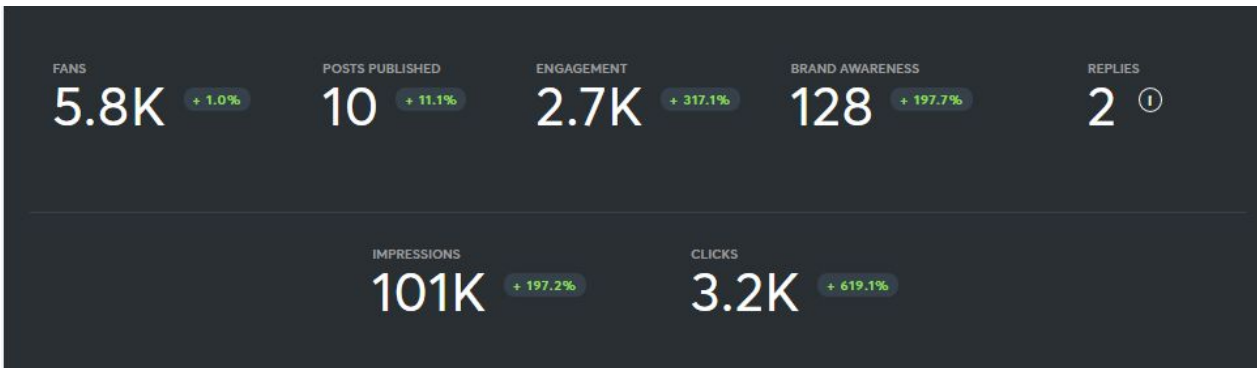
### Partner Social Media Support

- 2 Featured Partner with on Facebook in February
  - Liberty's Restaurant post had record-breaking reach and engagement!
- Co-hosted 3 Partner events on Facebook February

Communications/Events	
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- Communications
  - 1 E-newsletter
  - 1 emailed invite to Partner Meeting
  - Postcard invitation to Partner Meeting
- Events
  - Partner Meeting with Non Partners invited
- Events in Planning
  - Next Partner Meeting
  - Window Program

DTMS



Most popular posts in February:

**Red Wing Downtown Main Street**  
Published by Agorapulse [?] · February 21 at 10:36 AM · 🌐

Who's hungry?!

A Red Wing original and everyone's favorite. Liberty's Restaurant & Lounge has been part of our community since 1975. Whether you come in for the Friday night Fish Buffet, Sunday Brunch, Pizza Lunch buffet (mmm Liberty's pizza!), or Wednesday Night Pasta Bar, you're sure to discover why this place has been around so long.

Doug, the owner, also feels strongly about our community and supports several fundraisers, including events at the restaurant. You can hold ...  
[See More](#)

**22,298** People Reached

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**1,565** Reactions, Comments & Shares 🗨

<b>1,179</b> Like	<b>349</b> On Post	<b>830</b> On Shares
<b>159</b> Love	<b>70</b> On Post	<b>89</b> On Shares
<b>1</b> Haha	<b>1</b> On Post	<b>0</b> On Shares
<b>2</b> Wow	<b>0</b> On Post	<b>2</b> On Shares
<b>127</b> Comments	<b>51</b> On Post	<b>76</b> On Shares
<b>98</b> Shares	<b>98</b> On Post	<b>0</b> On Shares

**4,901** Post Clicks

<b>2,179</b> Photo Views	<b>0</b> Link Clicks 🗨	<b>2,722</b> Other Clicks 🗨
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**NEGATIVE FEEDBACK**

<b>7</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



**Total Video Performance**

🕒 Minutes Viewed	1,525	>
👤 1-Minute Video Views	255	>
👤 10-Second Video Views	1,507	>
👤 3-Second Video Views	3,685	>
📄 Average Video Watch Time	0:14	>
📊 Audience Retention		>
👥 Audience and Engagement		>



**Red Wing Downtown Main Street...**

Megan's Main Street Minute Yeah, ok so I can't keep all the cool stuff happening to just a minute. It's a tad longer than that 😊 Here is a recap of what we have going on I'm at Downtown Main Street. Please watch it and let me know what questions I should answer...

5:00 · Uploaded on 02/13/2020 · Owned · Appears Once · View Permalink · Copy Video ID

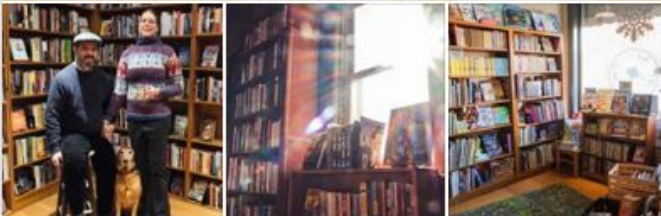


**Red Wing Downtown Main Street**

Published by Agorapulse (7) · February 13 at 8:04 AM · 🌐

Fair Trade Books Red Wing, a mainstay of our downtown, is a special place for visitors and community members. When you walk in, surrounded by the books in a beautifully preserved historical building, you feel the sense of respect for knowledge.

It's their 6th anniversary this Friday, Valentine's Day. Since opening, they have provided a gathering space for the community by hosting many events ranging from live music to conversations with regional authors. They have been a Bi... See More



**5,692** People Reached

**349** Reactions, Comments & Shares

**249** Like  
 On Post: 191, On Shares: 58

**63** Love  
 On Post: 46, On Shares: 17

**1** Haha  
 On Post: 0, On Shares: 1

**16** Comments  
 On Post: 9, On Shares: 7

**20** Shares  
 On Post: 20, On Shares: 0

**797** Post Clicks

**365** Photo Views, **0** Link Clicks, **432** Other Clicks

**NEGATIVE FEEDBACK**


**1** Hide Post, **0** Hide All Posts, **0** Report as Spam, **0** Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



**Red Wing Downtown Main Street** added a 3D photo.  
Published by Pam Dusbabek [?] · February 10 at 11:01 AM · 🌐

You choose your view. You choose whether to focus on the cold and snow or the magical glittery frost that decorates everything it touches. We live in a beautiful river town, made even more magical this morning. I'm choosing to focus on the beauty of our downtown. What's your view today?



**2,823** People Reached    **175** Engagements    **Boost Unavailable**

👍 Bill Hanisch, Pauline Jagusch and 88 others    1 Comment    6 Shares

👍 Like    💬 Comment    ➦ Share    📷

### Performance for Your Post

**2,823** People Reached

**105** Reactions, Comments & Shares 📊

<b>75</b> Like	<b>69</b> On Post	<b>6</b> On Shares
<b>22</b> Love	<b>21</b> On Post	<b>1</b> On Shares
<b>2</b> Comments	<b>1</b> On Post	<b>1</b> On Shares
<b>6</b> Shares	<b>6</b> On Post	<b>0</b> On Shares

**70** Post Clicks

<b>0</b> Photo Views	<b>0</b> Link Clicks 📊	<b>70</b> Other Clicks 📊
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**NEGATIVE FEEDBACK**


**1** Hide Post    **1** Hide All Posts  
**0** Report as Spam    **0** Unlike Page

Reported stats may be delayed from what appears on posts

**Red Wing Downtown Main Street**  
Published by Pam Dusbabek [?] · February 27 at 3:12 PM · 🌐

Say hello to Arlo, Red Wing's newest resident! We will follow Arlo's journey as he explores his new town and finds fun things to do! First stop? ArtReach where he met Anna and pledged his support of art for all and pursuit of creativity! Where should Arlo go next?

... See More



### Performance for Your Post

**2,528** People Reached

**133** Reactions, Comments & Shares 📊

<b>82</b> Like	<b>79</b> On Post	<b>3</b> On Shares
<b>38</b> Love	<b>33</b> On Post	<b>5</b> On Shares
<b>10</b> Comments	<b>10</b> On Post	<b>0</b> On Shares
<b>3</b> Shares	<b>3</b> On Post	<b>0</b> On Shares

**255** Post Clicks

<b>99</b> Photo Views	<b>0</b> Link Clicks 📊	<b>156</b> Other Clicks 📊
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**NEGATIVE FEEDBACK**

**1** Hide Post    **0** Hide All Posts  
**0** Report as Spam    **0** Unlike Page

Reported stats may be delayed from what appears on posts

Holiday Stroll

- 2020 Planning meeting to resume March 2020

Meetings	
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- 4 Meetings with Executive Director

Other	
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- 2020 Partnership Statements mailed to unpaid invoices
  - Scheduled quarterly meetings with Treasure to review all unpaid invoices and review accounting for quality and accuracy
- Establishing a process to ensure all donations are formally acknowledged