

# January Director's Report

01/31/2020

## Transformational Strategy

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

- Hosted introductory session about the Red Wing Real Estate Development Fund idea with 15 invite-only attendees
- Met with buyers of the Josephson's building

## Transformational Strategy

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

- Developed a strategy for Partnership Meetings. We will host quarterly meetings for Partners. The first meeting in February will be for anyone--not just Partners so we can talk about the benefits of being one.
- Working on a concept for a downtown map.
- Social media features for Partners will start again in February. We will feature two a month. In addition, we will share posts that our Partners share.
- Sent out Partners invoices with a survey for them to fill out. Three have returned the survey with their payment.

## 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 Met; need more time and volunteers to develop a program

## Meetings

- January 14-- Board Meeting
- January 14--Public Art Action Team
- January 14--Kay and Dan Meeting to Check In
- January 14--Present at HRA Annual Meeting about Downtown Redevelopment Focus
- January 16--Call with Mn Main Street about Project Funds
- January 20--Red Wing Real Estate Investment Fund Meeting
- January 21--Meeting with Dan and Shannan Re: Ignite Space
- January 22--Meeting with potential buyers for a building downtown
- January 23--Meeting with Kim and Megan to plan 2020 Workplan
- January 27--One on One with Brent
- January 30--Public Art Action Team
- January 30--Holiday Lights Meeting

## January Coordinator's Report

01/31/2020

### Partnerships/Friends

#### Partnerships

- 2020 - 29 paid Partnerships as of 2/4
- 2019 - 66 total paid Partnerships

#### New or Renewed Memberships in January:

- 29

#### Partner Social Media Support

- No Partner features in January
- No co-hosted Facebook Events

### Communications/Events

- Communications
  - 1 E-newsletter
  - 1 Emailed invitation to upcoming Partner Meeting 2/18/2020
- Events
  - No events
  - Planned Partner Meeting 2/18/2020
    - Agenda
      - Social - 5 PM - 5:30 PM
      - What's Happening Downtown 5:30 PM - 6 PM
      - Partnership 2020 Benefits & Upcoming Programs 6 PM - 6:15 PM
      - Speaker Leanne Knott - Community Engagement and Promotion with the Destination Red Wing Story Map 6:15 PM - 7 PM

### Meetings

- 1 - Education Committee Meeting
- 1 - Walgreen Window Display Program Committee Meeting
- 4 Meetings with Executive Director

### Other


- West End District financial report standard process in the works
- Implemented process to ensure office supplies are stocked adequately for projects etc.
- Updated accounting standard work to improve proper coding in Quickbooks

Most popular posts in January:

**Red Wing Downtown Main Street**  
Published by Agorapulse [?] · January 20 at 8:00 AM · 🌐

ArtReach is more than just art. It's about using our creative minds in positive ways, using paint to help us heal, and allowing people of all ages to express themselves in beautiful ways.

Thank you ArtReach for being a part of our community!



3,324 People Reached      285 Engagements      [Boost Again](#)

**3,324** People Reached

**151** Reactions, Comments & Shares 🗨️

125 Like	101 On Post	24 On Shares
12 Love	10 On Post	2 On Shares
1 Comments	0 On Post	1 On Shares
13 Shares	13 On Post	0 On Shares

**134** Post Clicks

45 Photo Views	0 Link Clicks 🗨️	89 Other Clicks 🗨️
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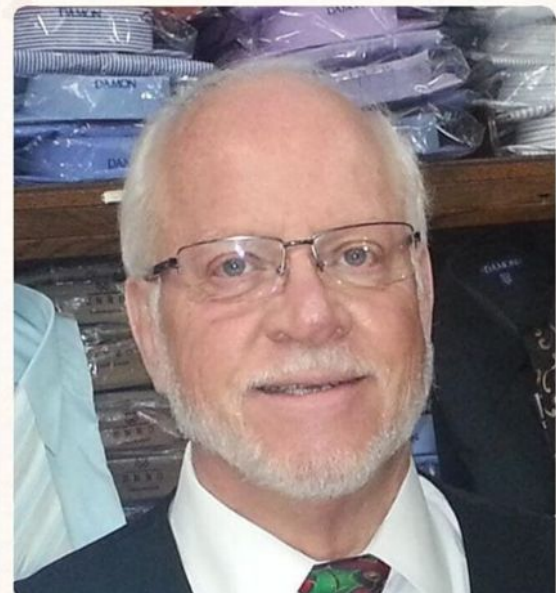
**NEGATIVE FEEDBACK**

3 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**  
Published by Megan Allen Tsui [?] · January 2 · 🌐

Happy Birthday to Tom!



**Performance for Your Post**

**2,535** People Reached

**211** Reactions, Comments & Shares 🗨️

155 Like	155 On Post	0 On Shares
13 Love	13 On Post	0 On Shares
43 Comments	43 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

**154** Post Clicks

2 Photo Views	0 Link Clicks 🗨️	152 Other Clicks 🗨️
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**NEGATIVE FEEDBACK**

3 Hide Post	0 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 [?] · January 24 at 1:14 PM · 🌐

All the cool kids are doing it.

#dtms #redwing #minnesota #exploremn #redwingmn  
#downtownmainstreet #facebook #linkedin #instagram #inder  
#dollypartonchallenge

**Performance for Your Post**

**2,298** People Reached

**97** Reactions, Comments & Shares

<b>59</b> Like	<b>31</b> On Post	<b>28</b> On Shares
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<b>7</b> Love	<b>2</b> On Post	<b>5</b> On Shares
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<b>24</b> Haha	<b>17</b> On Post	<b>7</b> On Shares
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<b>4</b> Comments	<b>1</b> On Post	<b>3</b> On Shares
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<b>3</b> Shares	<b>3</b> On Post	<b>0</b> On Shares
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**135** Post Clicks

<b>35</b> Photo Views	<b>0</b> Link Clicks	<b>100</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>1</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

**Red Wing Downtown Main Street**  
Published by Agorapulse [?] · January 6 at 8:02 AM · 🌐

Keep your business local, you won't be disappointed!  
Brandon Markoe - State Farm Agent, proudly serves the Red Wing Community, alongside his team members, Calli Wells, and Jill Hogue.  
"There is nobody who will work harder for you."

Small businesses account for 66% of all new jobs created since the 1970s.  
-nerdgraph.com

**Get More Likes, Comments and Shares**  
Boost this post for \$20 to reach up to 6,400 people.

**2,158** People Reached      **147** Engagements      **Boost Post**

**Performance for Your Post**

**2,158** People Reached

**79** Reactions, Comments & Shares

<b>61</b> Like	<b>20</b> On Post	<b>41</b> On Shares
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<b>9</b> Love	<b>3</b> On Post	<b>6</b> On Shares
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<b>5</b> Comments	<b>5</b> On Post	<b>0</b> On Shares
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<b>4</b> Shares	<b>4</b> On Post	<b>0</b> On Shares
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**68** Post Clicks

<b>4</b> Photo Views	<b>0</b> Link Clicks	<b>64</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

**Red Wing Downtown Main Street**  
Published by Megan Allen Tsui [?]  
January 24 at 9:31 PM

More retailers and restaurants are moving to this policy. You can do a lot of good by paying in cash vs. credit card! Shop local—and shop SMART local!

**Simple Abundance**  
January 24 at 11:31 AM

PSA: Simple Abundance has adopted a Cash Discount Incentive. If you pay for your purchase using cash (or check!) you will save 3.5% as opposed to using a credit or debit card.

Why, you say?

We are a small business. Processing fees are outrageous. This will help deter some of the costs for us, but more importantly, will keep money in our community. With our savings this month we have donated to ArtReach, HOPE Coalition and Red Wing Fire Department Community Safety Net.

As always, THANK YOU for shopping and supporting LOCAL. It truly makes a BIG difference.

1,686 People Reached      215 Engagements      Boost Unavailable

Lisa Anderson, Bunny Kulstad and 46 others      1 Comment      3 Shares

Like      Comment      Share

### Performance for Your Post

1,686 People Reached

52 Reactions, Comments & Shares

42 Like	42 On Post	0 On Shares
5 Love	5 On Post	0 On Shares
1 Wow	1 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
3 Shares	3 On Post	0 On Shares

163 Post Clicks

0 Photo Views	0 Link Clicks	163 Other Clicks
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**NEGATIVE FEEDBACK**

1 Hide Post	0 Hide All Posts
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**Red Wing Downtown Main Street**  
Published by Agorapulse [?]  
January 24 at 8:00 AM

Have you been to the [Aliveo Military Museum and Learning Center](#)? It could be one of the best kept secrets in our downtown. It's enjoyed by approximately 2500 visitors each year!

Their mission is to educate the public, especially the youth, about military history through the protection, preservation, and presentation of military artifacts.... [See More](#)



**Aliveo Museum**  
a hidden gem in our downtown.

### Performance for Your Post

1,659 People Reached

53 Reactions, Comments & Shares

42 Like	18 On Post	24 On Shares
1 Love	1 On Post	0 On Shares
2 Comments	1 On Post	1 On Shares
8 Shares	8 On Post	0 On Shares

68 Post Clicks

3 Photo Views	0 Link Clicks	65 Other Clicks
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