

# December Director's Report

1/14/2020

<b>Transformational Strategy</b>	<b>We will transform our downtown when we create high-quality housing options in our second and third story buildings</b>
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- Met with potentially interested parties regarding the Goodhue County Bank Building and toured the building with the Fire Marshal and Building Inspector to determine the feasibility of converting to residential units
- Completed website for downtown properties using technical assistance dollars. Now we need to input data and keep updated. <https://www.downtownrwdevelopment.org/>
- Met with potential buyers of a key property downtown

<b>Transformational Strategy</b>	<b>We will transform our downtown when we support and recruit businesses to our downtown.</b>
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- Prepared Partner invoices and letters to send to 2019 Partners

<b>Transformational Strategy</b>	<b>We will transform our downtown when we connect to the community in meaningful ways that encourage their love and support of our downtown.</b>
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- Public Art Liaison Action Team (PALS)--Multiple projects

<b>Meetings</b>	
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12/3/19 -- Developer from Northfield with Adam from Ignite  
12/4/19 -- Potential buyers of a downtown building  
12/5/19 -- MN Main Street Meeting w/ Sarina and Emily in Red Wing  
12/6/19 -- PALS Meeting  
12/9/19 -- Monthly Main Street Call  
12/10/19 -- DTMS Board Meeting  
12/10/19 -- PALS Meeting  
12/10/19 -- Meeting with Coordinator  
12/17/19 -- Meeting with Coordinator  
12/17/19 -- PALS Meeting  
12/19/19 -- Econ Dev. Partners Meeting  
12/19/19 -- PALS Meeting  
12/20/19 -- Tour of development properties with the Rebound

<b>Other</b>	
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- Reports for Technical Assistance Grants for 2019 and proposed projects for 2020 to MN Main Street

## December Coordinator's Report

1/1/2020

### Partnerships/Friends

#### Partnerships

- 67 total Partners YTD

#### New or Renewed Memberships in December:

- No renewals

#### Partner Social Media Support

- Featured 12 Partner with on Facebook in December
- Co-hosted 4 Partner events on Facebook December

### Communications/Events

- Communications
  - 1 E-newsletter (Holiday Greetings)
- Events
  - No events

### Holiday Stroll

- Wrap up meeting held
  - 2020 Ideas
    - Move music and most activities to Central Park
    - Have an overall theme
    - Change layout of brochure (less advertising looking)

### Meetings

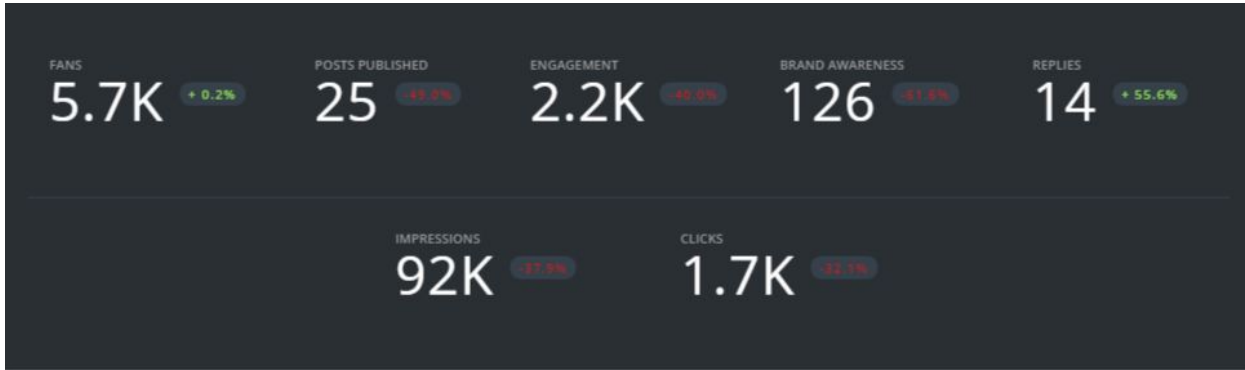
- 4 Meetings with Executive Director

### Other

- 2020 Partnership Invoices mailed to current partners

Social Media

DTMS



# Most popular posts in December:

Post Details

**Red Wing Downtown Main Street**  
 Published by Pam Dusbabek [?] · December 4, 2019 · 🌐

He said they were working on finalizing some sort of list...sounded important 🤔  
 Mandy's Coffee & Cafe

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

6,640 People Reached      1,141 Engagements      [Boost Post](#)

### Performance for Your Post

**6,640** People Reached

**721** Reactions, Comments & Shares 📊

424 Like	180 On Post	244 On Shares
152 Love	52 On Post	100 On Shares
92 Haha	56 On Post	36 On Shares
2 Wow	1 On Post	1 On Shares
26 Comments	7 On Post	19 On Shares
25 Shares	25 On Post	0 On Shares

**420** Post Clicks

64 Photo Views	0 Link Clicks 📊	356 Other Clicks 📊
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**NEGATIVE FEEDBACK**

2 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 Paige Lampe [?] · December 18, 2019 at 8:00 AM · 🌐

"When you support an independent business, you're supporting a true reflection of the person or people behind it." - Stella Ishii

There are so many reasons to shop local, not just during the Holiday Season but all throughout the year.

Treat yourself! S.W.A.T. ~Salon with a Twist, a full service salon in Red Wing's West End District offers everything from hair and nails, to air brush makeup bar and custom cosmetic tattooing. They also have a massage therapist on staff!

"When you support an independent business, you're supporting a true reflection of the person or people behind it."  
 - Stella Ishii

### Performance for Your Post

**4,267** People Reached

**257** Reactions, Comments & Shares 📊

179 Like	55 On Post	124 On Shares
52 Love	14 On Post	38 On Shares
7 Comments	1 On Post	6 On Shares
19 Shares	18 On Post	1 On Shares

**224** Post Clicks

23 Photo Views	0 Link Clicks 📊	201 Other Clicks 📊
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**NEGATIVE FEEDBACK**

0 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 Paige Lampe [?] · December 10, 2019 at 3:32 PM · 🌐

Our Third Annual Winter Planter Contest was a huge success. With a little friendly competition, everyone brought their energy to our downtown. Thank you so much for all that participated, shared and voted. We look forward to next year's!

Our winners by Facebook voting are:  
FIRST PLACE - Burnside Pluckies 4-H Club... [See More](#)

**Performance for Your Post**

**1,910** People Reached

**81** Reactions, Comments & Shares 📊

<b>50</b> Like	<b>27</b> On Post	<b>23</b> On Shares
<b>22</b> Love	<b>11</b> On Post	<b>11</b> On Shares
<b>6</b> Comments	<b>2</b> On Post	<b>4</b> On Shares
<b>3</b> Shares	<b>3</b> On Post	<b>0</b> On Shares

**247** Post Clicks

<b>134</b> Photo Views	<b>0</b> Link Clicks 📊	<b>113</b> Other Clicks 📊
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**NEGATIVE FEEDBACK**

<b>1</b> Hide Post	<b>0</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 Paige Lampe [?] · December 12, 2019 at 8:00 AM · 🌐

"By doing so, you're directly putting money back into your own community. You're funding great ideas and ventures that can only exist outside of mainstream, corporate chains." - Tamara Santibanez

There are so many reasons to shop local, not just during the Holiday Season but all throughout the year.

Shop at [Red Wing Bicycle Co. & Outfitter](#) to find some great gifts for the cyclist in your life!

**Performance for Your Post**

**2,768** People Reached

**151** Reactions, Comments & Shares 📊

<b>123</b> Like	<b>72</b> On Post	<b>51</b> On Shares
<b>12</b> Love	<b>6</b> On Post	<b>6</b> On Shares
<b>1</b> Comments	<b>0</b> On Post	<b>1</b> On Shares
<b>15</b> Shares	<b>15</b> On Post	<b>0</b> On Shares

**68** Post Clicks

<b>9</b> Photo Views	<b>0</b> Link Clicks 📊	<b>59</b> Other Clicks 📊
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</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