Main Street Beat
December 2017

Investment Drive
The funding for Jefferson Matters: Main Street comes through the annual Investment Drive. The operating budget and the projects planned by each committee are all funded through our nonprofit 501(c)3 organization. Board members are available to explain the plans for 2018 and report for 2017 to those interested. Investments can be made online on the www.jeffersonmatters.org website under Get Involved! Thank you to all who make an investment in our downtown through their contributions!

2018 Priorities
The Board of Directors reviewed their priorities from 2017 and made recommendations for the 2018 year at the November Board meeting. All 5 committees presented their slate of projects and budgets for the upcoming year and felt that these priorities symbolized the direction of the organization.
1. Positive momentum through collaboration.
2. Culture of volunteerism.
4. Expand funding opportunities.
5. Attract people to the Main Street district.

December Main Street Mtgs.
Dec. 6: Promotion 11:30 am
Dec. 7—T VT 10 am at City Hall
Dec. 7—Christmas Tree Lighting 5:30 pm at Thomas Jefferson Gardens
Dec. 13—Design 10 am; Economic Vitality 12:30 pm
Dec. 20—JM: MS Board 4:15 pm
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Challenge Grant Award
Jefferson Matters: Main Street submitted an application for the Prairie Lakes AEA 3rd floor project of a renovated apartment and a shared workspace. The apartment was designed by GCHS junior Colby Aspengren with the AEA Board making a $25,000 commitment. The idea for the remaining 1,700 sq. ft. area designed as a shared workspace was conceived by AEA staff. Greene County Development Corporation supported this project with another $10,500 with the total 3rd floor project estimated cost of $71,000. GCHS construction class will provide labor under the direction of teacher Chad Morman. The partnerships involved in this project were duly noted by IEDA Director Debi Durham as she spoke at the Nov. 15 awards ceremony. Work for the project can begin in early December with demolition. Other classes in the high school may get involved such as video and design classes as progress is made.

Celebration Stroll Success
Architect Pete Franks thought Jefferson should market their idea of a Celebration Stroll after the very successful event with 80+ people in attendance. Everyone gathered near the Bell Tower for introductions and a few remarks by Mayor Craig Berry. The group strolled on the street opposite each of the 13 buildings to listen as architects Matt Miller and Pete Franks shared the history of each building and the story behind the rehabilitations. A social time was enjoyed by all at Doc’s Stadium. There are still several buildings yet to be completed before Christmas. Congratulations were expressed to all involved in this downtown façade project.

New Main Street Board member
Ethan Murray has joined the Jefferson Matters: Main Street Board of Directors in November. He has been active on the Economic Vitality committee attending meetings and helping with various projects such as the business visits held in the spring and the Pizza Ranch clean-out in the summer. Ethan has joined Wilcox Law Firm as a lawyer, and he and his fiancée Maggie have purchased a home in Jefferson. He grew up in Sac City so is familiar with small towns and their revitalization efforts. We welcome Ethan as a new board member!
Ring Out for Art 2018
The 2018 Ring Out for Art sculpture contest is underway with applications available to artists — amateur or professional. The $25 fee covers any number of entries per artist and requires a sketch or model of the proposed sculpture. The Tower View Team committee has dropped the requirement of having a bell incorporated into the sculpture for this year’s contest. Entries are due to the Main Street office by March 12, 2018. The committee will review the applications and select the six sculptures to be displayed near the courthouse in May. Popular vote during the Bell Tower Festival will determine the three winners of the cash prizes sponsored by Home State Bank. 1st Place: $2,000; 2nd Place: $1,000; and 3rd Place: $500. These three sculptures will remain on the plaza until the end of October, 2018. The 2017 sculptures are for sale by the artists and the Tower View Team members encourage businesses or organizations to consider purchasing them to be placed somewhere in the community. Contacts are available through the Main Street Office. Roger Aegerter is the chairperson of this contest with support of the entire Tower View Team committee.

Skeeter Creek receives Main Street mini-grant funds
The Design Committee presented a check for $468.00 to Ken & Sue Bose for materials needed to paint the back side and the upper west side of their downtown building. Ken did all of his own labor in removing the overgrown foliage and painting both areas to make them more attractive. The alley side of buildings are also visible and the Design Committee appreciated the Boses making these improvements. Applications for mini-grants are available on the website and at the Main Street office with ideas being approved by the Design Committee.

Christmas Tree Lighting
The Christmas season has included the Community Christmas Tree Lighting for several years now. Everyone is invited to Thomas Jefferson Gardens on Thursday, Dec. 7 at 5:30 pm to see Santa arrive to light the tree. Refreshments, carolers, sugar plum fairies, reindeer food, and activities will be a part of this outdoor celebration. Word on the street is that Santa will arrive in something more spectacular than his sleigh on Thursday! Children will be able to visit with Santa at the top of the Mahanay Bell Tower after the lighting of the tree. Make plans to be in downtown Jefferson on Dec. 7.

Scholarships received!
The National Main Street Now Conference will be held in Kansas City on March 26-28, 2018. Main Street Iowa provides 50 scholarships throughout the state and JM:MS received 5 of those. Peg Raney, Jamie Daubendiek, Deb McGinn, Lynda Cochran, Nick Sorensen all received the $405 scholarships to attend. The organization committee is offering one more scholarship to a new City Council member to attend.

National Main Street America Accreditation
The Board of Directors is reviewing the 10 standards and benchmarks needed to qualify to be accredited. Each of the committees have tasks to complete throughout the year.

Ready for Winter
The Design Committee has been busy elves getting the downtown ready for the winter. Twelve new “Joy” banners were added around the perimeter of the square along with the “Joy in Jefferson” banners along Lincoln Way from last year. Chris Heisterkamp led this project. The twelve pillar planters were decorated with evergreens by the Flower Power volunteers led by Karen Lawton & Kathy Milligan. The banners and planters are funded through Grow Greene County funds given to the City of Jefferson. The empty storefront of the former Homestead building was decorated with a winter scene by Mikki Schwarkopf, Becci Hamilton and Susan Fray. Thanks to all of these creative volunteers for sharing their time & talents.