

# Main Street Beat

## January 2018



# JEFFERSON MATTERS:

## MAIN STREET

### Façade Rehabilitation Phase 2

The City Council has directed Main Street to ask which building owners in the downtown would be interested in another round of façade rehabilitation. They are considering doing this as a local project instead of the CDBG grant. Please let Peg Raney, Mike Palmer or Nick Sorensen know if you are interested. They want to keep the momentum going from the 13 facades that have been completed and made such a great impact.

### 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.
3. Business transition, expansion and entrepreneurial development.
4. Expand funding opportunities.
5. Attract people to the Main Street district.

### January Main Street Mtgs.

Jan. 3 : Promotion 11:30 am

Jan. 9—Design 10 am

Jan. 10—Economic Vitality 12:30 pm

Jan. 11—TVT 10 am; Organization 4:30 pm

Jan. 17— JM:MS Board 4:15 pm

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### Brand/Wayfinding Signage

Jefferson Matters: Main Street received a \$5,000 grant matched with \$10,000 from the City's Hotel/Motel tax fund to work with RDG Planning & Design on a new brand for Jefferson and a comprehensive wayfinding signage proposal for the entire community. A committee of 19 people started in January of 2017 and through the spring with RDG and the DOT to make sure the proposal was able to be implemented with many regulations on size, location, wording, font size, color, etc. After many revisions this proposal was finalized in July and presented to Jefferson's City Council. The wayfinding signage is not for the residents but for visitors as they find their way to various locations in Jefferson – not just to the shopping area. Visitors are coming from the casino, Lake Panorama, Deal's Orchard, bike trail, RVP~1875 & our many unique shops. Bell Tower Square was the term to market the downtown shopping area and activity center that was unique to our community but easily understood. The proposal is now in the City's hands with their plans to finance it with hotel/motel tax that comes from visitors staying in the community. There has definitely been an increase in visitor traffic, and we are looking to portray a positive and progressive image with this type of consistent signage. Jefferson is viewed as a progressive community that is attracting businesses and employees to work and live here. Let's keep this momentum going with support of the City Council to complete this project. Please don't let them just hear from the naysayers but from those who view this as important for Jefferson.

### Investment Drive

The Jefferson Matters: Main Street Board has approved a budget for 2018 that includes the operating funds and projects for each committee. In order to fully fund the many projects planned, more investments are needed. The board is very proud of the accomplishments in 2017 and hopes the community will continue their support as businesses, organizations & individuals. Please consider making a tax deductible donation to Jefferson Matters: Main Street on our website under Get Involved, or send a check to treasurer John Sawhill at P.O. Box 13, Jefferson, IA 50129.



### Ring Out for Art Applications

Applications for this year's sculpture contest are now available on our website and at the Main Street office. Drawings of the proposed sculpture and pictures of others completed help the committee make the selection of six sculptures to be voted upon at the Bell Tower Festival. *The requirement of a bell incorporated into the sculpture has been removed and the three winning sculptures will only remain on the Bell Tower Plaza until the end of October.* The entry fee is \$25 for as many designs as you'd like to submit and deadline is **March 12, 2018**. Home State Bank co-sponsors this contest with the Tower View Team by providing the \$2,000 first prize, \$1,000 second prize and \$500 third prize. Roger Aegerter is chair of this project. The current sculptures on the Plaza are for sale and the Main Street office can provide contact information for the artists to discuss a price and when available.

### Locals to attend conference

National Main Street NOW Conference will be held March 26-28 in Kansas City, Missouri. The following have received scholarships from Main Street Iowa to attend – Deb McGinn, Jamie Daubendiek, Lynda Cochran, Carol Ahrenholtz and Peg Raney. The scholarships are for the early registration fee of \$405 each. The Organization Committee has budgeted money to send a new City Council member and Matt Wetrich has agreed to attend. This conference is an opportunity to get great ideas that are successful all over the country & implement in Jefferson.

### Main Street Iowa Annual Awards

Info has been received on the 2017 Annual Awards. Categories this year include:

- Terrific Total Building Rehabilitation (inside & out)
- Excellent Exterior Rehabilitation
- Superior Interior Rehabilitation (main and/or upper floors)
- Outstanding New/Infill Construction Project (or addition)
- Best Beautification Project (district-wide)
- Fantastic Fundraiser (activity or campaign to raise funds for the local Main Street program)
- Remarkable Retail Promotion
- Exceptional Special Event
- Outstanding Image Activity (e.g. marketing, advertising or social media for the organization)
- Partner of the Year (an organization)
- Business of the Year (for-profit business)
- Itty Bitty Nitty Gritty (small project that made a big difference)
- Game Changer (project or activity that changed the dynamic of the district in a striking and powerful manner)

Feel free to contact any of our Board of Directors to make a suggestion on a nomination. These are due Feb. 7. The Awards Ceremony will be April 13, 2018 at Hoyt Sherman Place.

### Jefferson, IA app



Jefferson Matters: Main Street's promotion committee continues to update the FREE Jefferson, IA app that can be downloaded on smartphones.

Here are the analytics from the app to date:

There have been over 310 installs of the app this year. 70 devices have used the app 421 times just in one month. We have received a 4 star rating on Goggle Play and the Apple app products page has been viewed on average 100 times a month. All of the businesses in Jefferson are included in this app. Please tell visitors and customers about this and also use it yourself so you can look up hours and contact information for others very easily. Any changes are made locally through Deb McGinn at [mandd@netins.net](mailto:mandd@netins.net)

### National Main Street Accreditation

By being a Main Street Iowa community, we are required to review the 10 standards of accreditation each year to be certified. The Board will submit their review along with Action Plans for each committee and the 2018 Budget in early January. Jefferson has been certified every year since it became a Main Street community in 2012.

### Advanced Market Analysis

Jefferson is eligible to apply for the Advanced Market Analysis program in 2018. We completed the first phase of this in 2015. This would include an update of what is currently available for retail and gaps for expansion or new businesses. Through the work with a consultant through Main Street Iowa, the Economic Vitality Committee would work towards the development of a Recruitment Team to go out and make contacts with new businesses.



Aug. 11—Sept. 23, 2018

### Hometown Teams

The window at the Masonic Lodge will be the kick-off to the upcoming Smithsonian Institution traveling exhibit of Hometown Teams in August. January will be an over-all theme in the window but starting in February, there will be a different exhibit every 2 weeks. Volunteers are gathering artifacts about specific sports to display. The Greene County Chamber of Commerce is going to be involved with county-wide contacts & the festival. Be sure to like Jefferson & Greene County Hometown Teams Facebook page!



### A new year – new ideas!

Jefferson Matters: Main Street is a volunteer driving non-profit organization with one part-time staff member. The committees include Design, Promotion, Economic Vitality, Organization and Tower View Team. This is a great time for new volunteers to get involved. Peg would be glad to visit about your interests and where you might enjoy participating.

### Business After Hours ideas for 2018

The Design Committee and the Economic Vitality Committee are brainstorming ideas for topics of interest for our downtown businesses. Design is considering merchandise displays and outdoor planters/decor in front of businesses. EV is talking about business websites and other social media options for businesses. Feel free to make suggestions to Karen Lawton, Mike Palmer on Design and Scott Weber, Ethan Murray on Economic Vitality or Peg at the office.