

# Main Street Beat

## February 2018



# JEFFERSON MATTERS:

## MAIN STREET

### 3 Cheers for our Main Street Volunteers!



The annual Volunteer Appreciation and Recognition Party will be held this year with a HomeTown Teams theme. The Organization committee is planning refreshments accordingly and the venue will allow more space at **Meythaler Photography** on State St. All Main Street volunteers along with spouse/partner/guest are invited to attend. Each committee has selected a volunteer to be recognized and the 2017 Leadership Award recipient will be named. Jefferson Matters: Main Street appreciates all of your hard work for the betterment of our downtown.

### Business After Hours sponsors

The Economic Vitality Committee and Design Committee plan to host at least 4+ events in 2018. The Elk's Lodge is a great place to hold these meetings and offering a free drink is a great gesture for those who attend. If you would be willing to sponsor these drinks – approximately \$75-\$100, please email [director@jeffersonmatters.org](mailto:director@jeffersonmatters.org)

### February Main Street Mtgs.

Feb. 1 : Tower View Team 10 at Art on the Fly; Organization 4:30 pm

Feb. 8—Design 10 am

Feb. 14—Economic Vitality 12:30 pm

Feb. 15—Promotion 11:30 pm

Feb. 21— JM:MS Board 4:15 pm

Volunteer Party 5:30 pm at Meythaler Photography—All invited!

Contact Us: Peg Raney, Director

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### Social Media 101 for Business

The first Business After Hours of the year is planned by the Economic Vitality Committee on **Mon., Feb. 26 at the Elk's Lodge**. A social time begins at **5:15 pm** with Greater Life Chiropractic providing a free drink for those attending. The presentation will be from **5:45—6:30 pm**.



Robin Bostrom, Main Street Iowa business specialist, will be the presenter for this overview of social media sources for business. Robin

states, "Social media is certainly not the silver bullet but it has become a very important part of the marketing tool kit. Every community is different and in many cases a local newspaper or radio is still very important to the mix. Social media is also very cost effective especially for those businesses that do not have a large budget to spend on marketing. The main thing is to know where your target customer gets their information and then put together a campaign to reach them in the most cost effective way."

Robin plans to discuss how to create content and create a calendar for effective social media marketing. Easy to follow handouts will be available at the event and on the Main Street website.

**Facebook Likes** – The Promotion Committee shares Facebook posts from our Main Street businesses. If you have a Facebook page, make sure we are aware of it to continue to share. Our page has over 1,500 Likes and pictures can reach 5-8,000 people. Let us help you reach customers.

### Main Street America 2017 Accreditation achieved!

Main Street communities of all sizes are asked to operate under the 10 standards, so achieving this with a community of 4,300 is quite a goal. The volunteer board and part time director have worked hard to be accredited for another year.

### Main Street Iowa 2017 Award Nominations

Each year, Main Street Iowa hosts competitive awards in various categories with the winners named at their annual ceremony in April.

JM:MS is submitting nominations:

- Terrific Total Rehabilitation – Sensibly Chic
- Excellent Exterior Rehabilitation – Doc's Stadium
- Best Beatification Project – Patches of Greene
- Exceptional Special Event – Celebration Stroll
- Outstanding Image Activity – Main Street Minute
- Business of the Year – The Printer's Box
- Itty Bitty Nitty Gritty – Java & Juice in Jefferson

A summary, pictures and required documents will be submitted by Feb. 7. The 2017 Leadership Award recipient from JM:MS will be recognized in April too.

This ceremony will be held on Friday, April 13 at Hoyt Sherman Place in DM.



### SAVE THE DATE!

**Family Feud~Jefferson Edition has been scheduled for Sat., April 14 at History Boy Theater! More info soon.**

### Community Catalyst Grant

A pre-application was approved by IEDA for the renovation of the Odd Fellows Building. A grant application is now being prepared by the City of Jefferson in conjunction with Chris Deal and Jefferson Matters: Main Street for \$100,000 to prepare for Pillar Technology to open an office in downtown Jefferson. This will be a catalyst for software development jobs and use of an underutilized building.

### Façade Facelift Phase 2

Jefferson’s City Council has directed to inquire with Main Street District building owners of the interest in participating in a locally funded phase 2. Mike Palmer, Nick Sorensen and Peg Raney have been visiting with owners and compiling a list. To date, 12 owners have expressed interest in a 50/50 match for façade improvements working with Pete Franks, the architect involved in the CDBG grant. If you are interested, please contact us soon.

### Ring Out for Art 2018



This art sculpture competition is co-

sponsored by Main Street’s Tower View Team and Home State Bank. It is open to professional and amateur sculptors of all backgrounds. The requirement of having a bell has been dropped, so create away! Applications with a sketch of the design are due by **March 12** to the Main Street Office. Applications are available on our website under Resources or at the Main Street Office. \$25 fee to enter. Six sculptures are chosen by committee. Cash prizes awarded at the Bell Tower Festival after a popular vote. Home State Bank provides the cash prizes of \$2,000 for 1<sup>st</sup> prize, \$1,000 for 2<sup>nd</sup> prize & \$500 for 3<sup>rd</sup> prize. With RAGBRAI in Jefferson, additional exposure for artists is certain! Chairing this contest is Roger Aegerter.

### New Business Incentives



New businesses to the Main Street District are welcomed with a brochure full of opportunities through the Economic Vitality Committee. If you would like to be included, contact Scott Weber or Ethan Murray. Currently, Bee & Herald, Heaven’s Best, Greene Bean Coffee, Meythaler Photography, Jefferson Telecom, Raccoon Valley Radio, Tech Zone, Shadran Industrial Supply, Unger Insurance, Fudge’s Flowers & Gifts and Ace Hardware are program partners. There is no cost to be involved – just provide an incentive.

### Jefferson is selected for Advanced Market Analysis opportunity

Jefferson is one of six out of a possible 18 Main Street Iowa communities selected for advanced level market study analysis and recruitment services. This program is facilitated through Main Street Iowa staff to update the 2015 market information and better profile business retention, expansion and recruitment opportunities. This will elevate the local Main Street economic development initiatives to a higher level for our volunteers. This process is slated to begin in mid-March.

### Arch Alley Update

The Tower View Team continues to work with artist and Jefferson alum, David Williamson in formulating plans for Arch Alley on the north side of the square. The arches in the architecture of the historic buildings around the downtown were the inspiration for this alley project. David plans to work with not only the Tower View Team but community members and 3<sup>rd</sup> grade classes in designing and fabricating 3 arches through the alley. David has met with the City’s Streets committee and will present to the City Council in early February. Another Third Space of Art available to the public is the goal of this project.



Aug. 11—Sept. 23, 2018

### HomeTown Teams

HomeTown Team displays will be in the Masonic Lodge window all year. January was the kick-off with the Promotion Committee getting uniforms from the Historical Museum of Greene County communities. Hope you had a chance to take a look! In February, t-shirt quilts that are often made using sports and activity shirts will be displayed by Fran Teagarden. Roller Hockey was very popular in Jefferson and Jeff Cunningham is heading up a display for later in the month. Peg Raney, Roger Aegerter, Deb McGinn and Dianne Piepel spoke to the Greene County School staff to invite their involvement in this amazing opportunity. Let us know if you’d like to help too!

### Mini-grants available

The Design Committee encourages building owners to consider spring façade improvements such as paint, windows, doors, tuck-pointing and removal of non-conforming elements. **Plans need to be submitted with the application and approved prior to beginning the project.** These projects are eligible for up to \$500 reimbursement of materials. Labor is not included in the grant. Applications are available on the website under Resources or at the Main Street office. Several have been submitted for 2018 already so time to plan ahead. A group of the Design Committee is working on a potential mini-grant for storefront signage but details, criteria, and funding are still in the works.

