

# Main Street Beat

## April 2018



# JEFFERSON MATTERS:

## MAIN STREET

### Java & Juice in Jefferson

Java & Juice schedule for April in downtown Jefferson has been set! The Greene County Chamber of Commerce has been successful in continuing the Java & Juice program since November with visits outside of the Main Street District. It was decided to alternate months with April back with downtown businesses each Friday from 9:30 – 10 a.m. The public is invited to attend for refreshments with the business giving a quick background during the last 15 minutes. This is a project of the Economic Vitality committee.



- April 6— Angie’s Teagarden**
- April 13—Home State Bank**
- April 20—Sierra Community Theatre**
- April 27—Uptown Cafe**

### April Main Street Mtgs.

- April 5 : Tower View Team 10 a.m.**
  - April 11—Economic Vitality 12:30 p.m.**
  - April 12—Design 10 a.m. Organization 4 p.m.**
  - April 13 —Main Street Iowa Awards**
  - April 14—Family Feud~Jefferson Edition 6:30 p.m.**
  - April 18— JM:MS Board 4:15 pm (Annual Mtg.)**
  - April 19—Promotion 11:30 a.m.**
  - April 30—Think OUTSIDE the Box Business After Hours—Elk’s Lodge 5:15 social & 5:45 presentation**
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### Economic Vitality Committee involved in

#### Recruitment Team training

On March 21, nine members of the Economic Vitality committee participated in training through Main Street Iowa working on an advanced market analysis. The group worked with Robin Bostrom and Jay Schlinsog to review the Feb. 2018 updated ESRI information about Jefferson and market information from 5 minutes, 10 minutes and 20 minutes out. An online survey is being developed by the group with hopes of about 400 participants answering questions on potential business needs for downtown Jefferson. This training will continue in early May. Those involved are Bonnie Silbaugh, Nick Sorensen, Chris Nelson, Amanda Bills, Ethan Murray, Peg Raney, Jamie Daubendiek, Brandon Hommer, Amy Milligan, Dan Meythaler and Scott Weber.

### Another Public Piano

The Tower View Team has another piano that is being painted by local artist Tony Sims. Tony is using pictures of bicycle riders to brush paint the piano especially appealing for RAGBRAI. This will be unveiled at the party in the alley scheduled for



June 1 on the north alley of the square named Arch Alley. The piano will be located by the Mahanay Memorial Carillon Tower throughout the summer for all to enjoy.

### Family Feud ~Jefferson Edition



Four teams are ready to vie for the valuable trophies on **Saturday, April 14<sup>th</sup> at History**

**Boy Theatre.** The evening begins with heavy appetizers and BYOB at 6:30 p.m. The first round of Family Feud will begin at 7:30 p.m. with MC Rick Morain. The second two teams will follow.

Teams involved are from Jefferson Telecom, Home State Bank, History Boy and a group of fun residents make up Team Emojis.

Desserts will be enjoyed at the end.

Tickets are just \$20 each & available at The Printer’s Box, Home State Bank, Peoples Bank, MS office, or online on JM:MS Facebook page. This is a fundraiser for projects of Jefferson Matters: Main Street with the Organization committee at the helm. Chairperson Amy Milligan is working with Rosemary Hoyt, Michele Hardin, Brit Meythaler, Susan Sanders, Carol Ahrenholtz, Carla Offenburg, Tracy Deal, and Nancy Teusch. Join us for a fun evening!

Commercials are a big part of a game show and Family Feud~Jefferson Edition has professional actors ready to write the script and act out your message. Cost is \$100—so let us know of your interest soon. Only 4 commercials will be presented.

**Hit a Homerun  
Promotion During April**



The Promotion committee will kick off the baseball season asking people to shop local and sign up for a drawing at the participating businesses. The sign-up will be from April 1 – 15 and a drawing will be held for a choice of a Kevin Richards’ sports print. The prints will be displayed at The Jefferson Herald window. Participating businesses include The Printer’s Box, Don’s Ace Hardware, Fudge’s Flowers, ShineOn designs, More Time, Royal Jewelers, Skeeter Creek Fabricators & Antiques, the Stitch, Sensibly Chic and Addie’s.

**Think OUTSIDE the Box**



A business after hours event involving decorating outside of your building for the upcoming warmer months will be held on

Mon., April 30 at the Jefferson Elk’s Lodge. Karen Lawton and Bonnie Silbaugh are both known in the community for their talents in decorating and will share with those attending ideas for making the outside of the businesses attractive to customers. A social time will be sponsored by Journey Financial with Tim Heisterkamp at 5:15 p.m. The presentation will begin at 5:45 p.m. All are invited to attend.

**Storefront Signage visit with  
Maia Jessen**

Six building owners met with Design Consultant Maia Jessen of Main Street Iowa on March 19 to discuss ideas for storefront signage. Many of those who signed up were involved in the Façade Rehabilitation grant and are now ready for new signage. Maia will create conceptualls at no cost to the owners and then they can work with signage companies to complete these projects.

**National Main Street Conference in  
Kansas City**

A group of 9 represented Jefferson at the conference on March 26-28 attending various sessions on ideas for Main Street communities. Sessions were about entrepreneurial development, the arts, upper floor living, historic rehab, retail trends and more! Those attending from Jefferson included Peg Raney, Jamie Daubendiek, Nick Sorensen, Matt Wetrich, Deb & Marc McGinn, Carol Ahrenholtz and Lynda & LeRoy Cochran.

**Empty Window Displays –**

The Design Committee has a group of talented ladies creating attractive window displays for the spring/summer in many of our empty windows. As people visit our community, this may inspire someone to take another look at a building to locate a business. We appreciate the work of Mikki Schwarzkopf, Becci Hamilton, Susan Fray and Laura Wyatt in this project!



**April 3**

**Spring Banners & Flowers –**

The end of March saw a change in the downtown with colorful spring banners designed by Chris Heisterkamp and Bridgette Heisterkamp. Twelve banners were purchased last year for Lincoln Way with additional banners this year to go around the entire Square. The pillar planters will be filled with pansies this spring to bring more color to the downtown. We appreciate the work of our Flower Power volunteers in planning and planting these for each season. All flowers are purchased through Fudge’s Flowers in downtown Jefferson.



**Aug. 11—Sept. 23, 2018**

Letters have been sent to surrounding school districts in the area to plan for tours once school begins in August – Sept. 23. Roger Aegerter & Bill Raney traveled to Mt. Vernon as the Smithsonian Institution exhibit was set up to learn how it will work. The displays in the Mason’s window have been outstanding - thanks to all who have organized those! A calendar is on our website with displays and events. Also Like our Facebook page – Jefferson and Greene County, Iowa HomeTown Teams. We will begin working on docent volunteers during the exhibit, so contact us if you would be interested.

**Ring Out for Art update**

Three sculptures will be involved in the annual contest this year and will arrive in mid-May on the north side of the courthouse. During the Bell Tower Festival, the public will vote for 1<sup>st</sup>, 2<sup>nd</sup>, & 3<sup>rd</sup> cash prizes sponsored by Home State Bank. The sculptures will remain on the Bell Tower Plaza until the end of October.

**First Storefront Signage  
mini-grant recipient**

Unger Insurance submitted the first storefront signage mini-grant application for the 50/50 match for new signage. Before they were involved in the CDBG Façade Rehabilitation project, they received a conceptual design from Main Street Iowa on how their building could look with façade improvements including signage. They used this design to have their sign completed and JM:MS’s Design Committee thinks it looks great!