

Main Street Beat

May 2018



JEFFERSON MATTERS: MAIN STREET

Rockin' to RAGBRAI piano

The fourth public piano has a RAGBRAI theme with Tony Sims as the artist. Tony unveiled the piano on April 23 saying that RAGBRAI was about the people, so he chose to paint recognizable faces. This piano will be available in early June near the Mahaney Bell Tower for the public to enjoy. This is a project of the Tower View Team.

Chuck with his likeness on the piano. See more pics on pg. 4.



Java & Juice in Jefferson

The Chamber of Commerce is coordinating the Java & Juice events for May. 9:30—10 a.m. each Friday.



May 4—Ever Greene Ridge

May 11—Complete Insurance

May 18—The Gallup House

**May 25—Durbin Automotive/
Electric**

May Main Street Mtgs.

May 9 : Tower View Team 10 am

May 9—Economic Vitality 12:30 pm

May 10—Design 10 am Organization 4 pm

May 16—JM:MS Board 4:15 pm

May 17—Promotion 11:30 a.m.

**May 21—RAGBRAI town hall mtg. 5-7 p.m.
at City Hall**

Contact Us: Peg Raney, Director

110 West Lincoln Way P.O. Box 13

515-386-3585

director@jeffersonmatters.org

www.jeffersonmatters.org



RAGBRAI

Jefferson 2018 was kicked off with the logo reveal on April 23.

Highway to Bells t-shirts are available at ShineOn designs with Mondays as a designated day to wear them since Jefferson will host RAGBRAI on Monday, July 23. **A Town Hall mtg. to share the plans with a Q & A time will be held on Monday, May 21 at 5-7 pm at City Hall.** A large committee has worked hard to showcase Jefferson. Contact email addresses are now available: info@JeffersonRAGBRAI.com; housing@JeffersonRAGBRAI.com; vendors@JeffersonRAGBRAI.com



The website is also live now: www.JeffersonRAGBRAI.com

New Board member

Welcome to Megan Wilson, Credit Quality Manager at Home State Bank to the Main Street Board of Directors. Megan has taken over the duties of treasurer for the organization from John Sawhill who has taken a job in Des Moines. We thank John for his years of service and wish him luck.



Mini-grant awards

Design Mini-grants co-sponsored with Rotary Club –Spring is a great time for improvements and the Jefferson Rotary Club is partnering to make these possible. Two separate grant applications are available for up to \$500 each. The **Building Improvement grant** is for façade improvements for up to \$500. The **Storefront Signage mini-grant** is a matching grant for up to \$500. Both need to have the applications and design approved prior to the work by the committee to be funded. Main Street Iowa offers free design assistance in both areas. These two businesses utilized these services. Printer's Box was awarded \$500 toward the purchase of their new door. Unger Insurance received \$445 as a match for their signage that will be installed soon. For more info, contact Peg at the office or look on the website under Resources.

New door for
The
Printer's
Box



Receiving
Rotary Grant to
co-sponsor
mini-grants.

Storefront
Signage for
Unger Insurance



Recruitment Team update

A group of 12 members of the Economic Vitality committee have been working with Main Street Iowa on developing a team to recruit businesses to the Main Street District. The team developed a Top Prospects survey that was distributed online with 465 responses. In early May, the group will review the results and discuss next steps leading to a Recruitment test in late June. Alliant Energy has awarded JM:MS a \$500 grant for marketing materials for this project.



Tower View Team grant for Arch Alley

The Tower View Team appreciated receiving \$52,425 towards their Arch Alley project from Grow Greene County Gaming Corp on April 3. The grant had matching funds from Jefferson Matters: Main Street and Home State Bank along with other fundraising efforts. The grant was for \$52,450. The north alley will involve students, the community and the Tower View Team volunteers as they collaborate with David Williamson serving as the facilitator. Congratulations!

Hit a Homerun winner

Joan Wahl was the lucky drawing winner of a Kevin Richards' print. She chose the John Wayne print and said she signed up at Royal Jewelers when getting a First Communion gift for a grandson.



Ring Out for Art sculptures

Three sculptures will be installed in mid-May on the north side of the courthouse. JM:MS will have a tent again this year for the public to vote on their favorite. Top prize will be \$2,000, 2nd \$1,000 and 3rd \$500 with our co-sponsor Home State Bank. All three sculptures will remain through the end of October. The current sculptures are for sale now by contacting the artists. Roger Aegeuter heads up this project for Tower View Team.



Best Practices Award

The Iowa Economic Development Authority and Iowa Rural Development Council gave an award to the City of Jefferson and Jefferson Matters: Main Street for best practices in working together on the Community Development Block Grant for Facades. This collaboration has continued with the City of Jefferson pursuing a Phase 2 with support from Main Street.

Party in the Alley

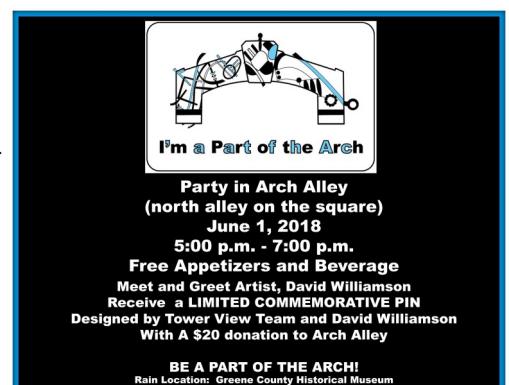
The annual Party in the Alley will be in the north alley known as **Arch Alley on June 2**. Two of our committees, Tower View Team & Promotion, are working together to coordinate the food and drink from **5-7 p.m.** with the public invited to attend. Artist David Williamson will be on hand for the public to meet. A limited number of buttons will be sold for \$20 as a fundraiser for the alley project during the event.



Aug. 11—Sept. 23, 2018

HomeTown Teams update

- Letters have gone out to Greene County Schools and schools in the surrounding area to offer free tours of the traveling Smithsonian exhibit called HomeTown teams right away in the fall.
- A program on Cycling in Greene County with John & Ces Brunow and RAGBRAI's T.J. Juskiewicz was well-attended.
- Exhibits in the Mason's window continue with Special Olympics and Little League scheduled for May.
- Information on the exhibit will be at our booth at the Bell Tower Festival as we partner with the Greene County Historical Society.
- Hours for the public have been determined and volunteers are now being recruited to help with 2 hour shifts throughout the 6 week period. Please contact Diane Piepel, Shelly Berger, Lynda Cochran or Peg Raney if you would be willing to volunteer.



Family Feud~Jefferson Edition

Successful and hilarious! This described the April 14th fundraising event held at History Boy Theatre. 140 people attended to enjoy the appetizers from local restaurants and watch the show. MC and event chair Amy Milligan welcomed all and Host Rick Morain took the reins asking survey questions to the four teams. Thanks to Jefferson Telecom's Game of Phones, Home State Hooters, History Boy, and Team Emojis providing the entertainment. History Boy won the large traveling trophy with Team Emojis the proud recipient of the 2nd place trophy. The Organization Committee is interested in having this event again next year, so if you are interested in having a team, let us know! Committee members include Carla Offenburger, Rosemary Hoyt, Michele Hardin, Tracy Deal, Susan Sanders, Brit Meythaler, & Nancy Teusch.



History Boy



Team Emojis



Game of Phones



Home State Hooters

Statewide Restaurant Week
September 14 – 23 has been designated as Restaurant Week and Jefferson Matters: Main Street would like our downtown restaurants to participate. Food and drink is a major impact on travel plans and this event helps to promote our locals spots. The theme is **Taste for Twenty** with the question of what can you offer that would cost \$20? We will coordinate those offers and Main Street Iowa will help us publicize it. We will need to have a list of those restaurants interested by mid June. Since this week is during the HomeTown Teams exhibit, we could tie the offers to those visitors attending. Cross-promotion with a retail store is a possibility too!



Community Catalyst Grant

The City of Jefferson was awarded a Community Catalyst grant of \$100,000 for the renovation of the Odd Fellows building on State St. for Pillar Technology. Representatives attended the Rural Iowa Development Summit in Grinnell to receive this grant along with 17 other Iowa communities.

Main Street Iowa Awards

Twenty-one people represented Jefferson at these annual awards at Hoyt Sherman Place in Des Moines on April 13. Jefferson Matters: Main Street was awarded two stunning trophies. Java & Juice in Jefferson was the recipient of the Itty Bitty Nitty Gritty award. This is a project of the Economic Vitality Committee. Main Street Minute videos were awarded Outstanding Image Activity with the Promotion committee honored by posting clips of various businesses around the downtown. The Kendall Building was named as an honorable mention in the Total Rehabilitation category. We can be proud of our program!



**Roger Aegeuter—
2017 Leadership Award**



**Outstanding Image Activity—
Main Street Minute**



Itty Bitty Nitty Gritty—Java & Juice



**Jefferson Matters: Main Street reps at
Main Street Iowa Awards**

Main Street Minute – RAGBRAI Edition

The Promotion Committee won a state award for their one minute videos of our downtown businesses. They'd like to do a **RAGBRAI Edition** with businesses sharing any cycling products or even a hearty welcome! These will go on Main Street's Facebook page but also on the Jefferson RAGBRAI Facebook page with a large following. Dates for taping will be determined soon.

More Family Feud pics



The committee: Rosemary Hoyt, Nancy Teusch, Tracy Deal, Carla Offenburger, Amy Milligan, Michele Hardin, Susan Sanders, Peg Raney. Brit Meythaler was also involved in the planning.



Live commercial for Addie's. Other commercials were performed for Greene County Medical Center, The Gardens and Journey Financial.



*Thanks to all of our
Flower Power
volunteers!*

Flower Power

The Design committee coordinated volunteers offering to plant the flowers in the pillar planters with ten people helping and flowers planted within one hour. At the end of May they will plant the hanging baskets of petunias. Petunias will also go in the pillar planters. Karen Lawton and Kathy Milligan chair this project working with Bonnie Silbaugh of Fudge's Flowers. We have an email list of volunteers to let know when and where to meet for these plantings. If you'd like to be involved, let Peg know at the office. As always, we appreciate the City Crew for watering these flowers, hanging the baskets, and putting up the banners to keep our downtown beautiful.

More Rockin' to RAGBRAI

piano pics



Artist Tony Sims unveils the fourth public piano.



A large crowd waited for the unveiling of the piano.

www.JeffersonRAGBRAI.com

Downtown Façade Rehabilitation Phase 2

The City Council listened to a proposal developed by City Building Official Nick Sorensen and City Administrator Mike Palmer on a Phase 2 façade rehabilitation program. The City would commit \$300,000 in a 50/50 match with building owners through an application process. The design would need to meet historic preservation guidelines with options for free consultation through Main Street Iowa. Building owners would decide on their own contractors & this would be on a reimbursement basis. Twelve building owners have expressed interest in this. A meeting will be scheduled soon to discuss this further with those interested. Jefferson Matters: Main Street is working with the City on the details of this new project to continue the momentum from the CDBG grant with 13 buildings involved. Interested? Let us know.