

Main Street Beat

September 2018



JEFFERSON MATTERS:

MAIN STREET



August 11-September 23 in Jefferson at Greene County Historical Museum



Girls 6 on 6 Basketball Presentation & Collection Day

The University of Iowa Women's Archives has an outstanding exhibit on Girls 6 on 6 Basketball and continues to collect photos & items. On **Saturday, Sept. 15 at 1 p.m. at the Welcome Center**, representatives will present the history for about 40 minutes. They will follow up with a time for scanning photos and collecting items to include in the exhibit. There is a limit of 5-6 per person. Public is welcome!



Smithsonian Institution HomeTown Teams Exhibit

in Jefferson, IA

August 11 – September 23

At the Greene County Historical Museum



219 E Lincoln Way

Free admission

Saturdays – 10 a.m. – 6 p.m.

Sundays – Noon – 6 p.m.

Wednesdays – 1 – 6 p.m.

Thursdays – 3 – 9 p.m.

School tours on Tuesdays and Wednesdays as scheduled. Other tour groups welcome!



Contact info: director@jeffersonmatters.org

JEFFERSON MATTERS: 515-386-3585

What's It About?

The HomeTown Teams exhibit examines the many roles that sports play in American society. Hometown sports are more than just games – they shape our lives and unite us and celebrate who we are as Americans.

Greene County Displays

Each **Greene County community** has been contacted by Roger Aegerter to have a display at the Museum during this 6 weeks. Rippey, Grand Junction, Scranton, Paton-Churdan, Scranton & Cooper have brought in amazing displays with pics, trophies & other memorabilia. Thank you!

Jefferson Library to collect local sports stories



The Jefferson Public Library is inviting residents to write their untold sports stories. These will be bound together to share in the library for years to come.



Java & Juice in Jefferson

Greene Co. Chamber & Tourism is coordinating this event for Sept. 9:30—10 a.m. each Friday with public invited to attend. Learn about what is offered right here in Jefferson.

Sept. 7—Hamilton Red-Mix
Sept. 14—Welcome Center for Amazing Race Update
Sept. 21 —Kingsgate Insurance
Sept. 28 —Webb House

Now scheduling for October with Main Street District hosts—contact us for a date right away!



Students visit exhibit

Greene County Schools and Paton-Churdan Schools sent students to view the exhibit the first two weeks of school. Museum staff created a scavenger hunt for all ages and the kids loved it! Schools from around the area were also invited to plan on outing to visit.

Sept. Main Street Mtgs.

- Sept. 6—Main Street Orientation Noon-3
- Sept. 12—Economic Vitality 12:30 pm
- Sept. 13—Design 10 am; Organization 4 pm
- Sept. 17—Tower View Team 10 am
- Sept. 19—Board Mtg. 4:15 pm
- Sept. 20—Promotion 11:30 pm
- Sept. 29—Amazing Race—10 a.m. start

Contact Us: Peg Raney, Director
 110 West Lincoln Way P.O. Box 1
 515-386-3585
director@jeffersonmatters.org



RAGBRAI Minute videos



Deb McGinn recorded 54 videos of businesses, requests for housing and organizations offering food

for RAGBRAI. The feedback was so positive with visitors feeling they knew more about Jefferson than any other overnight community. Thank you to Deb for volunteering all of those hours with her phone to meet with people and post them online. All of the business videos can still be accessed on our website:

www.jeffersonmatters.org under Discover – RAGBRAI Minute videos.

Main Street Orientation

Jefferson Matters: Main Street Board members along with committee members will work with Main Street Iowa staff Darlene Strachan on reviewing the Main Street history, involvement and responsibilities of the various committees. The Board has also asked Darlene to share how a community is nominated for the Great American Main Street national award so they can consider this for 2020. The orientation is **Thursday, Sept. 6 from Noon – 3 p.m. at Jefferson Telecom.**

Iowa Downtown Conference

The annual Iowa Downtown Conference will be held on **Aug. 29-30 in Waterloo**. This is the only statewide conference for professionals and volunteers involved in historic commercial district revitalization in Iowa. Director Peg Raney, Mike Palmer and Nick Sorensen attended the conference and will be reporting back to the JM:MS Board and City Council.

Main Street Business Visits



The Economic Vitality committee will be planning Main Street District business visits from Oct. 10 – 19. Volunteers will stop in to update information on hours,

business specifics, specialties, products & services; and contact info but also ask for stats such as # of PT & FT employees. We'd like to know of interest in programs & involvement, and plans for the near future. Jefferson Matters: Main Street wants to assist our many businesses in any way we can for them to be successful.

Amazing Race

Saturday, Sept. 29, the Amazing Race for Charity will be in downtown Jefferson! This event has been on the bucket list of quite a few of the 19 committee members representing Jefferson Matters: Main Street and Greene County Chamber & Tourism. They have planned the tasks and challenges for teams of 2. Register at www.amazingraceforcharitygc.com Limit of 50 teams so get signed up soon.

AMAZING RACE FOR CHARITY

ABOUT US
The Amazing Race for Charity is a day of good-natured competition taking place in Jefferson, IA. Teams of 2 will participate in a day full of mental challenges, physical trials & exciting new experiences. It's all the thrills of the Amazing Race in your hometown! At the end of the day, racers & volunteers will gather for a post-race party and awards ceremony.

JOIN THE RACE
AMAZINGRACEFORCHARITYGC.COM

DATE
September 29, 2018

LOCATION
Mahannay Bell Tower
100 E Lincoln Way
Jefferson, Iowa 50129

TIME
Check in: 9:00am
Race Start: 10:00am

Find us on Facebook: **#AMAZINGGC**

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Promoting Opportunity & Opportunity for Business & Industry

Iowa Arts Summit

The Tower View Team was honored to receive a 2018 Governor's Art Award at the Iowa Arts Summit held in Ankeny on Aug. 3. A large group attended the summit going to presentations about public art and how this bolsters economic development for communities. A video was presented highlighting some of the TVT's many projects. Check it out at www.jeffersonmatters.org Under About. Congratulations!



Quarterly Update to City Council

JM:MS Board members meet quarterly with the Jefferson City Council to share updates on the projects from each committee and upcoming plans. This has been a very positive communication with the City Council.

RESOURCES FOR MAIN STREET DISTRICT BLDGS. & BUSINESSES

Signage Mini-grants

A matching grant for up to \$500 is available to Main Street District businesses for wall mount and/or pedestrian signage that meets the criteria established by the Design Committee. Applications and Main Street Iowa suggestions for signage are available under Resources on our website: www.jeffersonmatters.org

Façade Mini-grants

Main Street District buildings can apply for up to \$500 for façade improvements such as paint, tuck-pointing and removing non-conforming elements. These are by application only and must meet the guidelines approved by the City Council from the Design Committee. The application and materials can be found at the website: www.jeffersonmatters.org under Resources.

Façade Rehab Phase 2 update

City Building Official Nick Sorensen presented to a few interested building owners in the downtown on City plans to support more façade improvements in the Main Street District with a 50/50 match. Those interested can contact Nick directly and visit with him about this opportunity at City Hall. This will be on a first come, first serve basis so owners should get info asap. JM:MS is assisting with this project through resources available through MSI.



Signage Mini-Grant to Meythalers

Dan & Britt Meythaler have been awarded a signage mini-grant of \$500. This grant is a matching grant towards the purchase of a unique sign for a Main Street business. This sign was fabricated by Olson Iron Works in Churdan and is lit in the evenings. Jefferson Matters: Main Street has partnered with Rotary of Jefferson to offer these mini-grants. Rotary members Adam Pedersen and Carol Durbin were on hand with director Peg Raney and design committee member Nick Sorensen to present the check.

Ready for Fall

Fall foliage will fill the 12 pillar planters in early September under the direction of the Design Committee. A group of volunteers fondly called Flower Power helps to plant for each season. If anyone would like to be added to the email list, please let Peg know. Thank you for making the downtown so beautiful! The City Crew continues to water the planters and hanging baskets each morning and on the weekends.



I Saw the Sign!

The new signs have arrived to be installed by the City Street Crew soon. The City of Jefferson logo developed in 2017 is carried out in all of the signs.



The white lettering on black reflect with headlights and will be easy to see for residents and visitors.

Greene County Homecoming 2018

The week of **Oct. 1-5** is **Homecoming** week for the school. Please watch for info on how your business can participate. Start planning a window display that supports our school with school colors and the announced theme.

Design Consultant in Jefferson

Main Street Iowa Design Consultant Tim Reinders will be in downtown Jefferson on **Tuesday, Sept. 18** to work with building owners who have submitted the application to receive this free service.



This is the first step in developing a façade plan that ties with the City of Jefferson's Phase 2 program of the 50/50 match for façade improvements. Contact Peg if you are interested in more info or look under Resources on the website.

Arch Alley Update

The canopy in the north alley has been removed with the beams saved to be used in the artwork that follows. Artist & local alum David Williamson is working with the Tower View Team as they begin working with students and interested community members in creating Arch Alley. Williamson has explained how the arches came to be as a nod to the historical arches featured throughout the downtown buildings. Many were revealed during the façade rehabilitation of 13 buildings in 2017. Now with the canopy removed, plans will develop for this beautiful space. This alley will be enjoyed and available to the public similar to Sally's Alley on the south side.

**Preservation Iowa Award to
Sensibly Chic & City of Jefferson**

Preservation Iowa notified Jefferson Matters: Main Street that their application for the complete renovation of Sensibly Chic in cooperation with the City of Jefferson was awarded in the category Commercial-Small. The award will be accepted by City Administrator Mike Palmer and Building Official Nick Sorensen at a luncheon in conjunction with the Iowa Downtown Conference on Aug. 28 in Waterloo. Palmer will also participate in a panel regarding CDBG grant along with architect Pete Franks. Congrats on this recognition to the City of Jefferson and Rosie & Ray Tucker with Sensibly Chic.



RAGBRAI

Economic Impact Survey

Thanks to all who have answered the 4 simple questions regarding the economic impact of July 23 & 24 in Jefferson. We'd like to hear from every business and organization if possible to get a total picture. Questions include gross sales, estimated number of people, if any product was shipped, and any comments. This is all confidential and will just be reported as a whole. See the link in the opening page of the newsletter or contact director@jeffersonmatters.org and the link will be sent to you.



Strut Your Stuff!

The Design Committee has asked Terry Poe Buschkamp of Main Street Iowa to present a Business After Hours event on merchandise displays. Terry works with retailers all over the state and has a wealth of ideas to freshen up displays for all kinds of merchandise. Business owners and interested residents are invited to this free event on **Monday, Oct. 8 at the Elk's Lodge**. Social time will begin at 5:15 with a drink courtesy of Addie's, Sensibly Chic, The Printer's Box & Fudge's Flowers. The presentation will be from 5:45 – 6:30 p.m.

STRUT YOUR STUFF

Business After Hours
Focus on
merchandise displays
at Elk's Lodge

5:15 social with sponsors—
Addie's, Printer's Box,
Fudge's Flowers & Sensibly Chic



5:45—presentation by
Main Street Iowa
consultant
Terry Poe Buschkamp

FREE - all interested
invited to attend!
A project of Main Street's Design Committee



Monday, Oct. 8

JEFFERSON MATTERS:
MAIN STREET

The **Jefferson, IA** app continues to be updated by contact Deb McGinn at mandd@netins.net with any changes needed.



Be sure to download this free app on your smartphone by searching Jefferson, IA in the App Store or Google Play. This is a free way to promote our businesses. Community events can be listed—contact Deb to add them.

Marketing for Small Businesses

Main Street Iowa business specialist Robin Bostrom will present a Business After Hours presentation on Marketing for Small Businesses on **Monday, Nov. 5**. The Economic Vitality committee chose marketing as a focus this year to assist businesses and encourages those interested to attend the free presentation. It will held at the Elk's Lodge with a free drink during social time at 5:15 and the presentation from 5:45 – 6:30 p.m. Iowa Realty will be the refreshment sponsor for this event.



Just a Click Away
Download the Jefferson, IA App Today!







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