

Main Street Beat

December 2018



JEFFERSON MATTERS:

MAIN STREET



Jeff from Jefferson

A video has been produced with local celebrity Jeff Lamoureaux interviewing various people on the street asking, "What makes Jefferson's downtown so vibrant?" This will be shared with the City Council and other large investors. It will also be available on our website and other social media outlets. Just search "**Jeff from Jefferson**" on YouTube and you'll find it! This is a fun way to let people know about the success of our program and invite people to become an investor.



December Main Street Mtgs. & Events

- Dec. 6—Christmas Tree Lighting Activities 5—7:30 pm
- Dec. 13—Design—10 a.m.
- Dec. 13—Economic Vitality 12:30 pm
- Dec. 13—Organization—4 p.m.
- Dec. 19—Board mtg. 4:15 pm
- Dec. 20—Tower View Team- 10 a.m.

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Christmas Tree Lighting 2018

Thursday, December 6 will officially kick off the Christmas holidays in Jefferson with the annual Christmas Tree Lighting held in the Thomas Jefferson Gardens.

Here's the timeline :

- 5:00-6:00 Holiday stories at the Jefferson Public Library read by Friends of the Library
 - 5:15 – 5:30 Christmas "Tower Tunes Live" concert played on the Mahanay Carillon
 - 5:30-6:00 Caroling around the square by the Greene County Singers
 - 6:15 Christmas Sing -A-Long at the Welcome Center with the Greene County Singers
 - 5:45-6:15 Cider & cookies served in the Welcome Center. Tag a Tree in the Gardens. Pick up reindeer food for use on Christmas Eve. Enjoy the Christmas lights while walking around the Thomas Jefferson Gardens.
 - 6:15 Santa and Mrs. Claus arrive via a secret mode of transportation
 - 6:30 Christmas tree lighting in the Thomas Jefferson Gardens
 - 6:45-7:15 Holiday stories at the Greene County Courthouse by Friends of the Library
 - 6:45-7:30 Santa listens to children's wishes in the Paul Nally Observation Deck of the Mahanay Bell Tower with free admission courtesy of the Bell Tower Community Foundation
- A **Light Up the Holiday** weekend on Dec. 6 – 9 with a map available at the Welcome Center to tour a number of residences and businesses featuring special lighting.
- Chairperson for this event is Angie Reese-Hueser. The Chamber of Commerce, Jefferson Matters: Main Street, Thomas Jefferson Gardens, Friends of the Library and the Bell Tower Community Foundation are coordinating activities for this event.

Annual Investment Drive

"We Aim High"

The Board of Directors along with the five committees have developed their projects and budgets for 2019 in the Plan of Action. This is available on our website with the Investment Drive and a link is provided in the opening page of the newsletter. A Bell Tower replica was built by volunteer Marc McGinn and painted by Amy & Chris Milligan to serve as a thermometer to the goal of raising \$69,000 during this drive. Investors are people & businesses who support the efforts of this non-profit organization for the community development efforts within the context of historic preservation. An incentive for getting investments in by **Dec. 31** is all names will be entered into a drawing for a meal for four along with Rosie & Ray Tucker in their loft above Sensibly Chic. This meal will be catered by Chef D.C. Bland who is planning to open a restaurant in downtown Jefferson.





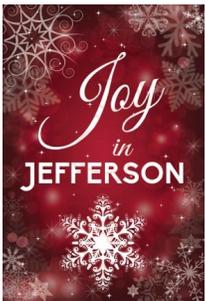
Beginning December 1
Write your letter to
Santa and mail it straight
to the North Pole!
Make sure you put your
return address on the
envelope.
located at the Welcome
Center in Thomas
Jefferson Gardens.

**JEFFERSON
MATTERS:**
MAIN STREET

Letters to Santa is a project of the Promotion committee. Santa's mailbox will be outside of the Welcome Center. Letters can be dropped off until Dec. 23. A return address is needed to receive a reply from Santa! Thanks to Angie & Jon Heuser for painting this mailbox & the Hedge's girls for posing for this pic.

New Main Street Board member
Ian Wilkinson has joined the Main Street Board of Directors as of their November meeting. Ian is employed by Wild Rose Casino & Resort and is involved in the Greene County Chamber of Commerce and Rotary of Jefferson. Ian was instrumental in organizing the successful Amazing Race for Charity with numerous volunteers in September. We are excited about his ideas for promotion of the Main Street District.

Winter Beauty



The Design Committee along with other volunteers gave the pillar planters a festive look for winter with evergreens and other décor. Several members created window displays for

empty buildings to make them more attractive through the winter. The Joy in Jefferson banners were hung by the City Crew along with Christmas decorations. This creative and talented bunch will be working in 2019 for a phase 2 plan of Christmas decorations for the City to consider.



Strategic Planning Session

The Jefferson Matters: Main Street Board of Directors participated in several strategic planning workshops to look beyond 2019 as they set goals. The board determined their vision, targeted audience, and set measurable outcomes for 3-5 years. Through this process the 2019 Priorities were determined with each committee using these to choose their projects to implement.

- Create upper story housing visibility
- Recruit traffic generating businesses to downtown
- Apply for Iowa Great Place and Great American Main Street designations
- Involve youth and school in Main Street program
- Attract people to the Main Street District



Small Business Saturday & Beyond!

The Promotion committee supports our local small businesses in a number of ways.

Social media posts to encourage shoppers to Shop Local are frequent. A display in the Mason's window involves every business in the District. Shopping bags were handed out on Nov. 24 with coupons to be used throughout the season. Videos and pictures of what is available in downtown Jefferson will be promoted.



CHS Magazine article

"Why Jefferson Matters" was the headlines for an article written for CHS Cooperative's C Magazine dedicated to Rural Leadership. Peg Raney, Jamie Daubendiek, Chris Deal and Sue Tronchetti were interviewed for the article highlighting the involvement of leaders bringing new initiatives to the county to attract growth. The publication is available online with a link on the opening page of this emailed newsletter. A video interview is also included at the end of the article.



National Main Street Accreditation Ten standards with specific benchmarks are required to continue with the National Main Street Accreditation. These provide a blueprint for a successful Main Street community. Jefferson has been accredited every year and will submit the application in early January.



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.

The Marketing for Small Business presentation was video-taped and is available on the Jefferson Matters: Main Street website under Resources. This is a great chance to get new marketing ideas for the holidays and the new year!



TVT News:

Tower View Team returned to David Williamson's studio to make more decisions for Arch Alley this month. You can see several videos of the trip on Tower View Team's Facebook page.

This month, artist, David Williamson and TVT chairperson, Deb McGinn did drawing activities with Mrs. Cunningham's 5th grade art students. Some of these student drawings will become aluminum castings that will appear on one of the three arches in the alley. Soon, we will be visiting Mr. Richard's 4th grade art students. Public art created by the public is what Arch Alley is all about. Tower View Team is so glad the students' artwork of Paton-Churdan and Greene County Schools are Part of the Arch.

I'm A Part of the Arch limited edition pins are still available and can be purchased at the Main Street office for \$20. All proceeds from the sale of these pins will go towards the purchase of tables, chairs, or signage for Arch Alley. These pins would be great stocking stuffers for a good cause!



Java & Juice in Jefferson

The Chamber of Commerce is coordinating this event for Dec. 9:30—10 a.m. each Friday with public invited to attend. Dec. 7—Natural Wonders Learning Center at 1512 Westwood Dr
Dec. 14—Addie's

RING OUT FOR ART 2019

Jefferson Matters: Main Street, Tower View Team and Home State Bank of Jefferson Iowa, are hosting their fourth annual exhibit of original outdoor sculptures that will be displayed on the Mahanay Carillon Tower plaza.

This is a juried contest. The *Ring Out For Art* Selection Committee is comprised of visual artists and local business and community leaders. Entries will be critiqued on artistic merit, creativity, public safety and durability in an **outdoor** environment. The committee will choose four sculptures to be in our community for the year beginning on May 1, 2019.

Each artist, if selected, will receive a stipend of \$1,000. *Ring Out For Art* is open to professional, student, and amateur sculptors of all backgrounds.

APPLICATIONS MUST BE POST-MARKED NO LATER THAN MARCH 12, 2019. Selected sculptures will be notified by April 1.

Ring Out For Art

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The 2019 Ring Out for Art application is available for download on Jefferson Matters: Main Street's website at www.jeffersonmatters.org under the Discover tab.