

# Main Street Beat

## January 2019



# JEFFERSON MATTERS:

## MAIN STREET

### Interesting stats about

#### Jefferson's Main Street District

Total Number of Main Street district businesses: 89  
Percentage of District Business Types  
Retail Businesses 35%  
Service Businesses 55%  
Restaurant/Bar Businesses 10%  
Number of full-time employees 432  
Number of part-time employees 153  
Number of first floor vacancies 12  
Number of residential units 16  
Taxable gross value of properties \$15,525,700.00  
Total taxable value excluding exempted properties: \$9,047,600.00

#### JM:MS Board of Directors:

*President- Jamie Daubendiek; Vice – President - Amy Milligan; Secretary – Carol Ahrenholtz; Treasurer - Megan Wilson; Mike Palmer – Design; Karen Lawton – Design; Lynda Cochran – Promotion; Angie Reese-Hueser-Promotion; Ian Wilkinson – Promotion; Ethan Murray – Economic Vitality; Debra McGinn – Tower View Team; Angie Gingery – new board member; Craig Berry – City Representative.*

#### January Main Street Mtgs. & Events

Jan. 10—Design—10 a.m.  
Jan. 10—Economic Vitality 12:30 pm  
Jan. 10—Organization—4 p.m.  
Jan. 15—Tower View Team- 10 a.m.  
Jan. 16—Board mtg. 4:15 pm  
Jan. 17—Promotion—11:30 a.m.  
Jan. 24—Marketing 101 wksp. 6:30—8:30 pm at Extension Office  
Jan. 31—Arch Alley community collaboration—2 p.m. & 7 p.m. at City Hall  
Contact Us: Peg Raney, Director  
110 West Lincoln Way P.O. Box 17  
515-386-3585  
director@jeffersonmatters.org  
www.jeffersonmatters.org



### Silicon Valley meets Jefferson on Dec. 8.

Pillar Technology's Linc Kroeger invited IT business execs from California along with Congressman Ro Khanna to Jefferson on December 8. They were invited to see the plans for The Forge -Jefferson renovation in our downtown and share ideas for bringing even more technology jobs to Jefferson. Linc's idea was for them to see the potential in rural Iowa and this concept could be replicated in other Iowa communities as well.

Local, state and national press coverage of this event was shared on all media platforms. The day included a tour of the State Street property where The Forge will be located in Jefferson, Greene County Courthouse & Mahanay Bell Tower tour, speeches at History Boy Theatre, and dinner for Linc's guests at Meythaler Photography.

To access links of various media, please go to [www.jeffersonmatters.org](http://www.jeffersonmatters.org) and see the post on Silicon Valley meets Jefferson. A YouTube video of the speeches is also included. The opportunity for growth in the tech industry is now. Jefferson Matters: Main Street will continue working with other entities to foster this growth.

Thanks to the Promotion committee with Angie Reese-Hueser as chair for the Christmas Tree Lighting and other activities in early December. This event was coordinated with many organizations. There are ideas for even more activities next year. Thanks to all involved & we welcome volunteers who want to help in planning.

### Annual Investment Drive Update "We Aim High"

The Jefferson Matters: Main Street Board approved the budget for 2019 that includes operating funds and projects for each of the 5 committees – Design, Economic Vitality, Promotion, Organization & Tower View Team.

The board is proud of the 2018 accomplishments and hope the successful track record speaks for itself in continuing this success. They are confident the community will continue to show their financial and volunteer support of the program.

Please consider making a tax deductible investment to the 501 c 3 organization at the Main Street Office, through the website under Get Involved, or send a check to treasurer Megan Wilson at P.O. Box 13, Jefferson, IA 50129.



### Dine with the Tuckers!

An added incentive for investments postmarked by Dec. 31 is names included in a drawing for a special dinner with Rosie & Ray Tucker in their beautiful loft above Sensibly Chic and prepared by Chef D.C. Bland. So far, there are 74 investors with name drawn on Jan. 3. To date, 49 investors are individuals; 25 are businesses; and 26 are new investors this year. The Organization committee is in charge of the Investment Drive and is using the Bell Tower thermometer outside the office to indicate where we are on our \$69,000 goal.

## Nominations for Main Street Iowa Awards

Each year, Main Street Iowa sends out the categories for annual awards for projects from 2018. This year there are 13, and the JM:MS board will be submitting 7 nominations. Those to be nominated are

- Fantastic Fundraiser (for the local program) – The Investment Drive with the Jeff from Jefferson video and bell tower thermometer;
  - Exceptional Special Event – The Amazing Race for Charity;
  - Outstanding Image Activity – HomeTown Teams;
  - Partner of the Year – Greene County Historical Society for HomeTown Teams;
  - Business of the Year – Jefferson Telecom;
  - Itty Bitty Nitty Gritty – RAGBRAI videos on Facebook;
  - Game Changer – Roof Top Art
- The nominations are submitted by Jan. 18 and the Awards Ceremony will be March 8.*

### Java & Juice for January

The Greene County Chamber & Tourism is coordinating the locations for January & February with the public invited to attend each Friday from 9:30 – 10 a.m. Contact Sheilah at 386-2155 if interested in a February date. Locations on website & Facebook.



### National Main Street Accreditation

Jefferson Matters: Main Street continues to be successful because of the structure required by the National Accreditation process. There are 10 standards with benchmarks required & documentation for 2018 submitted by Jan. 4. The JM:MS Board reviews mid-year and year end and feels confident in another successful accreditation for 2019. Financials, representation, action plans, procedures, volunteer activity, etc. are spelled out during this procedure.

## Letters to Santa a great success!

This new activity was initiated by the Christmas committee and had 75 letters sent to Santa through the special mailbox located by the Welcome Center. Elves on the committee painted this special mailbox for kids to drop their letters with reports of replies from Santa received from many of the youngsters. Look for the mailbox again for Christmas 2019!

### Mini-Bell Towers

A mini-bell tower was constructed by Marc McGinn with finishing touches by Chris & Amy Milligan for use in the Investment Drive as a thermometer outside of the office. The Tower View Team approached the City to have 4 more mini-bell towers built with businesses painting them in a creative way to display on each side of the Square throughout the spring/summer months. This would be similar to painted cows, Cy's, ice cream cones, etc. that people have enjoyed in communities large and small. Four businesses have already come forward for 2019—Peoples Bank, Jefferson Telecom, Tri-County Lumber & Wahl-McAtee Tire.

Marc McGinn has volunteered to construct the 4 towers. Roger Aegerter and others on the TVT are overseeing this project. Costs to businesses were \$300 for building materials. The business will also pay their own painting costs. The towers will be the property of the business paint and can be kept afterwards.

Please contact Roger Aegerter if interested in being on a list of potential artists available to businesses.

[roger.aegerter@gmail.com](mailto:roger.aegerter@gmail.com)—or contact the businesses directly.

## Investment Presentations

President Jamie Daubendiek and VP Amy Milligan along with Director Peg Raney have been making presentations to



various large investors to Jefferson Matters: Main Street. The City Council heard the report and request for funds in late November. The Board of Supervisors heard the presentation & request for funds in December. Businesses continuing to make large investments include Home State Bank with \$10,000 and Jefferson Telecom with \$9,000. We appreciate this financial support and the involvement of their employees! We hope more businesses see this investment as beneficial to the community. Other businesses will be called on during January with requests for large investments.



### Be a Part of the Arch!

Community members are invited to come and learn more about Arch Alley, the north alley renovation project with artist David Williamson. Everyone interested is encouraged to attend one of the community workshops on **Jan. 31 either at 2 p.m. or 7 p.m. at City Hall**. David will lead the groups through collaboration for the third arch design representing the community. The Tower View Team wants all of your ideas for this collaborative piece of public art created by the public. The Tower View Team has designed one of the arches. Students from Greene County schools and Paton-Churdan schools have worked with David on the second arch. This is the time for the community involvement. Hope you can join us at either or both times!

## 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](http://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](http://www.jeffersonmatters.org) under Resources.

### Façade Rehab Phase 2 update

City Building Official Nick Sorensen is available to talk with building owners in the downtown on City plans to support more façade improvements in the Main Street District with a 50/50 match. Contact Nick directly about this opportunity at City Hall. This program is be on a first come, first serve basis with design approved by committee, so owners should get info asap. JM:MS is assisting with this project through resources available through MSI.

### Main Street District Map?

Wondering what buildings are included in the Main Street District? Here is a link to our District Map: <https://www.jeffersonmatters.org/jeffersons-main-street-district-maps/>

### Need ideas for renovation?

As part of the designation of being a Main Street community, our program can request design assistance from the consultants at Main Street Iowa. Tim Reinders spent a day in Jefferson looking at 4 bldgs. The conceptual designs give suggestions for historic preservation or in the case of a newer building like Habitat for Humanity, how to incorporate some historic elements into the design. These designs can then be used with a contractor for cost estimates for façade work. With the City's Phase 2 option of a 50/50 match, this is a cost effective way to improve the properties. The conceptual designs would cost approx. \$550 if done privately, but is free to buildings in the Main Street District. See the conceptual designs of the newest projects on our website under Resources. The simple design assistance form is also available there. This design assistance can also include signage designs.

### Business Visit interests

Volunteers from Economic Vitality have been touching base with businesses in the Main Street District to determine stats that are needed for the National Accreditation but also to visit about how Jefferson Matters: Main Street can support them. Many businesses expressed interest in being a part of the new business brochure, info on mini-grants for façade rehab and/or signage, employee volunteer info, participating in Java & Juice, and to update info on Jefferson, IA app. We appreciate the 11 volunteers making these calls on the 89 businesses in the Main Street District and the time for the businesses to complete the information and talk to the representative. This is of benefit to the businesses and the Main Street program. Contact the MS office with interest in MS programs.

### RING OUT FOR ART 2019

Jefferson Matters: Main Street, Tower View Team and Home State Bank of Jefferson Iowa, are hosting their 4th annual exhibit of original outdoor sculptures.

This is a juried contest. Entries will be critiqued on artistic merit, creativity, public safety and durability in an **outdoor** environment. The committee will choose 4 sculptures for the downtown 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 are available to download on our website at [www.jeffersonmatters.org](http://www.jeffersonmatters.org) under the Discover tab. APPLICATIONS MUST BE POSTMARKED NO LATER THAN MARCH 12, 2019. Selected sculptures will be notified by April 1.

*Ring Out For Art*

Jefferson Matters: Main Street

110 W. Lincoln Way

P.O. Box 13

Jefferson, IA 50129

515-386-3585

email: [director@jeffersonmatters.org](mailto:director@jeffersonmatters.org)

Roger Aegerter continues to chair this contest for the Tower View Team.

### Over \$4 million of Improvements to Jefferson Main Street bldgs.

District buildings improvements are reported to Main Street Iowa in monthly reports. The individual amount is not publicized but adds to the total \$ of improvements in the District since 2012. JM:MS updates this stat on our website along with # of volunteer hours and # of projects in the downtown. Please let Peg know of the costs of improvements to buildings such as roof repair, façade improvements, interior & exterior improvements, etc. To date, we have reported over \$4 million since 2012.

## 2019 Priorities:

The Board of Directors participated in strategic planning for 2019 and beyond in late October. Each of the 5 committees determined projects to support these priorities along with budgets to get these accomplished. See the 2019 Plan of Action on our website under About.

The 2019 Priorities:

- ⇒ 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

For more information contact:

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### Marketing 101: More Than Social Media

Marketing your small business can be overwhelming. Let us help you build your toolbox and increase your visibility both in your community and online!

**January 24th, 2019  
6:30– 8:30pm**

Greene County ISU Extension & Outreach  
104 W. Washington St.  
Jefferson, IA 501239

Cost: Free  
Register at 515-574-1293 or  
non-credit@iowacentral.edu



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration

## SAVE THE DATE!

The annual Main Street Volunteer Party is being planned for **Thursday, February 21 at 5:30 pm**. Please mark your calendars and plan to attend at a location soon to be announced. Each committee recognizes a volunteer who was instrumental in projects during 2018 at this event. The 2018 Leadership Award is also announced that evening. The Organization committee is planning a fun evening of food and fellowship!

## Jefferson, IA app

Yes, Jefferson has its own app available for FREE on smartphones through Google Play or the App Store. It can be downloaded by searching **Jefferson, IA**. Businesses throughout Jefferson – not just in the Main Street District – are included on this app. Store hours, contact info, website or Facebook links, etc. are kept up-to-date by volunteer Debra McGinn. Any changes can be made by emailing her at [mandd@netins.net](mailto:mandd@netins.net). Deb also includes upcoming events. The Jefferson, IA app is funded through a hotel/motel grant provided by the City of Jefferson. Please tell visitors and customers about this app and help them download it.

## Marketing 101 on Jan. 24 at Extension Office

The Small Business Development Center and Iowa Central Community College have teamed up to offer a free workshop on Marketing for small businesses. With a portable laptop lab, each participant will be able to access info during this FREE workshop held at the Greene County Extension Office from 6:30 – 8:30 pm. Kimberly Tiefenthaler of SBDC and Amy Pingel of ICC's Business Center are coordinating the programing offered to all those interested. They plan to get ideas of other programing interests for the remainder of the year. JM:MS encourages local businesses to take advantage of this opportunity for additional education. Register by calling 515-574-1293.

## Family Feud~Jefferson Edition

Now is the time for teams to begin assembling to be a part of the annual Family Feud event. The date of Saturday, April 13 has been set. Four teams of 5 contestants are needed to participate. Contact the Main Street office asap if you would like to be involved!

## Pillar Planters Redo

The fall and winter seasons were difficult for the Design committee as the volunteers filled the pillar planters with fall foliage and winter greens. With quite a few early frosts, the fall plants froze. Then the soil was not conducive to "planting the evergreens" either. But with many problem solvers involved, the committee decided to rethink all live plants for next year. A drill was used for the evergreens and a tripod of rebar was added to wire the evergreens to stay upright in the middle. Thanks to all involved, particularly Karen Lawton, Kathy Milligan, Bonnie Silbaugh, Jim & Ann Ober & the City Crew for sticking with this project. The planters look fabulous!



## Main Street's 4 Point Approach

The recipe for success in any Main Street program is following the 4 Point Approach. There are 4 required committees with projects and volunteer leadership for each –

1. **Design** – with the goal of the look and feel of the downtown;
  2. **Organization** – focus on finances and volunteers;
  3. **Economic Vitality** – environment for the economic base of the district;
  4. **Promotion** – promoting the image and activities in the district.
- Jefferson has added another point – **Tower View Team** – focus on public art in surprising places.

By working within these committees and the guiding principles, our organization can function successfully with the volunteer board of directors.