

Main Street Beat

February 2019



JEFFERSON MATTERS:

MAIN STREET

Two new board members!



Ian Wilkinson—
Wild Rose
Casino & Resort
Jefferson



Angie Gingery—
Peoples Bank

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 – Tower View Team
- Craig Berry – City Representative.



Nick Sorensen—City of Jefferson; Sid Jones—GCDC; Chris Deal—The Forge; Dr. Dan Kinney—ICCC; Gov. Reynolds; Dr. Steve Karber—Greene County Schools; Jamie Daubendiek—Jefferson Telecom; Peg Raney—Jefferson Matters: Main Street; Norm Fandel—Midland Power Cooperative; Dawn Rudolph—Greene County Supervisors

Winner Winner, Dinner with the Tuckers!

Keith VanderWilt's name was drawn from over 80 names who made their investment to Jefferson Matters: Main Street by Dec. 31. A date will be scheduled for Keith and 3 guests to dine with Rosie & Ray Tucker in their beautiful loft overlooking the downtown square. We appreciate all who have made their investments. The Board of Directors appreciates the continued investments that are still coming in to reach the goal of \$68,000 to cover the costs of this successful program. See the bell tower thermometer to see our progress. Jefferson Matters: Main Street is a 501 c 3 non-profit so donations are tax deductible.

Jefferson & Greene County recognized by Governor Reynolds

Representatives from Jefferson and Greene County were invited to attend the Condition of the State address of Gov. Kim Reynolds on Jan 15. In her address, she praised the hard work needed to rehab buildings, volunteer hours spent on the school bond referendum, and attracting The Forge to town. From that visit, the Governor's office and IEDA are interested in continuing to support housing efforts in the community.

Rooftop Art designs will be accepted until Feb. 20 at the Main Street office or contact Deb McGinn at mandd@netins.net. Artist selected receives \$1,000 for work.

Rural Electric magazine article
Midland Power Cooperative's Norm Fandel was contacted through the Rural Electric magazine to discuss the transformation in Jefferson's downtown with historic preservation and continued plans for growth. An article and before and after photos of façade rehab were highlighted in the article. Main Street certainly appreciates the support we receive from Midland Power. See the link to the article on our website and this email.

February Main Street Mtgs. & Events

- Feb. 14—Design—10 a.m.
- Feb. 14—Economic Vitality 12:30 pm
- Feb. 14—Organization—4 p.m.
- Feb. 20—Board mtg. 4:15 pm
- Feb. 21—Tower View Team- 10 a.m.
- Feb. 21—Promotion—11:30 a.m.
- Feb. 21—Main Street Volunteer Party—5:30 pm at Meythaler Photo
- Feb. 26—City Council Quarterly Report—5:30 pm

Contact Us: Peg Raney, Director
110 West Lincoln Way P.O. Box 17
515-386-3585
director@jeffersonmatters.org
www.jeffersonmatters.org



Java & Juice in the Main Street District will begin again in March, alternating months with the Chamber of Commerce. Main Street is scheduling dates for March & May right now—so let us know if you'd like to be a host.

See the February schedule on our website under Events.

Take a look at our website for lots of news, projects, and pictures!

www.jeffersonmatters.org



Iowa Great Place application

A group from around Greene County met to watch an introductory webinar about the Iowa Great Place designation. From the info presented, the group determined that the application should be for Greene County instead of just Jefferson.

Region XII Council of Government's Lauren Subler has been asked to write the application. A visioning process is needed and the recent Vision 2020 plan through Greene County Development Corporation with ideas for throughout Greene County can be utilized.

This application is due on May 1. A 501 c 3 or government entity needs to be the applicant for this designation.

Wanted: Artist contact info.
Please contact Roger Aegerter if interested in being on a list of potential artists available to businesses for painting the mini-bell towers.
roger.aegerter@gmail.com—or contact the businesses directly.

EntreBash & Tour of Possibilities

Members of Design and Economic Vitality committees are working on hosting the annual EntreBash through Midwest Partnership along with a Tour of Possibilities in Jefferson's Main Street District. The annual EntreBash attracts entrepreneurs and small businesses to learn of free business services and available by various agencies. The Tour of Possibilities will be an open house of available buildings in the downtown – both first floor and upper story possibilities. Dates of April 25 & 27 have been tentatively set with more publicity to come.

Available building owners will be contacted to see if they want to be involved with a person on-hand to share info. Main Street will provide greeters at each site.



Be a Part of the Arch!

At the time of this newsletter, the two community sessions working with David Williamson on Jan. 31 would have been completed. We hope YOU were able to attend and be a Part of the Arch! Keep a watch as the Tower View Team shares info on the next steps in the Arch Alley project.



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 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

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

Beautification efforts

Design committee members have begun working on proposals for two beautification projects for downtown Jefferson. Through the fall, members have been looking online and through catalogs to propose new Christmas decorations for the light poles with the banners around the square. Another group is investigating additional planters to spread the beautiful flowers and plants of each season throughout the Main Street District.



YOU ARE THE TOPS AS WE AIM HIGH!

MAIN STREET'S VOLUNTEER PARTY

Thurs., Feb. 21 at 5:30 pm
Meythaler Photography Studio
122 E State, Jefferson

SPOUSES/SIGNIFICANT OTHERS WELCOME!
LIGHT REFRESHMENTS/DRINKS

AT 6 PM
2018 VOLUNTEER FROM EACH COMMITTEE RECOGNIZED
2018 LEADERSHIP AWARD ANNOUNCED

TOUR "CITY VIEW ON STATE" & "THE FORGE" AT 6:30 PM

Annual Main Street Volunteer Party

Thursday, Feb. 21 at 5:30

The annual Volunteer Party hosted by the Organization committee will be held on **Thursday, Feb. 21 at 5:30 p.m.** at Meythaler Photography.

Volunteers and their spouses/significant others are invited for refreshments and drinks to celebrate the great projects from 2018 & to look forward to the next year.

Each of the five committees will recognize a volunteer who made a special impact in 2018 at 6 pm.

The Board of Directors will announced the 2018 Leadership Award. This prestigious award winner will then be acknowledged at the Main Street Iowa Awards on March 8 in DM.

A tour of several empty buildings will be available to attendees - City View on State and The Forge at 6:30 pm.

Nominations for Main Street Iowa Awards

Each year, Main Street Iowa sends out the categories for annual awards for projects from 2018. This year the JM:MS board submitted 7 nominations.

Those 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

Main Street Iowa will notify Jefferson on awards and all are welcome to attend the Awards Ceremony on March 8 at the Scottish Rite Consistory.

Please RSVP by Feb. 22 to the Main Street office or email director@jeffersonmatters.org if you would like to attend the Main Street Awards on March 8.

Spouses & friends are welcome! Cost is \$10/each.

You are cordially invited to attend as we celebrate the

2019 MAIN STREET IOWA AWARDS

FRIDAY, MARCH EIGHT
Reception beginning at five o'clock in the evening
Ceremony will commence at six-thirty

SCOTTISH RITE CONSISTORY
519 Park Street, Des Moines, Iowa, 50309

Kindly respond to your local Main Street organization by February 22, 2019

Tickets are \$10 per person
Ticket prices will increase to \$20 after the deadline

Festive attire suggested

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 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. 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.

2018—2nd Place—Team Emojis



Main Street Iowa Exchange

A Partner Visit for Jefferson with Story City is the plan from Main Street Iowa staff for 2019. A variety of city council, staff, volunteers and residents are asked to spend a day in Story City and answer questions about impressions and suggestions to help that Main Street community. In turn, a group will visit Jefferson to give their input on shopping, the look and feel of the downtown, etc. We are looking at several dates in May – one being on a Saturday – and offer this to anyone who would like to participate. We look forward to the feedback we gain from these visits.

2018 -1st Place—History Boy



J E F F E R S O N M A T T E R S :
M A I N S T R E E T

FAMILY FEUD ~ JEFFERSON EDITION

S A T . A P R I L 1 3
A T H I S T O R Y B O Y
T H E A T R E

Family Feud~Jefferson Edition

Now is the time for teams to begin assembling to be a part of the annual Family Feud fundraiser event. Who would you like to see compete in this hilarious team competition? Four teams of 5 people each are needed. Are you game? Contact the Main Street office!

The date of **Saturday, April 13** has been set. The traveling trophies will be brought back from the two winning teams of 2018 to turn over to the 2 winners for bragging rights in 2019. The Organization committee has surveyed 100 people regarding local questions that will be asked by our host. Get this event on your calendar and schedule a babysitter for a great adult night out socializing with others who think Jefferson is a great place to live.