

Mount Vernon-Lisbon Community Development Board June 2008 Summary Report

PROMOTION COMMITTEE – Co-chairs: Sara Gaarde, Lori Winder, Jennifer Miller

- Instituted the "Save \$10" Campaign with buttons, advertising, and news coverage. The purpose of the campaign is to point out the cost of driving out of town to shop. Total of six meetings have been held. Two dozen businesses are participating.
- Continued work on promoting the 4th of July Antiques Extravaganza. Advertising was placed two weeks prior to the 4th and flyers were left in businesses around town. Promotional flyers and signage will also be taken down to Hansen's Antiques to point shoppers in our direction.
- Held first Chili cook off committee meeting. Date is set for October 4th.
- Working on Music on Main for 1st weekend in August.

DESIGN COMMITTEE – Co-chairs: Ed Sauter, Karla Steffens-Moran

- Developed short-term goals that will be published soon.
- Scorz Building (Ed Sauter): Cleanup is proceeding, slowly but definitely. Owners hope to have business back open by this coming December. Window replacement options meet Historic Preservation Guidelines.
- Back Alley Clean-up North Alley (Pam Mott): Retaining Wall project on hold due to lack of consensus from business owners. City has agreed to clean up parking lot overgrowth. Pam is still considering stairs up to building for better access from the rear.
- Trails Project (Karla M. Steffens-Moran): Loren Hoffman is in the process of writing a REAP grant for the project. MV Economic Development Corporation has agreed to be lenient with regard to timeline as long as work toward the project is evident. City and School agreed to meet to address the 28 E Agreement with regard to the area. Timeline is dependent on city crews but hopeful that it will begin no later than end of summer, start of fall.
- Design Review Guidelines (Marty Christensen): Weekly meetings have occurred to finalize review of drafted guidelines. Final draft will be submitted to P and Z for review by August.
- Mural Project (Ed Sauter/Karla M. Steffens-Moran): Rich Hermann has met with Fran and Mark Benesh and proposed a collage of historic tableaux to replace the existing advertisements/painting. Karla discussed with Mark Benesh who says that it may be less expensive for him to paint it versus image it. Cost estimates are being investigated.
- Awnings/Signage (Ed Sauter/Pam Mott): Committee members determined that matching funds up to 1,000 dollars would be made available to those businesses/building owners who wished to apply for business incentive grants for either awnings and/or projecting signs (both of which would need to meet approval of Historic Preservation). The application form is being created and will be approved by the next Design Meeting. Pam Mott is contacting several awning and sign companies in the area to get a sense of their timetables. The hope is to have new awnings and/or signs by this fall.

Mount Vernon-Lisbon Community Development Board June 2008 Summary Report

BUSINESS DEVELOPMENT COMMITTEE – Co-chairs: Stephanie Hasselmann, Dick Budde

- Maintain an accurate Contact List of all existing Mt. Vernon and Lisbon Businesses - Beckie Hess has completed a list and is now contacting people to test the accuracy of its contents.
- Develop and circulate a questionnaire to existing businesses to find out their views of what needs to change/what needs improvement - Karla and the Promotion Committee are developing two questionnaires - one for businesses and one for customers. She will let us review them when completed.
- Re-activate the AM/PM Exchange Program coupled with Ambassadors Program from the Organization Committee - Trish Kohl has done extensive work on this, and it was a primary point of discussion at our last meeting. We hope to have our first AM/PM Exchange event this fall.
- Energy efficiency / Green business initiatives. This was discussed with Jim Thompson at the ICN event in Lisbon. He concurs that IDED moneys will be available to those communities with a “green plan”. However, we have decided to wait until some short term goals are accomplished before investigating this program.
- Develop a close relationship with the IA Dept. of Economic Development and their Main Street Iowa Team - this is a valuable resource and we need to get Cali Beals, Jane Seaton and others involved in our efforts. Cali is now being copied on our e-mail communications.
- Economic Incentives available for Community Businesses - We discussed what programs Chamber of Commerce and Economic Development had in the past. We discussed funds availability and appropriate expenditures. It was left that we would contact the Main Street Program to find out what other communities have done in this regard.
- Update the LOIS Database - Bill Micheel is well on his way with this. We learned at the ICN meeting that LOIS is primarily used by manufacturers researching new plant locations, and not so much retail businesses. Bill has been gathering a list of spaces available and will be populating the LOIS database with that information.
- “Business Incentives Package”, "Info Packets" and "Rapid Response Program" - Mike Turner/Kevin Driscoll/Deb Herrmann/Todd Nelson have formed a Task Force and are meeting separately on these issues.
- Welcomed two new members to the Business Development Committee - Todd Nelson and Ann Stoner. They both bring excellent business knowledge and experience to our committee and the Main Street Program. Thank you for volunteering and welcome!

ORGANIZATION COMMITTEE - Co-chairs: Dee Ann Rexroat, Brenda Langenberg

- June was our first formal meeting of the Organization Committee.
- Developed short and long term goals. These will be published soon.

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- Discussed Sun communications with Jake – would like to have a regular, anchored article similar to “Cole Corner” to communicate Main Street and Community Development activities and events.
- Created forms gathered from Main Street University for committee use:
 - Volunteer Data Sheet
 - Sample Committee Minutes Form
 - Sample Project Implementation Plan
 - Volunteer Job Description Worksheet
 - Volunteer Hour timesheet (two types)
- Handed out volunteer data forms to all members (will collect at July meeting) to have a better understanding of volunteer skills and interests in hopes of matching those to active projects.
- Handed out volunteer hour sheets to all members, who will keep track of their hours as part of Main Street requirements.
- Contacted Crystal Clark, Scott Ervin and Ann Stoner for committee interest. Ann Stoner has agreed to become involved in the Business Development area. Our committee will continue to seek volunteers who may be interested in CDB and Main Street.

EXECUTIVE COMMITTEE – Rich Herrmann, Stephanie Hasselmann, Dee Ann Rexroat, Jennifer Miller, Ed Sauter

- Welcomed our new director Bill Micheel to his new role by providing tours, introductions, office space, cell phone, salary processes and computer tools.
- Developed a new travel and expense policy for board approval.
- Supported RAGBRAI, 4th of July and Heritage Days committees with publishing web related applications and information.
- Consolidated and published committee summary reports for May.
- Researched and presented web related updates for board approval.