

Mount Vernon-Lisbon Community Development & Main Street May 2008 Summary Reports

PROMOTION – Lori Winder, Jennifer Miller, Sara Gaarde

- Organized Community Day at the Ballpark on Sunday, June 8th. All youth little leaguers received a complimentary ticket.
- Music on Main is scheduled for June 14th and August 2nd from 6:30 - 9:30 p.m. between Bauman's and the Mount Vernon Bank.
- 4th of July Extravaganza - Next planning meeting will be on June 4th at 9:30 a.m. at Garden Style Floral.
- Chili Cook-off planning meeting is scheduled for June 25th at 7:30 p.m. at Chameleon's.
- The next full promotional meeting is June 11th at 8:30 a.m. at the Mount Vernon Bank. The Promotion Committee meets the 2nd Thursday of each month.
- Visitor's Guides were printed and distributed to CAM Brochures (20,000) as well as the four major Iowa Welcome Centers (200 each) and delivered to the Visitor's Center for further distribution.
- Discover ad in The Sun newspaper complete and approved.
- Grants for the billboard and the Visitor's Guides have been completed and sent to the EITA office for reimbursement. CDB should receive \$700-\$800 in grant funds to help offset the costs of those two projects.
- Currently planning and organizing a "Shop at Home Campaign" based on the high cost of gasoline. Timeframe will be from mid-June - through August.

DESIGN – Ed Sauter and Karla Steffens-Moran

- Scorz update: Clean-up has commenced on the Scorz building and the owners are moving forward with restoration. The Historic Preservation Commission is working to secure a \$15,000 emergency grant for matching funds that will be used for the roof repair.
- At the request of the Community Development Board, the Mount Vernon City Council voted to reallocate the \$25,000 budgeted for improvements to the parking lot to the restoration and funding of incremental historical improvements for the Scorz building.
- Ed Sauter requested a vote from the Mount Vernon Economic Development Commission to reallocate the \$12,500 from the eCommunity funds to the Scorz building.

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- The hanging pots with flowers have been installed on Main Street and watering has commenced. No problems have been encountered at this time.
- OPPORTUNITY SIGNS for vacant buildings have arrived. Bill Micheel has picked them up and will be contacting realtors and owners of vacant property regarding placement.
- The committee approved placement of the new Main Street signs in accordance with the IDOT.
- The Design Committee will work with the City and property owners to develop a long-term solution to the garbage problem in the alleys. This includes regular clean-up as well as positioning of the garbage cans and dumpsters.
- A task group composed of Design Committee members who were part of the original City appointed task group, plus additional volunteers, agreed to meet on a weekly basis until the standards or guidelines are completed for Highway 30 rezoning. It is anticipated that this process will take 4-6 weeks.

BUSINESS DEVELOPMENT – Dick Budde and Stephanie Hasselmann

- Maintain an accurate Contact List of all existing Mount Vernon and Lisbon Businesses - Beckie Hess is contacting people and companies on the list to get accurate current information, as well as merging the list with an updated list of Lisbon businesses she procured. Once completed it can be rolled back into the Access Database.
- Develop and circulate a questionnaire to existing businesses to find improvement areas - Karla Steffens Moran and the Promotion Committee are developing two questionnaires - one for businesses, and one for customers. The committee will review them when completed.
- Develop a “Meet the Area Businesses” program, so that our committee is more tightly coupled with those we are trying to benefit. Trish Kohl will be working with others on re-establishing this revised AM/PM Exchange program.
- Update the LOIS Database for both communities - John Bardsley and Bill Micheel are now working in tandem on this effort. Software was obtained during the Main Street University Business Development session that will aide in capturing this type of data.
- A task force has been formed that will investigate several areas: Develop and maintain an ongoing list of available commercial real estate in MV-L including building lease/rental rates; Develop, in partnership with city governments, an “Incentives Package”, so that prospects immediately know the perks of locating here; Develop and modernize MV-L Community Info Packets as a response to

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businesses who desire to locate in the area. The task force is comprised of Mike Turner, Kevin Driscoll and Deb Herrmann.

- Discussed how responsibilities of the MV-L Planning and Zoning Committees and the CDB Design Committee should be coordinated and aligned.

ORGANIZATION – Brenda Langenberg and Dee Ann Rexroat

- Created vision and mission statements for the Organization Committee.
- Attended Main Street University in Story City May 28-29.
- Developed short and long term goals that include a wide variety of projects:
 - Monthly e-newsletter, mailing lists, Main Street presentations, volunteer surveys, establishing documentation for all board members, coordinating the Super Saver program, and recruiting volunteers.

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

- Reviewed 20 resumes from candidates applying for Main Street and Marketing Director. Interviewed 5 candidates. Hired Bill Micheel on May 27 as new director.
- Attended Main Street University in Story City May 28-29, and coordinated volunteers, transportation and accommodations for that trip.
- Held a special work session to discuss issues, concerns, opportunities and priorities for the Community Development board.
- Interviewed with Jake Krob of The Sun newspaper to introduce Bill Micheel, and held an interview with KCRG TV9 regarding Community Development activities that will be aired the week of July 7th as part of the "Our Town" series.