

## **Community Development April Highlights - Summary**

### **PROMOTION – Sara Gaarde, Jennifer Miller, Lori Winder**

- Chalk the Walk promoted by mailing 1,000 postcards, radio spots purchased on KSUI, WSUI, & KCCK, ads in CR Gazette, Iowa City Press Citizen, the Sun and four Sun affiliates. Craig Wilson interview on KCCK.
- April Midwest Living magazine ad received over 400 requests for more information. Visitor's Guides were mailed to those responding. Statewide Iowa Tourism feature ad will run in seven major daily newspapers on Sunday, May 4.
- Visitor's Guide has been updated, edited and proofed. 30,000 copies will be printed in May for distribution to rest stops, hotels, and over 2,000 names from our ad database.
- Ad placed in the Dubuque Telegraph Herald's summer vacation magazine which will be distributed to northeast Iowa, southeast Minnesota, and southwest Wisconsin.
- City Revealed magazine featured Mount Vernon and Lisbon events in the May issue, highlighting all major events.

### **DESIGN – Ed Sauter, Karla Steffens-Moran**

- 40 iron hanging baskets and liners were purchased. The flowers and any remaining costs will be purchased from a \$2,000 annual beautification fund in the city's budget. Watering will be a partnership between the city, a paid person and volunteers.
- Ian MacDonald designed a placard to be used in vacant buildings in downtown MV which was approved by the Design Committee.
- 4 Main Street signs have been delivered to the City. One has been placed so far.
- The billboard on the side of Fran & Cherrie's Skillet Grille will remain but needs some repair and new art work. Exploring options and ideas.
- Work continues on the educational nature trail and wetlands preserve with joint meetings, grant submittals and obtaining in-kind services.
- Tree lighting uptown is being investigated for possible solutions.

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### **BUSINESS IMPROVEMENT – Dick Budde, Stephanie Hasselmann**

- Discussions underway and investigation continues in several areas:
  1. New Business Recruitment - having handouts prepared for prospective businesses.
  2. Existing Business Retention - develop and refine a database of MVL business contacts.
  3. Residential Recruitment.
  4. Update LOIS database.
  5. Recruiting volunteers for committee assignments.

### **ORGANIZATION – Brenda Langenberg, Dee Ann Rexroat**

- Organized the April 16 Community Banquet including location, caterer, menu, AV equipment, invitations, program, introductions, RSVPs, mailing invitations, plaques, publicity and guest speaker.
- Queried other Main Street communities for ideas on how to keep track of volunteer hours; received several ideas.
- Collected materials for ideas on honoring volunteers, which we plan to escalate.
- Collected newsletter ideas for future issues.

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

- Main Street and Marketing Director – Posted job description and received 17 candidates for review, with 5 being invited for interviews May 1 and 2.
- Invoices were mailed to 34 businesses and individuals asking for their Main Street pledge amounts.
- Work continues on Main Street action items from Kick-off meeting in March related to organization, presentations, education and training.
- Consolidated information from 3 sources to create a more comprehensive business and membership database for use by all committees.
- Developed board guidelines for committee spending, improving communications, and reviewed Main Street suggested benchmarks for the future.