

Joint Downtown Beautification and Economic Development Meeting
August 15, 2016 – 6:30pm
Minutes – Stan Darter

Meeting Called to Order : 6:31

Committee Members Present - Thomas-C, Darter- C, Notheisen, R. Trantham, Hopkins, Koerber, Heller, Tom Smith

Others Present – Gerry Frederick, Sarah Deutch, Shawn Kennedy, Kyle Buettner

Petitions by Citizens Non-Agenda Items – None

Approval of 6/29/2016 Minutes – 1stKoerber (with corrections) 2nd Heller – Motion carried

2017 Visitors Guide – Sarah Deutch said the Tourism Bureau would like a commitment for our Full Page Ad by end of August. Full page with our 50% discount is \$2612.50, same as last year.

Notheisen asked if we could change pictures, Sarah responded Yes.

Motion made by Notheisen to Give Commitment, 2nd by Koerber – Motion carried

Discussion about which businesses we could use on Ad. The Breweries were mentioned along with JFires and others. Last year we had 115,000 copies distributed to various outlets.

New City of Waterloo Brochure – Sarah Deutch said 2013 was the last time we printed Brochure and we had been waiting on the Breweries to open before we printed again. We will run out of Brochures by year-end.

Printing cost from Wood River Printing – 10K \$737 and 5K \$570

Printing cost from K&D Printing – 10K \$720 and 5K \$545 Design and changes are free

General agreement we would like to stay local with printing if possible.

Discussed possible changes to brochure with JFires mentioned along with others.

Motion made by Notheisen to print 10K, 2nd by Koerber – Motion carried

Christmas Walk – Sarah stated the Chamber has taken over the coordination of this event. The city has donated \$250 to this event in the past.

Motion made by Koerber to donate \$250 this year, 2nd by Heller – Motion carried

Other – Sarah talked about the Rack card printed for use at Porta Westfalica and used at Pumpkin Fest and Homecoming Parade last year.

Motion made by Notheisen for Tom & Sarah to make decisions about Card Content, 2nd by Rita Trantham motion carried.

Print 500 for Homecoming Parade and 250 to be distributed to area businesses.

Downtown Concert Series – Sarah Deutch handed out copies of a Proposal for a Downtown Concert Series from the Chamber. Concerts proposed for warmer months, 1 Saturday Night and 1 Sunday afternoon per month. Chamber would get Sponsors to pay Bands, and coordinate events. City would provide electric hook-ups and help coordinate events.

Discussion covered Trash Collection/Cleanup, Police Presence at Saturday Events, White lights in Downtown year-round (like the multi-colored lights used at Christmas), and street closures. Several people spoke in favor of the borrowed Portable Stage used at Palooza and Randy's 25th Anniversary.

Discussion about continued use of the borrowed stage and/or possibly having one built by City Workers as a Winter Project. Tom Smith said it could cost as much as \$20K.

General Agreement to use the Bandstand for Sunday afternoon concerts and very high interest for a Portable Stage on Saturday Night Concerts. Also the portable stage could allow it to be placed closer to the Downtown Business Sponsoring that concert.

Motion to Adjourn 1st Heller 2nd Koerber