



Main Street Board Meeting Minutes
April 20, 2023

I. Called to Order at 7:34 a.m. by Stacey Wilhite.

Attending: Stacey Wilhite, Katy Gassaway, Sarah Gudenkauf, Skie O'Mahoney, Krista Marx, Ed Rivers, Monica Nava. Jake Carter arrived at 7:39 am.

Absent: Mercathea Hughes

Staff: Kristina Alvarez

II. Welcome

Public Comment: None.

III. Minutes:

February 16, 2023, minutes were provided to the board. Katy Gassaway made a motion to approve minutes. 2nd by Monica Nava. Motion passed unanimously.

IV. Financial Report:

No financial report was provided to the board, no change since the last meeting. No vote was needed.

V. New Business – Discussion & Possible Action

1. Hogeye Festival

Updated provided on status of vendors. New sponsor category presented – Wild Boar at \$5,000 to offset the children's activity level. This category could also cover the Friday night dance or Thursday activity. Krista Marx made a motion to approve the new sponsor level, 2nd by Katy Gassaway. Motion passed.

2. Veteran's Park Expansion Update

Project going to bid, groundbreaking should be by June.

3. Main Street Marketing Grant Applications

4. No grant application this month.

5. Main Street Improvement Grant Applications

No grant application this month.

6. Business Retention & Recruitment Committee

Business 101 was a success. Six businesses were present, and it is planned to provide the event again to ensure businesses are obtaining assistance to be successful.

7. Promotion & Tourism Committee

Focus on reaching the subdivisions to let new people know about the downtown. Brohn Homes has been delivered, KB Homes is scheduled for delivery. The committee wants more posts on Nextdoor. We are also targeting Green Acres and Elgin Woods to provide information to their guests so that they are aware of the businesses in town.



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8. Design Team

Planter pilot project was discussed. The board would like to see the planters all painted differently vs. having them all be paint cans.

9. Parklet Pilot Project

Options were provided on the parklet program with the potential to purchase fencing and materials to make the parklet consistent. Need to be able to store anything we would purchase. Ed Rivers mentioned it would be ideal to have something that can also be used for Hogeye. Tabled for future discussion.

VI. Announcements

Sip, Shop & Stroll March 9th

Sip, Shop & Stroll April 13th

Music in the Park every Friday Night April through May

Adjourned: 8:06 am

Approved:

Attest:
