

Minutes
Moline Centre Main Street Commission
City Hall, 619 16th Street
Monday, March 17, 2014

The Moline Centre Main Street Commission meeting came to order at 4:00 p.m. The Commission met in regular session in the Committee of the Whole Meeting Room at City Hall.

Attendance: Those present were as follows:

Commission Members Present:

Beth Lagomarcino
Matt Sivertsen
Lori Turner
Hector Colon
Jeff Anderson
Andrea Peterson

Commission Members Absent

Amy Trimble
Gary Freeman
Frank Ege

Staff Members Present

Adam Holland
Terri Smith

The meeting was called to order at 4:05 p.m.

Minutes: Lori Turner made a motion to approve the minutes. Jeff Anderson seconded the motion. Motion was approved by the entire Board.

Our new Commission Member, Andrea Peterson, was introduced to the group. Andrea currently works at the City of Moline in the Engineering Department. She also works part-time at the Bierstube and lives downtown in the Phillip's Lofts building.

General Trust Fund Report:

1. The balance in the General Trust Fund as of February 28, 2014 is \$2,089. There was no discussion regarding this amount.
2. Adam presented the Board with final Get Jazzed numbers. The 2013 event loss was (\$226.22). Comparatively, this was not as bad as in prior years. The 2012 loss was (\$1,263.78). 2011 loss was (\$1,034.65). Even though this is a successful event, we need to contemplate and discuss ways to make it more profitable. Some indicated

increasing participation fees and possibly have the businesses pay for musicians. We will consider these matters in further detail during a future Promotions Committee meeting.

Design Committee Review:

1. **We have approximately \$7,000 in façade funds remaining.** The Façade Program was not allotted any funds for 2014. The \$7,000 has been rolled over from 2013.
2. The Design Committee has asked that we contact Dick Ryan regarding his building located at 1231 5th Avenue. The Zenon Building, located next to Mr. Ryan's building, was recently razed. As a result of the demolition of that property, the east side of his building was damaged. The Committee wanted to know if he intended to fix up the newly exposed area. If Mr. Ryan did not have the funds, the Committee has suggested that some of the funding to repair that damage be utilized, if he would be interested.
3. The owner of LeMekong has also expressed an interested in utilizing some of these funds to complete the renovation on the west side of his restaurant/building.
4. Some members felt since the 5th Avenue Streetscape has been completed, plans for 4th & 6th Avenue renovations should be addresses. The Moline Centre Master Plan does incorporate these street renovations into that document.
5. **Beth indicated that even though façade funds will be depleted this year, she didn't want to see the Design Committee disappear.** Adam indicated that he would like to **see the Committee focus on other projects that are not necessarily façade related**, such as way finding signage, building improvements, etc. We will discuss this in further detail at the next meeting.

Promotion (Merchant) Committee Review:

1. Moline Centre will be hosting the 10th Annual Cabin Fever Pub Crawl on Saturday, March 22nd. In order to alleviate congestion this year, we will be splitting the bars into two groups. There are 11 bars participating. Hours are from 2 - 6pm. This event has lost revenue in the past and, like Get Jazzed, we need to research ways to make it more profitable in future years.
2. Race for The Cure is another successful event where we need to find a way to capture some revenue. We will be discussing this at future Merchant's Meetings.
3. The Summer Concert Series begins June 5th. We will have 9 bands play on The Plaza this year. Beverage services will change. Vendors adjacent to The Plaza area (Steel Head Tavern, Pub 1848 & The Chop House) will all be signing a license agreement with the City, so they are able to serve liquor during these concerts. We are also looking into bringing food vendors to this area during the concerts.

Economic Review:

1. Adam reported that BRIX, the new pizza restaurant on the corner of 15th Street & 5th Avenue, will not be open until May 1st.

2. There may be a new bar opening up next to Bent River, in the old photography studio, called The Broken Saddle.
3. The kitchen remodel of the Bent River Brewery is now complete. They are in the process of renovating the front portion of the building and should have that done in a few weeks.
4. Jeff asked if Moline Centre does any type of special recognition to announce new businesses into downtown. Adam indicated that it is promoted through Facebook, email, newsletters and websites. The group felt that we should look into a special ceremony to announce their presence or create a sticker of some sort to place in their window. This might be a project for the Promotions Committee.

Review of Main Street Director 's Retreat :

1. Adam announced that the Illinois Main Street Directors retreat held on February 24 - 27th, was a great success. Over 25 communities attended and were very impressed with Moline Centre. Many expressed an interest in having more events in our city. Even though most of the classes/programs were not held in Moline, overnight stays were at either Stoney Creek Inn or the Radisson.

Other Business:

1. New Moline Centre Logo. A committee has been formed to create a new logo for Moline Centre. This process will take approximately 4 - 6 weeks to complete. The new logo will be for publications only. This Committee expressed interest in maintaining continuity with our current graphic branding.
2. Beth asked everyone their thoughts on the general (gun) carry law that has now been enacted. She has some concern about individuals bringing a gun into her business. Some suggested placing a sign on her front door indicating no firearms allowed.

The meeting was adjourned at 5:05pm

Respectfully submitted by Terri Smith

Next meeting is scheduled for April 21, 2014