

**Moline Centre Main Street Commission Minutes
4:00 p.m.**

Wednesday, April 18, 2018

**Quad Cities Chamber of Commerce
1601 River Drive, Suite 310
Moline, IL**

The Moline Centre Main Street Commission meeting came to order at 4:10 p.m. The Commission met in regular session in the Quad Cities Chamber of Commerce offices.

Commission Members Present:

Matt Sivertsen, The Planning Center
Dave Parker, City of Moline (2nd Ward Alderman)
Chelsey Hohensee, Metrolink
Omar Bradley, First State Bank
Jeff Anderson, City of Moline (Staff)
Peter McDermott, McDermott Construction

Commission Members Absent

Ajay Singh, Heart of America (HOA)
Beth Lagomarcino, Lagomarcino's
Dave Fortin, DF2 Consulting

Staff Members Present

Adam Holland
Terri Smith

AGENDA ITEM #1 – Public Comment

There was no public comment at this time.

AGENDA ITEM #2- Approval of Minutes

Minutes from the March 21, 2018 meeting were reviewed. A motion to accept these minutes was made by Jeff Anderson. Omar Bradley seconded the motion. Motion was approved unanimously.

AGENDA ITEM #3 – Adjacent Property Marketing

Adam Holland stated that we have had a request to assist with marketing promotions for the Spotlight Theatre (fka Scottish Rite Cathedral) and Trimble Point. Since they are outside of the SSA boundaries, we have not been able to promote their events. A brief discussion regarding this subject took place at the March 21, 2018 meeting.

Jeff Anderson spoke to Ray Forsythe about this matter and he indicated that changing the boundaries to include this entity would be complex and time consuming. Procedures would mimic that of creating a new SSA.

Additional comments from the Board as follows:

1. Are Spotlight/Scottish Rite events contributing to the overall benefit of the SSA's?
2. If we do not expand the SSA boundaries and assist, would marketing costs increase? Estimated costs? How much staff time would be involved?
3. Do SSA members need to be included in this discussion/advised?

Upon further discussion the Board felt that events in the Spotlight Theatre and Trimble Point that bring people to other venues in our downtown and contribute to activities in Moline Centre should be included within the Main Street marketing procedures.

Dave Parker made a motion to incorporate the Spotlight Theatre/Scottish Rite and Trimble Point events into the promotional part of the Moline Centre expenditures. Chelsey Hohensee seconded the motion. Motion was approved unanimously.

AGENDA ITEM #4 – Events Update

Adam Holland stated that the Cabin Fever Pub Crawl was a success. 400 registrants signed up prior to the event, with additional sign-ups on the day of the event. This brought attendance to approximately 450 – 500 people in our downtown. Total revenue was \$4,000. The only expense was for the stainless steel pint glasses (\$1,836). Pinnacle donated the grand prize. Net profit for the event was \$2,164.

Chelsey Hohensee asked how profits from the event go back into the budget. Adam Holland stated that those monies get turned into future Moline Centre events.

Adam Holland distributed a spreadsheet that showed the breakdown of expenses for the concerts. Basically, this year we are showing a gap of \$539. Currently, six out of the 14 concerts have sponsors. To-date, we have not closed out sponsorships. This spreadsheet does not include porta potty rental, which is another \$400 - \$600. Adam Holland asked the commission if they could allocate \$1,000 of profits from the Pub Crawl towards the Summer Concert Series.

Jeff Anderson asked if there needed to be a motion immediately to transfer funds. Adam Holland said that we would not possibly see a loss until the last concert. Additionally, if there are rain dates, we save approximately \$662, so we would not need to have a motion now.

John Bradley asked why there needed to be a motion to transfer funds if monies are in one fund.jj

Dave Parker asked if any of bars/restaurants surrounding the plaza would consider sponsoring a concert. He said that he struggles with the fact that two of the three businesses have not paid invoices from last year's concert, and they are directly benefiting from these events. Adam Holland indicated that he will reach out to those vendors about the unpaid invoices.

The QC Craft Beer Fest, which takes place on May 12, currently has 42 paid registrants through the QC Chamber registration site and there were 162 sales when Deal of the Day was featured through the Dispatch. Radio spots will begin next week. Currently, 18 breweries have been confirmed. Additionally, we have ordered a tent, in case of inclement weather. If anyone would like to help with vendor set up or ticket sales, please let us know.

AGENDA ITEM #5 – Committee Appointments

Matt Sivertsen stated that past discussions have taken place with regard to the formation of additional Main Street committees. Adam Holland indicated that he will be addressing meeting times for the appropriate committees. He will adjust future agendas to reflect these committee reports.

AGENDA ITEM #6 – Director’s Report

The Quad Cities Chamber new CEO, Paul Rumler, will come on board this Monday. There is an evening reception at the Modern Woodman Ball Park in Davenport on Wednesday, April 25th.

Adam Holland stated that at last month’s board meeting, a decision was made to decline this year’s membership into the Illinois Main Street Program. We may apply to join next year, if things run smoothly this year. In the interim, we are allowed to participate in some programs on an ala carte basis, if we would be interested.

Adam Holland indicated that he has begun setting up broker meetings. The purpose of these meetings is to speak with commercial brokers and identify why people are not purchasing/renting buildings in Moline Centre. He will report his findings to the group at future meetings.

AGENDA ITEM #7 – Other Business

Dave Parker announced that The Spotlight Theatre will be hosting an open house on May 4th at 6:00 p.m. He encouraged everyone to support the new facility and attend. Additionally, Touch a Truck Day is May 12th and on May 19th there will be a fundraiser for the Prospect Park Pavilion. Tickets can be purchased at the Park Board. There will be a hog roast with catering provided by HyVee.

There was no other business to report.

Meeting was adjourned at 5:15 p.m.

Our next meeting will be held on May 16, 2018.

Respectfully submitted by Terri Smith