



Moline Centre Main Street Commission Board of Directors Meeting Minutes

Wednesday, December 19th, 2018

4:00 p.m.

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

The Moline Centre Main Street Commission meeting came to order at 4:04 p.m. The Commission met in regular session in the Quad Cities Chamber of Commerce offices.

Commission Members Present: Matt Sivertsen, The Planning Center; Chelsey Hohensee, Metrolink; Jeff Anderson, City of Moline (Staff); (HOA); Peter McDermott, McDermott Construction, Dave Parker, City of Moline (2nd Ward Alderman), Ajay Singh (Heart of America)

Staff Present: Adam Guthrie, Moline Centre/Quad Cities Chamber

Commission Members Absent: Dave Fortin, DF2 Consulting; Amanda Bautista (Fresh Eatery); Lora Adams (Black Box Theater)

Guests Present: None

Agenda Item #1 - Call To Order

The Moline Centre Main Street Commission meeting was called to order at 4:04 p.m.

Agenda Item #2 - Public Comment

None

Agenda Item #3 - Approval of Minutes

Minutes from the October 17th, 2018 meeting were reviewed. A motion to accept these minutes was made by Dave, Chelsey seconded the motion. Motion was approved unanimously.

Agenda Item #4 – I-74 Marketing Strategies

The Board discussed possible marketing strategies. This included talk of hiring a local business to create and implement a marketing strategy. One business mentioned was Sliver Oaks. A campaign was talked about featuring the “tour” part of detour. This could include a tour of Moline Centre businesses. Co-op marketing was also discussed for TV commercials as well as Radio advertisement.

We will gather ideas and feedback at the January Merchants meeting. At this meeting we will feature the “Stretch” a new bus line provided by Metro Link to deal directly with I74 bridge traffic during bridge construction.

Other questions asked were: “What is the Chamber of Commerce doing to deal with bridge construction?”, as well as “Is IDOT doing anything to promote business during construction?” Adam will find the answers to these questions.

Agenda Item #5 – Committee Reports

- SIT (Streetscape, Infrastructure & Transportation):
 - i. It was decided that until further notice the SIT committee will not meet regularly. These matters will be discussed at Main Street Commission Meetings. If the Main Street Commission feels the SIT committee meetings need to resume, we will re-implement the committee
- ED:
 - i. Urban Farm House opened November 16th 2018. Analog II to open New Year’s Eve 2018. Axis Hotel coming summer of 2019.
- Design Committee:
 - i. Adam informed the board that he will be creating a new design committee to guide the public art master work plan. It was suggested the Moline Parks Board have representation on this board, as well as the city (Jeff Anderson). Adam will work to form this board under the guidelines discussed by the Main Street Commission.
- Promotions – Update on Moline Centre Events
 - i. Holiday Hop had a great turn out despite frigid temperatures. Most all business reported more traffic than 2017. B role was recorded to make a TV commercial for next year. This event made the front page of the Dispatch, and was reported on several local news programs.
 - ii. Lighting of the Commons was a great success, bringing in thousands of people to the Moline Centre. Children lined up to see Santa, we ran out of kids crafts, and families lined the street to take the horse drawn wagon rides. Culminating with the Lighting of the Commons and fireworks this was truly a magical event. Adam sees the Lighting of the Commons as the flag ship event of the Moline Centre. Questions about the LOC included: “Is there a way to get a head count at the LOC?”, “Can we add anything to make the LOC better?”, “Can we promote the Holiday Hop and LOC in conjunction?” “Is there any other indoor space we can utilize for activities?” The LOC also made the front page of



the Dispatch, as well as being reported by several local news programs.

Agenda Item #6 - Director's Report

Adam said he would be working with Alderman Wendt on putting a meeting together with the topic being dynamic signage for River Drive. This could include parking on event nights at the tax slyer, and serve as promotional advertisement on non-event nights. This board could consist of two alderman, as well as representation from the city of Moline, Tax Slayer Center, Heart of America, and Moline Centre. Adam will work to put this meeting together.

The leased parking lot to the west of City Hall will be changed to 2-3 hour parking in 2019. Details are still being worked out within the city.

2 hour parking throughout the Moline Centre could be changed from 2 to 3 hours. Adam will keep the board updated.

Adam will present the 2019 work plan at the annual meeting January 2019. He gave a quick overview of plan including; Public Art Master Plan, Riverfront Clean up, New events (Marathon night), and possible banner campaign.

Agenda Item #7 - Other Business

Chelsey informed the commission that Metro Link will be giving out free rides New Years Eve of 2018. This will be sponsored by Miller Light. Adam said he help promote it through Moline Centre social media outlets.

Agenda Item #10 - Adjourn

Chelsey Hohensee made a motion to adjourn. Matt seconded the motion. Motion was approved unanimously. Meeting was adjourned at 5:10 p.m.

Respectfully submitted Adam Guthrie.

Next meeting scheduled for January 16th, 2019