



**Moline Centre Main Street Commission  
Board of Directors Meeting Minutes  
Wednesday, December 15<sup>th</sup>, 2021  
4:00 p.m.**

<https://us06web.zoom.us/j/81806469399?pwd=T1VYdVZFWkVybnlxMGVoVnFtc1prQT09>

**Meeting ID: 818 0646 9399**

**Passcode: 989884**

**Board Member Present:**

Eric VanSpeyBroeck, Rouse Consulting Group  
Anamaria Rocha, Mercado on Fifth  
Nick Bowes, Bent River Brewing Co  
Christiana Headly, Splash  
James Patrick Schmidt, City of Moline (Alderman at - Large)  
Andrew Sivertsen, Planning Center

**Board Members Absent:**

Chelsey Hohensee, Metrolink  
Ajay Singh, Heart of America  
Lora Adams, Black Box Theater

**Staff Present:**

Geoff Manis

**Guest:**

None

**AGENDA ITEM #1 – Call to order**

Meeting was called to order at 5:00 p.m.

**AGENDA ITEM #2 – Public Comment**

None

**AGENDA ITEM #3 – Approval of Minutes**

Eric VanSpeyBroeck made a motion to approve the November 17, 2021 minutes. Anamaria Rocha seconded the motion. Motion carried and was approved by all members.

#### **AGENDA ITEM #4 – 2022 Multi-Media Marketing Action Item**

Manis presented an opportunity to partner with WHBF. WHBF proposed a four tier opportunity to invest marketing dollars to allow the Moline Centre to work with downtown businesses who may not be able to afford this level of marketing on their own. Part of this proposal is putting downtown businesses on their Living Local segment. Manis pointed out that the City of East Moline and the City of Silvis are already taking part in this project. This project would be split between SSA #5, SSA #6 and the General Fund with the breakdown being: SSA #5 – 20%, SSA #6 – 30% and General Fund – 20%.

Anamaria Rocha made a motion to carry out a 12-month package for the Living Local project. Christiana Headly seconded the motion. Motion was carried and approved by all members.

Manis presented another opportunity to partner with WVIK. They proposed to start a partnership with the Moline Centre to help gain a wider marketing outlet. This will be the first time the Moline Centre will be partnering with WVIK. It would be a \$2,000 project. These funds would help market the Thursday Night Summer Concert Series and remaining funds help market Holiday Hop. This project will positively impact small businesses during the Thursday Night Summer Concert Series.

Andrew Siversten made a motion to enter a mutually beneficial contract with WVIK. ... seconded the motion. Motion was carried and approved by all members.

#### **AGENDA ITEM #5 – Holiday Events Budget Update**

Manis requested an additional \$10,000 for this year's Holiday Hop and Lighting on the Commons since they did not occur in the year 2020. Holiday Hop was over budget by \$1,156.29 and Lighting on the Commons went over budget by \$3,053.59 for a total of \$4,209.88 for both events.

#### **AGENDA ITEM #6 – Director's Report**

Manis reported on the end of the year budget review for 2021. This will be discussed in January of 2022.

#### **AGENDA ITEM # 7 – Adjournment**

... made a motion to adjourn. James Patrick Schmidt seconded the motion. Motion was carried and approved by all members. Meeting adjourned at ...

*Respectfully submitted by Angelena Valdes, Community & Economic Development Seasonal Office Assistant*