



## **Moline Centre Main Street Commission**

**Meeting**  
**Wednesday, April 19, 2023**  
**4:00 p.m.**

Moline City Hall – Council Chamber  
619 16<sup>th</sup> Street  
Moline, IL 61265

---

**Members Present:**

Ajay Singh  
Arturo Salinas  
Lora Adams (V)  
Nick Bowes  
Andrew Sivertsen

**Staff/Attendees:**

Crystal Beale, Renew Moline  
Kirk Marske, Moline Centre Program Manager

**Absent:**

Ryan Hvitløk, City of Moline  
James Patrick Schmidt, Alderman  
Amy Trimble  
Eric VanSpeybroeck  
Chelsey Waterman  
Christiana Headley

Call to Order – The meeting was called to order by Kirk Marske at 4:05 p.m.

➤ Approval of March 15, 2023 Minutes

Due to the lack of quorum the Commission could not vote on business matters, including approving the minutes.

➤ Main Street Commission Resignations

There are two potential resignations, from Chelsey Waterman and Christiana Headley. These resignations cannot be complete without following the proper procedures. The bylaws state the member must send a resignation letter to the Commission's secretary. Kirk will request resignation letters. If letters are not received, Kirk will put voting of these

resignations on the next meeting's agenda. The Commission will accept the resignations by majority vote. Ajay noted the bylaws state there should be a minimum of seven but no more than fifteen members. Andrew stated there is no urgency since we still have nine members, but recruiting should begin for future openings. Ajay noted the terms that will end in September including Ajay Singh, Andrew Sivertsen, and Eric VanSpeybroeck. Ajay is not eligible to run again. A discussion was held about differences and overlaps in the ordinances and bylaws.

➤ Moline Centre Program Updates

Kirk is working on a new logo for Moline Centre and asked the Commission their opinions on three new logos. He explained the meaning of the tagline in reference to Moline Centre. "Historic" and "Vibrant" promotes the history and growth of Moline Centre, and "Downtown" provides a geographic context. Andrew likes the top right logo, keeping the wave of the original logo and the tag line resonates with him. Before he joined the Main Street Commission, he did not know what Moline Centre was; the location reference is a good idea. But since the Moline Centre logo has the same green and blue as the Renew Moline logo, he would like to see the logo including orange too. Arturo agreed and Lora Adams stated, horizontal logos work better for TV advertising.

Kirk is working on a new website since the Moline Centre website is very outdated. The current platform is Express Engine 2.9, dating back to 2014. Today's current version is 7. He has spoken with Tag Communications, updating Expression Engine to the current version is not an option. A new website is required. Kirk has been using Go Daddy to build a new website since the cost of a new website is not in the budget this year. He would like to see a more functional page with a more dynamic and interactive calendar.

Kirk's administrative work has been focused on updating programs. He has also been verifying the Commission to make sure all members qualify. He has been busy managing what was done before he started this position and focusing on what the future will be. He would like a strategic plan for 2024, including suggestions from Moline Merchants. Currently the big event Kirk will host is the Holiday Hop. But there has been discussion about hosting large quarterly events. Andrew asked if the Pub Crawl was still being held this year. Nick said it is being hosted by the merchants and not being supported by the Moline Centre or the City. Kirk stated there was liability issues with the event. He hopes in the future more businesses could be incorporated in this event with a new name. This would allow the Moline Centre to be involved and support this event. Kirk would like ideas for this event in 2024.

➤ Other Business

The Main Street Commission oversees the Main Street Program and Kirk is a liaison between the City and Moline Merchants. The main focus should be to keep Moline vibrant and attract more people.

p. 3

Parklets are still being installed at Lagomarcino's and Café Fresh, but we may not receive any more due to cost. Kirk stated the parklet program needs to be re-evaluated and sidewalk dining may be a better option. Andrew stated the original plan was to rent parklets out to businesses that requested them.

Andrew asked about the status of a mural project on the Rouse Consulting's building. Kirk was unaware of a mural project but said he could look into it. Andrew stated Eric VanSpeybroeck may have more information about it since he works for Rouse Consulting. Ajay mentioned street events where the City shuts down the street, 5<sup>th</sup> Avenue. Events like this happen in Denver. Moline would not allow 5<sup>th</sup> Avenue east of 12<sup>th</sup> Street to be shut down on a weekly basis.

No public comments.

The meeting adjourned at 4:50 pm.

Respectfully submitted, Crystal Beale, Renew Moline staff.