

Minutes
Moline Centre Main Street Commission
4:00 p.m.
Monday, October 19, 2015
Quad Cities Chamber of Commerce

The Moline Centre Main Street Commission meeting came to order at 4:00 p.m. The Commission met in regular session in the Quad Cities Chamber of Commerce offices.

Commission Members Present:

Amy Trimble, WaterMark Corners
Beth Lagomarcino's, Lagomarcino's
Lori Turner, City of Moline
Gary Freeman, Retired
Jeff Anderson, City of Moline
Chris Schram, ConStruct Services

Commission Members Absent:

Matt Sivertsen, The Planning Center, Inc.
David Fortin, DF2 Consulting
Omar Bradley, Revive Community Development

Staff Members Present:

Adam Holland
Terri Smith

AGENDA ITEM #1 – Approval of Minutes

Chris Schram made a motion to approve the minutes from the September 21st Main Street Commission meeting. Amy Trimble seconded the motion. Minutes were approved unanimously.

AGENDA ITEM #2 – Promotions

Adam Holland reminded everyone that Get Jazzed for the Holidays will take place on November 13th & November 14th this year. He reported that the Get Jazzed Committee was trying to decide on ways to include restaurant promotions. Even though there was significant investment in the "Jazz Bucks" and "punch cards" in previous years, those promotions did not work. A new idea that the Committee has come up with is to utilize social media and use the "check-in" feature on Facebook. If an individual "checks in" to a store and shows the clerk that he has done so, he/she will receive whatever discount that store is offering.

Adam Holland also announced that the event (Get Jazzed for the Holidays) will be restructured differently this year. Instead of having it pertain to one weekend, it will include a series of three weekends in November. The Open House event (November 13th), will be the kick off, Lighting on the Commons (November 21), will be the second weekend, and Small Business Saturday (November 28th) will be the final weekend of "Get Jazzed for the Holidays".

Lighting on the Commons will begin at 3:30 p.m. and end at 6:00 p.m. In lieu of the historic trolley tour, they will add another tractor ride to the event and all of the other activities (Santa, choirs, kid's crafts, etc.) will be present as in previous years. One item to note, there will be no event at the iWireless Center following the LOC and we need to be cognizant of what the impact of that might have with attendance, etc.

The Get Jazzed Committee has also decided to use the hash tag #getjazzedQC for marketing purposes. Final details for this year's event will be hashed out at our next meeting. Adam Holland will report back to the Commission regarding those conclusions.

Adam Holland indicated that there has been some interest and preliminary discussion with Snowstar to bring the ice skating rink back to The Plaza. As a result of complications and difficulties in the two years that it was in place, the dialogue and action to continue this project will proceed with great caution. Adam Holland stated that they (Snowstar) may need financial assistance to get the venture moving forward. Many on the Commission voiced their concern with regard to setting guidelines on quality, proper staffing, clean up, consistent hours, financial oversight, etc. if this project is set in motion.

Adam stated that Snowstar has an interest because they are looking for more name recognition in the Quad City area. They are considering a shuttle from The Plaza directly to Snowstar. They would also like to bring in equipment (clothes, gloves, etc.) to the ski rental shop located in the KONE parking garage.

This is a work in progress and Adam will keep the Commission apprised of this situation.

Adam Holland confirmed that the Christmas lights will be hung and operational by November 13th. "All Around Town" is the company that will place the lights this year. They were the same company that hung them last year. Beth Lagomarcino stated that they did not do a very good job maintaining the lights last year once they were hung. There were several strands that were not lit, and they were not replaced. Adam Holland stated that they would not be paid up front this year; instead they will be paid in "thirds" to guarantee better maintenance. This project will be bid out next year.

AGENDA ITEM #3 – 2016 Work Plan

An updated 2016 Work Plan was presented to the Commission. Adam Holland indicated that the following had been revised/added per the September 21st meeting:

1. Identifying available office space that could be marketed to potential occupants seeking shared co-working space with short-term leases was added to Strategy 3, under Focus 1, on page 2.
2. Targeting Facebook promotions to help with retention and expansion of new restaurants has been added to Strategy 2, Focus 3, on page 4.
3. Work with private business operators to explore the feasibility of hosting a year round live music venue has been added to Strategy 1, Focus 3, on page 4. Adam Holland cautioned that this might be a costly venture and we need to continue having conversations about this matter.
4. Explore the potential opportunity for a volunteer based beautification project has been added to Strategy 1, Focus 3, on page 4.
5. Explore opportunities for new special events in Moline Centre was added to Strategy 1, Focus 3, on page 4. Discussion regarding a progressive dinner event was held at our previous meeting. This could be a successful undertaking since we have a great density of restaurants.

Adam Holland stated that the QC Chamber of Commerce is holding "Schmooza Palooza" this Thursday and invited everyone to attend. The event will be held at the Holiday Inn in Rock Island. Over 20 vendors will be showcasing their food and beverage products to nearly 400 attendees. Adam stated that this event would give everyone an idea to see how we might be able to duplicate a progressive dinner type event in Moline Centre.

Adam Holland asked if there were any other items that need to be addressed on the work plan. There were no additional comments. Gary Freeman made a motion to approve the 2016 Work Plan. Jeff Anderson seconded that motion. The 2016 Work Plan was approved unanimously.

AGENDA ITEM #4 – New Business

Adam Holland asked if anyone was interested in learning more about the Ignite QC Meet Up group. He explained that this is an entrepreneurial group that meets on a monthly basis. Members are partnered with mentors to discuss business ideas.

There is another upcoming event called InnovateHer, which is a local pitch competition. Entrepreneurs with a business idea that could help the lives of women and families are invited to pitch in the Quad Cities on Tuesday, November 17 from 6:00 p.m. – 7:30 p.m. at the Davenport QC Chamber offices.

Gary Freeman indicated that he had not heard of these events but would like to learn more. Adam Holland stated that he would send Gary Freeman information about the Ignite QC Meet Up and InnovateHer.

A new Jimmy John's will be moving into the old Slice Pizza location.

Jeff Anderson stated that there is approximately \$7,900 of funding left in the 2015 Façade Improvement Program. Chris Schram commented that the program could use some restructuring. The small dollar amount that is allotted does not provide enough incentive for those who are interested in applying. He believes there needs to be an increase in the parameters of the program, which has not had any major changes in the last several years. Adam Holland indicated that we should have additional discussions regarding this topic at future meetings.

Lori Turner asked if the outdoor dining regulations had been emailed to everyone, as discussed at our last meeting. No one had received them to-date. Lori indicated that she would check with Tracy to see if she could have them forwarded to Commission members. Adam Holland said that we need to address what is keeping business owners from participating in outdoor dining. He stated that he had met with Tracy Koranda and she does have three applications in her office. We need to keep this discussion open by meeting with business owners, address their concerns, so that we do have businesses participating in outdoor seating program for 2016.

The ArtsyBug studio is now open. They do have a beautiful, new awning outside of their business.

A new (craft) brew bar will be moving into the old Moorhead Accounting building.

A new employment agency will be opening in the LeClaire Hotel.

Modern Woodman has opened a field office at 1518 5th Avenue. Jeff Sowards is the contact agent.

Amy Trimble announced that they have a potential new office tenant. It will be an accounting firm.

Adam Holland said the Historic Tour project is almost ready to launch. 12 sites have been established. They are waiting to resolve some small kinks in the program.

Lori Turner made a motion to adjourn. Meeting was adjourned at 5:25.

Next meeting is scheduled for November 16, 2015.