

Main Street West Union Board Meeting Minutes

June 12, 2012 - 6:00 p.m.

Present – Derek Heins, Nancy Dunt, Deb Willhite, Carolyn Havenstrite, Gail Hackman, Ron Saboe, Sean Singewald, and Robin Bostrom

Absent- Jon Beiderman, Erin Heins, Lori Daniels, Troy Schott, Sue North

Approval of Agenda – Motion by Havenstrite, second by Singewald, Approved.

Approval of Minutes – Motion by Willhite, second by Saboe. Approved.

Treasurer’s report – Motion by Dunt, second by Havenstrite to approve the May 2012 report as presented. Approved. Pledge invoices have been mailed to those investors who have a current active pledge with MSWU. Letters are also being sent to investors who completed their 3-year pledge in 2011 asking them to renew their 3-year pledge in 2012. Letters are also being sent to all businesses. Board members will need to follow-up on these lists which will be provided at the July board meeting.

President’s Report – Bus Barn Update – Derek Heins provided an update on the bus barn project. Members of Downtown Revitalization LLC held a meeting last week to discuss the Multi-Family Housing grant award as the public comment period of the environmental review is now complete for that funding. The required public comment period for the Challenge Grant award will be complete on June 15, 2012. The recently awarded Façade Master Plan grant award will also require an external environmental review before work can begin on exterior projects. The city should receive the contract within the next week and will begin securing services of UERPC for the environmental review process in the near future. The Fayette County Enterprise Zone Commission approved an application for Housing Enterprise Zone funding for the 3 buildings participating in the Multi-Family Housing project on May 31, 2012. The application has been forward to the Iowa Economic Development Authority for approval. This program would allow for a 6% sales tax rebate on construction materials for the 3 buildings. Discussion was held on the construction loan that will need to be taken out as the grant funding for the project is on a reimbursement basis. Since Kerndt Brothers Savings Bank is where all of the accounts currently are for MSWU, it was decided to secure a construction loan at First National Bank to allow for separation of duties as advised by the State Auditor. D. Heins will be discussing what is needed with the loan committee at First National in the morning. Motion by Singewald, second by Willhite to have the MSWU treasurer and vice president serve as signers for this loan. Motion approved. D. Heins abstained from the vote due to a conflict of interest.

Vacant Board seat – Board members will contact those person identified as potential board members and report back at the next meeting.

Committee Reports-

Design – Looking at public art/sculpture projects in other communities to learn more about these as there has been interest in having some in West Union. Have received information from the City of

Cresco and continue to research costs. The committee received funding from the Fayette County Community Foundation for the power distribution box for use during community festivals. Working to secure the additional funding needed to make this purchase. Also working to develop cost estimates for a possible downtown Christmas lighting project as the old lighting will not work on the new light poles. Continue to research costs and a proposal for an Adopt a Pole project for later this year.

Organization – Golf Tournament will be held June 30th at the West Union Country Club. Board members were encouraged to get a team together. The committee will be doing a food booth on the 4th of July at the Rec Center from 6-10 p.m. Volunteers are needed for two shifts – 6-8 p.m. and 8-10 p.m. After the sign-up sheet was sent around, we only need volunteers for the 8-10 shift.

Promotions – Schedules for “Playin on the Plaza” were shared and 3 more sponsors are needed at \$60 each. The event will be held at the West Union Rec Center and move to the Civic Plaza once construction is completed there. There will also be a Downtown Building Tour held on July 1st from 2-5 p.m. as a fundraiser. Tour participants will visit 5 downtown buildings that have recently been remodeled, or will soon begin a project. Tickets are \$5 in advance, \$7.50 at the door. Two volunteers are needed per building to assist with the event. Discussion continues on a fall event centered around the NF Homecoming.

Business Improvement – They have been reviewing Shop Local programs that could be used in West Union. They will also take a look at the recent Market Analysis report to look for opportunities on recruiting new businesses to the downtown district. Once the Façade Master Plan work is complete, there will be several new retail spaces available downtown. Also looking at what type of marketing materials should be created to promote the community.

Program Director’s Report – Bostrom updated the group on the Geothermal reports being completed for 24 downtown buildings. A meeting with Alliant Energy, KCL Engineering, state and local officials is scheduled for June 13, 2012 at the Chamber/Main Street office at 10:15 a.m. A meeting will be scheduled with those property owners who had reports done to share an overview and then one-on-one visits will be scheduled to answer questions.

A grant application was submitted to the Iowa Energy Center Technology Demonstration and Education program from MSWU for the creation of a 30-minute documentary on the Green Pilot Project. If awarded, the funding would allow for the production of the 30-minute film, a whitepaper report, and a day-long educational seminar sharing the West Union project.

Discussion has been held with Main Street Iowa on requesting a contract amendment for both the MS IJobs Chamber building grant and the IJobs Civic Plaza grant to request a 3rd draw of funds. Because MSWU holds the grants we would need to show 90% of the work on both projects is complete before making the request to the state.

A second joint meeting between West Union Community Development, the West Union Chamber, and Main Street West Union will be held on June 19, 2012 at 7:00 a.m. in the Boike/Freed Room at Palmer Lutheran Health Center. Board members are encouraged to attend.

Volunteers and elected officials from Lansing, Iowa will be visiting West Union on June 19th at 4:00 p.m. to learn more about our streetscape project and our Main Street program. The meeting will begin at the Chamber/Main Street office and will include a tour of the downtown project followed by a Dutch treat dinner. All board and committee members are invited to attend.

Meeting adjourned 7:15 p.m. Motion by Singewald, second by Willhite. Approved.

Volunteer hours logged : 10 hours

Next meeting: July 10, 2012 at 6:00 p.m. at the Chamber/Main Street office

Respectfully submitted – Robin Bostrom