

Main Street Board Meeting
GoToMeeting Minutes
April 21, 2021

Called to Order at 8:01 a.m. by Theresa McShan

Attending: Theresa McShan, Katy Gassaway, Krista Marx, Ed Rivers. Sarah Gudenkauf and Monica Nava. Marla Jensen arrived at 8:30am.

Absent: Jake Carter and Stacey Wilhite

Staff: Amy Miller, Kaley Frye, and La'Richer Parks

Public Comment: None

Minutes: March 24 minutes were provided to the board. Katy Gassaway moves to approve. 2nd by Monica Nava. Passed unanimously.

Financial Report- report was provided to the board. Expect to have some budget amendments to reflect the Marketing grants.

New Business:

Main Street Manager position- Kaley Frye, Main Street Manager, introduced herself to the board.

Main Street Promotional Grants- No new applications received.

Trash Options & Alley Improvements- Kaley will have an update at the next meeting.

Veterans Park Expansion- Amy provided a recap on the project. Council discussions are in progress. Several grants have been submitted- \$100,000 grant Salazar Foundation, \$75,000 AARP and Lowe's \$100,000 for Veterans and Thomas Memorial Park, \$100,000 for, Parks & Wildlife Grant \$500,000.

Amy provided an update on the Veteran's park bond.

Updates:

Events-

- Sip Shop Stroll: Planned for May 13th, hire a band- to set up in Chamber parking lot to help get folks to the south end of Main Street. Great feedback from businesses and community. Info booth at Chamber parking lot with beer and wine samples. Plan to communicate with businesses to volunteer to help run the information booth. Ed Rivers moves to approve up to \$1500 budget for the May 13th event. 2nd by Sarah Gudenkauf. Passed unanimously.
- Music Series- June 25th band booked is Derailers- at Elgin Memorial Park tied in with Western Days. Board discussed logistics to continue the series.
- Hogeye: Ready to officially announce the festival is a go! Friday night street dance and festival on Saturday.

Adjourn: 9:00 a.m.