

Main Street Board Meeting  
Minutes  
September 23, 2021

- I. Called to Order at 7:32 a.m. by Theresa McShan.

Attending: Theresa McShan, Jake Carter, Ed Rivers, Stacey Wilhite, Krista Marx, Sarah Gudenkauf, Marla Jensen arrived at 7:37.

Absent: Monica Nava & Katy Gassaway

Staff: Amy Miller and Kaley Frye

- II. Public Comment: None

- III. **Minutes:** August 18th minutes were provided to the board. Ed Rivers moves to approve. 2<sup>nd</sup> by Sarah Gudenkauf. Passed unanimously.

- IV. **Financial Report:** Report was provided to the board. Kaley Frye presented finances for the month of August; Main Street had \$18,408.24 in income for Hogeye Festival. Expenses totaled \$2408.10 for a net total of 16,000.14.

V. **New Business**

1. Main Street Grant review

Kaley Frye explained that she had several requests to update the current grant programs that Main Street, and she talked with Theresa McShan who expressed tabling the discussion until after Hogeye Festival and to do a workshop at the Board retreat in January. Kaley Frye asked the Board members to send over ideas for revision if they have any over the next couple months.

2. Hogeye Festival

- a) Volunteers – Kaley Frye expressed the Hogeye Committee needs volunteers in logistics. Stacey added that we are looking for volunteers for Cow Patty Bingo and at the Pig Sty and clarified what those roles would entail.
- b) Cow Patty Bingo – Kaley Frye provided an update on the prizes secured for the game and updated that Downtown Elgin Inc. is officially a non-profit partner.
- c) Vendors – Kaley Frye shared the vendor count of 47 arts & craft vendors and 18 food vendors. She explained that we will be implementing COVID-19 protocols and spacing out the vendors more than we have in prior years.
- d) Logistics - Amy Miller mentioned that we have a new logistics team this year and we are looking for additional people to assist them the week of the festival.
- e) Sponsors / budget – Kaley Frye presented the Hogeye running budget and stated that the festival committee is more than \$15,000 over our original goal of \$34,000. Amy Miller stated that this is the first time the committee raised this amount of money in sponsorships and that there has been an increase in new business partnerships. Kaley Frye presented the list of sponsors and the different tiers they committed to. Sarah Gudenkauf asked what the board could do additionally to show appreciation to the new sponsors. Amy Miller stated that we present them with a framed certificate and hand deliver t-shirts to our sponsors.

3. Committee Review & Volunteer Engagement

Kaley Frye and Theresa discussed tabling this topic until the board retreat after the Hogeye Festival to have an in-depth discussion.

4. Design Team – Amy Miller shared that they have agreed to do downtown Holiday lights at City Hall and in Veteran's Park. Amy Miller shared there's a new product that is being considered downtown for art installation and possible signage that can be temporarily placed on sidewalks and asphalt

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that is easily applied and cost efficient. Amy Miller discussed doing a trial phase where we do the Hogeye logo in a few locations downtown. Ed Rivers mentioned making sure the Main Street Board has permission from the city before we install anything on the sidewalks. Marla Jensen makes a motion to fund Hogeye Graphics on the sidewalk paid for by the Main Street marketing budget. 2<sup>nd</sup> by Krista Marx. The motion passed unanimously. Amy Miller stated that she will take this to the city for approval and if approved we will move forward on the graphics.

5. Events & promotions

- a. Día De Los Muertos - Kaley Frye provided an update on the new event the mayor is planning, and the activities on November 4<sup>th</sup>. Amy Miller added that she and Kaley Frye will be out of town at a conference that week and we will need several board members to assist with the day of the event.
- b. Shop Small Saturday – Kaley Frye mentioned that American Express has not opened registration for the event yet.
- c. Home for the Holidays Events – Amy Miller explained that the Elgin VFD decided to not participate in the lighted Christmas parade this year. There will be something every Saturday in December. Jake Carter asked Amy Miller to send the board an estimate of the costs of doing a parade downtown.

**Announcements:**

Downtown 78621 - Kaley Frye mentioned that the magazine has gone to print, and they will be mailed out the first week of October.

Grow with Google – Kaley Frye discussed Main Street being approved as a Grow with Google partner and that this will provide additional free training opportunities for the businesses in Elgin.

**Adjourn 8:24 a.m.**

Approved:

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Attest:

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