

Minutes of Meeting
Newton Downtown SSMID Board
Via Zoom & City Website: www.newtongov.org

February 8, 2022

ROLL CALL

COMMISSIONERS PRESENT: R. O'Brien; J. Maki; A. Leber; J. Prendergast

STAFF AND OTHERS PRESENT: Craig Armstrong, Development Specialist; Erin Yeager, Newton Main Street Executive Director

A quorum being present, the meeting was called to order at 8:01 a.m. by Chair O'Brien.

Review of Minutes. The Minutes of the SSMID Board Meeting on January 11, 2021 were reviewed and approved. MOTION by Maki, seconded by Leber. Voice Vote (Unanimous).

Finance Report. The January 31, 2022 Finance Report was reviewed and approved. MOTION by Prendergast, seconded by O'Brien. Voice Vote (Unanimous).

New Business.

a. Discussion on meging SSMID & Main Street (O'Brien). O'Brien recapped the history of renewing the SSMID district in ordert to make it possible to form the Main Street program. O'Brien also outlined the previous week's discussion with Carol Lilly of Main Street Iowa with him, Yeager and Armstrong and discussed the different approaches to combining or close collaboration between the Main Street programs and the SSMID district boards in such cities as Cedar Falls and Cedar Rapids. Prendergast expressed concern that the SSMID district no longer roughly aligned with the Main Street district and that some business owners may not understand that the SSMID funds would stay within the SSMID district and not be allocated to projects outside the SSMID district. O'Brien agreed to bring a specific proposal to the SSMID board at the March meeting.

b. Other. None.

Old Business.

a. Update: Status of Christmas Decorations. Prendergast reported that the decorations have been stored in the fomer Newton Manufacturing building warehouse and said that heavier duty straps and better lighting would be needed for next Holiday Season. Maki suggested that the locations be changed up for the '22 Holiday Season . . . no motion or action on that suggestion.

b. Update: Poll of Property/Business Owners. Armstrong had included the updated report with the Agenda packet. There were no questions from commissioners.

c. SSMID projects – FY 21-22: Trash Receptacles – pricing. Armstrong reported on pricing for the recommended trash receptacles. There was general consensus that the recommended trash receptacle was difficult to put trash into as the hole in the lid was relatively small. Armstrong suggested that might be a feature rather than a "bug", since people would be discouraged from shoving large volumes of household trash into it. Leber stated that the board should approved trash receptacle at additional sites in the downtown area. Maki agreed, but said that the board should approved locations and numbers of trash receptacles according to the need. There was a general discussion about flower pots and benches as being projects worthy of consideration.

O'Brien suggested that the board allocate the special projects budget, 1/3 to trash receptacles, 1/3 to benches and 1/3 to flower pots. Yeager agreed to see what could be purchased for the portion of the budget allocated to special projects. MOTION by O'Brien to purchase five (5) trash receptacles, seven (7) benches and seven (7) flower pots through Main Street, with a not-to-exceed budget of \$9,000.00 for all items. Seconded by Prendergast. Voice Vote (Unanimous).

d. Other. None.

City Report: Hotel Maytag restaurant - update. Armstrong reported that Megan Pryke and Hotel Maytag Investors, LLC were in ongoing discussions about cleaning, renovating and outfitting the former Midtown Café space in preparation for the new restaurant's opening.

Meeting Adjournment: At 9:21 a.m. - MOTION by Maki, seconded by Leber. Voice Vote (Unanimous).