

Minutes of Meeting Downtown Grant Review Board

Via Zoom and City Website www.newtongov.org

April 21, 2021

ROLL CALL: Board members present: Poynter, Coyle, Chabot, Reinheimer, Terlouw, Terpstra

Board members absent: Terlouw, Berndt

STAFF PRESENT: Erin Chambers, Director of Community Development

OTHERS PRESENT: Erin Yeager, Newton Main Street
Nancy Woody
Julia Prendergast

A quorum being present, the meeting was called to order at 9:05 AM by Chair Poynter.

Minutes. Minutes of the March 24, 2020 meeting were reviewed, corrected and approved. **Motion** by Chabot, **seconded** by Coyle, 5-0, Unanimous Approval.

Corrections: (found in **bold** and underline)

- Page 1, Paragraph 1, “called to order by **V. Chair Terpstra**”
- Page 1, Paragraph 2 Minutes., “ February 18, 202**0**1”
- Page 1, New Business, C, 3rd line, “was the agenda”
- Page 2, New Business, C, 1st Paragraph after Motion, capitalize “S” and “F” for “State Farm”

New Business.

A. Best Midwest Properties, 109 1st Avenue West

Erin Chambers reviewed the prepared staff report for the front and rear façade renovations, which consist of new windows and doors. The storefront windows and commercial entrance door will be replaced on the front side. The commercial entrance door and sidelight will be replaced on the rear. Framing will be black. Each building façade is eligible for up to \$5,000 per façade.

Motion by Chabot, **Seconded** by Coyle to approve the façade grant in an amount of \$5,000 provided a 1:1 match is met for the window and door project on the front façade and \$1,666.50 for the door and sidelight project on the rear façade for 109 1st Avenue West. 5-0, Unanimous Approval

B. Nancy’s Canned Creations, 201 1st Avenue West

Erin Chambers reviewed the prepared staff report for the signage project. It was noted that this property was the very first property to receive a Downtown Façade Grant in 2016. There was discussion about the 2016 Main Street Iowa Rendering for the building and that the newly proposed signage remain consistent with the building’s design and color scheme. There was discussion on approval of subsequent signage grants for new businesses and tenants. Current language appears to allow for funding for signage for new tenants, but maybe it would be good to clarify through City Council in the future.

Coyle noted that it is desirable not to have the new signage back-lit to align with Downtown Design Guidelines. Terpstra agreed. Chabot asked if the vinyl lettering for the windows could be considered separate from the larger sign. There was discussion among the board about signage color theme and consistency with overall building design. There was consensus that the window signage could remain as proposed, but that a new design for the upper signage should be more consistent with the building design, as the current sign is. Poynter shared his past experience in advertising, stating "less is more."

Motion by Chabot, **Seconded** by Coyle that the City and/or Main Street Staff work with the applicant to amend the larger sign design to be simpler and more consistent with the adopted guidelines including made of a material that is opaque in nature and that the vinyl windows signs as proposed are approvable. 5-0, Unanimous Approval.

City and/or Main Street will work with applicant and bring something back next meeting.

Old Business.

A. Selection of Officers.

Erin Chambers reviewed the minutes of the previous meeting regarding those who are willing to serve as officers for the board.

Motion by Chabot, **Seconded** by Poynter to appoint Coyle as Chair and Terpstra as Vice Chair. 5-0. Unanimous Approval.

Adjournment. **Motion** by Terpstra to adjourn the meeting and **Seconded** by Reinheimer. 5-0, Unanimous Approval. Meeting adjourned at 9:47 AM.