

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

October 12, 2021

ROLL CALL

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

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 8:05 a.m. by Chair O'Brien.

Review of Minutes. The Minutes of the SSMID Board Meeting on September 14, 2021 were reviewed and approved. MOTION by Maki, seconded by Leber. Voice Vote (Unanimous). The Minutes of the SSMID Special Board Meeting on September 20, 2021 were reviewed and approved. MOTION by Pryke, seconded by Prendergast. Voice Vote (Unanimous).

Finance Report. The September 30, 2021 Finance Report was reviewed and approved. MOTION by Prendergast, seconded by Pryke. Voice Vote (Unanimous).

New Business.

None.

Old Business.

a. Jasper County Removal of Bunkers & Flagpoles – Courthouse Square. In absence of a consensus on when the County will actually be removing the bunkers and flagpoles, Yeager volunteered to visit with Supervisor Brandon Talsma and Maintenance Supervisor Adam Sparks to update the removal project status and report to the SSMID board. O'Brien suggested that board members should assume that SSMID will be maintaining the bunkers and budget the \$9,000.00 for floral maintenance now and wait for the final decision by the County to determine if those funds will be available for other projects.

b. Additional SSMID Projects. Prendergast stated that the board needed to survey property owners for their input on the priority SSMID projects. Pryke noted that while floral & beautification projects were nice, keeping the district looking clean and neat was a very important priority. O'Brien maintained that outdoor benches tended to be used frequently when they are available. Prendergast requested that business owners who were not already property owners be included in the poll and Armstrong agreed to research the SSMID mission and determine if that was allowable and feasible. Maki said that the poll should include highlights of SSMID's past projects and accomplishments, about which there was general consensus of board members. Armstrong suggested that the poll format be in the form of a letter of explanation, with a self-addressed, postage-paid postcard included on which the poll selections were printed. Prendergast proposed four broad category options for investments in the district, each with one or two project examples to illustrate the use of funds, and there was general consensus for this approach by board members. Prendergast agreed to send those four categories and examples to the board and Armstrong for review and consensus. MOTION by Prendergast: **"The SSMID board will send a letter to all property and business owners in the district, and include a self-addressed, postage paid postcard outlining the four categories and examples, with a request for each owner to check a 'top priority' and mail the card back to SSMID."** Seconded by O'Brien. Voice Vote (Unanimous).

c. Other. None.

“Lightning Round” updates from community partner organizations:

DDNA – Prendergast reported that the retail members have a busy 4th quarter planned. Everything has been going very well this year.

MAIN STREET – Yeager reported that the Promotions Committee was assisting with promoting downtown retail events. The Main Street board is currently planning events and fundraisers for 2022.

Meeting Adjournment: At 9:03 a.m. – MOTION by O’Brien, seconded by Prendergast. Voice Vote (Unanimous).