Czech Village New Bohemia SSMID Meeting Minutes
March 21, 2019 | 8:30 – 10:00 a.m. | Alliant Energy Classroom at the National Czech & Slovak Museum & Library

Present: Craig Byers, Jessalyn Holdcraft, Stephanie Jelinek, Pam Lewis, Chad Pelley, James Piersall, Jennifer Pratt, Bob Schaffer

Absent: Lijun Chadima, Ana McClain

Guests: Don Barrigar & Kathi Nelsen – Main Street District

Economic Alliance Staff: Jessica Komisar, Melissa McCarville, Doug Neumann, Tyanna Stephenson

Welcome and Call to Order
Byers welcomed everyone and called the meeting to order at 8:33 a.m.

Approval of Consent Agenda
Holdcraft moved approval of the February minutes with Jelinek seconding. The February minutes were unanimously approved.

Based on the two 3-year term limit, Lewis said she’s concerned if we have enough representation in the district to fulfill that turnover. Byers said with future developments in the district comes more property owners and opportunities. Neumann said once an individual completes their terms, they can re-join after one year, and that should provide plenty of a candidate pool. Piersall said we can cleanup the bylaws and state who can serve (property owner, business owner, business representative, etc.) and for how long. The Economic Alliance will draft an amendment to the bylaws.

Holdcraft moved approval of the January financials with Jelinek seconding. The January financials were unanimously approved. At the request of Piersall, financials will include a general ledger in order for the commission to view what has been paid.

Bike Share Program
Since the presentation made to the commission in October, the program has had a couple of updates and changes. The three SSMIDs and Linn Co. Trails are being asked to contribute funds to raise $20k which will be matched by a Wellmark grant. These funds will be used for branded bike helmets, production of an informational video created by Iowa BIG and instructional signage which will be at the bike stations. MedQuarter and Downtown SSMIDs have each approved a $5k contribution. VeoRide is the company running the operations of the program as well as any maintenance and repairs that the bikes or stations will need. The program bike stations will look and act like regular bike racks but are not intended to replace existing racks. Pratt will research the timeframe of when property owners will be notified on when the new bike stations will be installed and provide a map of the proposed locations of the stations.

Neumann said this district will substantially benefit from this program and the contribution could come out of the projects line item or the undesignated reserves. Piersall said our budget is smaller than the other districts and for everybody to kick in an equal amount, might not be realistic for us but agreed that the benefit will be overwhelming for our district. The commission did not feel comfortable contributing $5k based on our budget, however Pelley moved approval for a $2,500 contribution with Jelinek seconding. The motion was unanimously approved.

Spring Planting Plan
A note from the Master Gardner was provided to the commission as well as pictures of the plant selections. Plants will not be installed until after May 15th which is generally the last frost date for our area. Lewis said there should not be any planting in Czech Village until after Houby Days which takes place on May 20th. The Gardner is recommending soil amendment in the Czech Village raised beds and NewBo containers and adding compost/organic material instead. Doing so would add an approximate $300 for Economic Alliance labor and materials, however we would still be underbudget for this project if we moved forward with this suggestion.

For the 30th Anniversary of the Bridge of Lions, Lewis said the Czech Village Association wants to hang banners along the sides and plant flowers on the bridge. Lewis asked if when the other Czech Village plants are being watered, if they could also water the bridge plants as well. Byers said that would be ok.

**Banner Program**
In the November meeting, it was agreed to table the discussion of the Banner Program until more details could be worked out and to see how the Czech Village NewBo branded banners would hold-up over the winter months. Holdcraft presented and updated process/guidelines for the program. Overall, the banner program is designed for nonprofits only and exceptions can be made for for-profit events if it benefits the district. The CVNB District Marketing Subcommittee will be responsible for reviewing the design of the banner within one week of submission and will determine if the banner is approved or not. Banners will be installed on a quarterly basis and pricing is comparable to the Downtown program.

Lewis suggested eliminating the 16th Ave bridge banner poles out of the program and leave our branded banners on those poles. Piersall initially thought our branded banners were going to be bigger and the current colors makes it difficult to read and would like to eventually re-think what those banners look like.

Pelley moved to approve the Banner Program as recommended but to remove the 16th Ave bridge poles from the program with Jelinek seconding. The motion was unanimously approved. Based on this motion, the banner locations for the program include 16th Ave (23 banners) and 3rd Street (32 banners).

**Planning Discussion Topics for 2019**
Neumann provided a list of potential meeting discussion topics for the next year. Doing so helps us stay organized on items that need to get done such as approving our levy rate, commission appointments, budget discussion and approval, etc. Looking a head on these topics and securing presenters or panel discussion will result in a higher level of information and sets the tone as a commission that we want to have discussion on larger items. In order to not duplicate efforts done by Main Street, topics will not include events, programing, historical preservation, etc.

Suggestions from commission members included:
- Moving parking to the April meeting to line-up with Houby Days, NewBo City Market events and Run CRANDIC
- Moving Flood Protection Prep up
- “New projects” agenda line item to encourage individuals who have ideas to present
- New SSMID members orientation at the May or June meeting
- Chair/Vice Chair elections

If commission members have any other feedback on the list provided, Neumann encouraged them to e-mail him.

**2018 Annual Report**
McCarville passed around an updated Annual Report for review and reminded commission members to submit a headshot via e-mail for the report. McCarville said if somebody doesn’t have a headshot, she can take one for them. McCarville and Neumann need to square up financials and capital investment specifics so it’s more comprehensive. The report will be mailed out in a branded envelope and will also include a letter from Byers with a reminder to sign up for e-mail communication and where to go to sign up.

**16th Ave. Extension Landscaping**
Piersall said the extension landscaping plan hasn’t moved much since it was last presented to the Commission. The City and Confluence are finishing their plan and once that is complete, we will have a better idea of what will be asked of the
Commission from a maintenance standpoint. Neumann said we do not want grass or anything that needs constant maintenance. Pelley suggested hardscape stamped edging or rock landscaping to prevent semitrucks from driving over the medians.

**Flood Risk Level**
Jelinek said Parlor City, Chrome Horse and Brewhemia recently had water enter their buildings from the drain but the pumps were turned on shortly after. Holdcraft suggested having the flood risk levels available on the CVNB Website and in communications for property and business owners. Neumann agreed and said it could be put into a checklist format on who to call at each level.

**United Way Day of Caring Projects**
Komisar announced the Economic Alliance has organized 7 United Way Day of Caring projects, 2 of which take place in the CVNB district: 3rd Street mulching and general Czech Village clean-up. Lewis suggested raking of the gravel on the surface lots in Czech Village behind the shops.

**Main Street Executive Director**
Barrigar said they are in the offer and acceptance process and will have an announcement in the coming days.

**Crosswalk on 12th Ave**
Pratt said the location of the crosswalk on 12th Ave has been shifted in-between NewBo City Market and the railroad tracks. This crosswalk will include lights and signage and is still slated for Summer 2019.

**Adjourn**
The meeting was adjourned at 9:50 a.m.