

Downtown Beautification Committee Minutes
Thursday Feb 9, 2017

Meeting called to order at 3:08pm.

Members Present: Darter, Thomas, Notheisen, Smith

Others Present: Kennedy Deutch, Nagel

- 1) Petitions by Citizens on Non-Agenda items – None
- 2) Parking Lot Lease
Discussion on Lease Agreement about Insurance, Payment method, improvements to be made by City.
#2 – Would like at least a 3 Year Term, Smith & Kennedy to negotiate
#7 – Clarify Insurance
#8 – Wording needs work
#12 – Would like an Annual Payment instead of Monthly
Decided to Table this item until Lease Agreement is clarified
- 3) Mural Policy
Discussion covering all aspects of the Guidelines
On Page 1 under location
 Remove #5 and #7
 #8 Should be moved to page 2 under Design as #6
On Page 3 under Enforcement
 Remove #2: This is the same wording as the Façade Grant Extension
Decided to Table this item for a future meeting
- 4) Façade Grants
Bountiful Blossoms complete – all documentation received - \$10K Check delivered
Presentation with Big Check scheduled for Feb 21st Council Meeting
General conversation about Wine Bar – application still outstanding
Willie’s West End currently getting Plans and Pricing for exterior renovation
Discussed possible application from Ahne’s in the future
- 5) Hanging Baskets
 Discussion & proposed \$3,000. for this project (next budget year)
 3rd Street between Main & Market
 Courthouse East side 5 poles, Matching but smaller
 Baskets \$100/each, Brackets \$100/each, Freshen up Flowers
 Motion made by Thomas for \$3K, 2nd by Notheisen, motion carried
- 6) Lions Club International Sign
 Unanimous Decision against a Lions Club Sign
- 7) Comments
 \$1,000 for Welcome to Waterloo Signs (flowers, etc) next Budget Year
 Motion made by Thomas for \$1K, 2nd by Notheisen, motion carried
 Waterloo Chamber Christmas Decorations \$1,182.42
 Motion made by Thomas to amend current budget for \$1,182.42, 2nd by Notheisen, motion carried.
 Great Feedback on our Façade Program. Suggested contacting Kermit Constantine and Ed Wienhoff for a story on Waterloo’s Façade Grant Transformations.
- 8) Motion to adjourn made by Thomas, 2nd by Notheisen, meeting adjourned at 4:17pm.