

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

December 14, 2021

ROLL CALL

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

STAFF AND OTHERS PRESENT: Craig Armstrong, Development Specialist; Erin Yeager, Newton Main Street Executive Director (via phone – listening only)

A quorum being present, the meeting was called to order at 8:03 a.m. by Chair O'Brien.

Review of Minutes. The Minutes of the SSMID Board Meeting on October 12, 2021 were reviewed and approved. MOTION by Prendergast, seconded by Pryke. Voice Vote (Unanimous). The Minutes of the SSMID Special Board Meeting on October 28, 2021 were reviewed and approved. MOTION by Pryke, seconded by Prendergast. Voice Vote (Unanimous).

Finance Report. The November 30, 2021 Finance Report was reviewed and approved. MOTION by Maki, seconded by O'Brien. Voice Vote (Unanimous).

New Business.

a. Additional attachment hardware for Christmas Decorations. In light of the fact that at least two of the Christmas Decorations have blown down, Prendergast had ordered four new strap brackets to re-attach the downed decorations at an estimated cost of \$60.00. O'Brien suggested the board ultimately look into heavier duty attachment hardware, but stated that for this season, the board should authorize sufficient hardware to cover the contingency of additional decorations being blown off their poles. MOTION by O'Brien to spend up to \$200.00 on a dozen replacement strap brackets; seconded by Prendergast. Voice Vote (unanimous). Chair O'Brien requested that Prendergast inquire of Christmas Decoration installation contractor, Jim Oskam, if he would recommend a heavier duty strap for each decoration.

b. Other. None.

Old Business.

a. Poll of Property Owners: Other SSMID projects – FY 21-22. Armstrong outlined the current Poll results, which show that "Street Beautification" was the number one preference of the business owner respondents, with "Special Projects to improve and beautify public space" the number two preference. A discussion of potential projects to mirror the preferences ensued, including adding benches, planters and trash cans, as well as the placement of bike racks. Pryke mentioned that Main Street had a bench purchase and placement plan under consideration and suggested that the board table discussion of benches until January when Main Street Director Erin Yeager would be able to participate with additional information. O'Brien asked Prendergast to poll DDNA members for their feedback on district projects. Pryke stated that purchasing and placing additional trash cans in strategic areas would enhance the general beauty of the district. Prendergast added that the SSMID board should consider adding something "trendy" to the district, such as special lighting for the alleyways. MOTION by O'Brien for the SSMID board to purchase six (6) trash receptacles for the district and to request the City to add Dodd's service for the additional trash cans in the 2022-23 fiscal year budget; seconded by Prendergast. Voice Vote (unanimous). O'Brien asked Armstrong to check on the feasibility of adding the six trash receptacles to the Dodd's contract, as well as what the City plans to do about the

downtown alleys, when Alliant's "H" structures will be removed and (from Dodd's) the best size and type of trash receptacle.

b. Other. None.

"Lightning Round" updates from community partner organizations:

DDNA – Prendergast reported that the retail members met recently to discuss Christmas Season sales and began planning for next year's Holiday promotions. The next DDNA promotion will be in February, 2022.

Meeting Adjournment: At 8:52 a.m. – MOTION by Prendergast, seconded by Pryke. Voice Vote (Unanimous).