

**Louthan, Carol**

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**From:** vickiejroberts@gmail.com  
**Sent:** Monday, June 01, 2015 8:53 AM  
**To:** Louthan, Carol  
**Subject:** June 2015 Town board meeting agenda item #7

Dear Carol:


The board plans to promote the Town at the Minden airport Roundup in Aug.

Will the \$500 come from the newly raised trash fees or the county tax Gardnerville receives?

Thank you for your attention.

sincerely, Victoria J. Roberts. Gardneville

Sent from my iPad



### Vision Statement

Experience the Past  
Enrich the Present  
Embrace the Future

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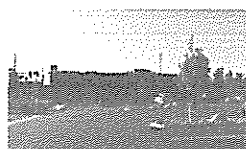
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### Interpretation of Vision Statement

- Trust Building – Businesses and Residents
- Destination
- An Experience
- Unique
- Historic Value
- Cohesive Community
- Thriving
- Parking Friendly



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### Mission Statement

The mission of the Main Street Gardnerville Program, in partnership with the town, county, business and community, is to revitalize downtown Gardnerville utilizing design, organization, promotion & economic district vitality to develop the unique identity and preserve the historic nature of our community.



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## Action Plans


**Design**

1. Provide technical assistance
2. Assist the Town administration with continued streetscape improvements
3. Continue the Master Plan developed for "Heritage Park Gardens"
4. Flower programs



**District Vitality**

1. Increasing loan pool/micro-loans to businesses
2. Develop a comprehensive benchmarking program
3. Revise market analysis



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## Action Plans

**Organization**

1. Action plan development annually
2. Internal financial controls and retention of a CPA for completion of taxes
3. Develop major fundraising plan
4. Maintain structure, communication, clearly define role of program manager
5. Provide a variety of professional development opportunities
6. Host annual volunteer & business recognition event



**Promotions**

1. Continue to develop promotional events
2. Maintain a high quality, current, accurate and informative website
3. Create and maintain quality packets of information
4. Coordinate with other events
5. Create an advertising plan for promoting the Main Street Gardnerville program

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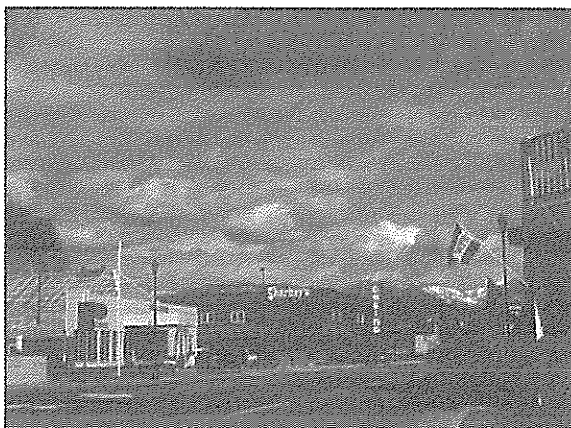
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## Accomplishments

(See Handout for Complete List)

**Outlook**

- 1. Managing the MCH Tower and Heritage Park Center Programs
- 2. Maintaining a USDA Community Development Grant
- 3. Historic Main Street
- 4. Light Rail Business Improvement and Agreement
- 5. Historic District Safety Committee Initiatives

**City of Seattle**

- 1. District Worker opening 100 homes to rent sales
- 2. Business Districts Updated
- 3. District Business Survey
- 4. Main Street Seattle with Business Center

**Market Street**

- 1. 1,200 Visitor Signage - Value \$100,000
- 2. Annual District and District Events
- 3. Long-term Residents and Business Owners

**Partnerships**

- 1. Partner with Seattle Young Professionals Group
- 2. Partnership with Seattle Young Professionals Group
- 3. Associated Chamber with Seattle District
- 4. Connected to Private Business Members through District
- 5. Small Business Development Center
- 6. Districts and Districts

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## Business Tracker

Businesses	2009	2010	2011	2012	2013	2014
Opened	7	13	19	14	16	15
Closed	2	12	3	6	10	4
Relocated Out of District	2	0	2	1	1	1
Relocated Out of District/Owner	1	6	2	4	0	3
Relocated in District/Owner	0	3	0	3	6	5
Private Investment	9	4	17	14	16	13

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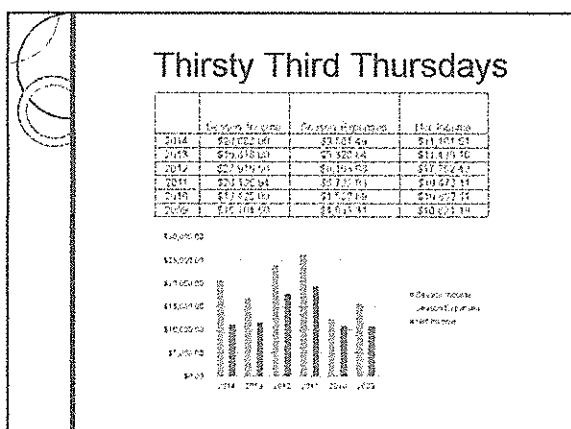
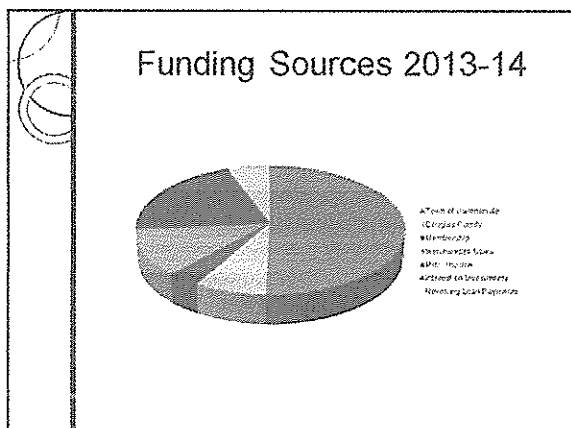
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UNIT 1: THE HISTORY OF THE UNITED STATES		
What is the capital of the United States?	Washington, D.C.	Capital city
When was the United States founded?	September 17, 1787	Founding date
Who was the first President of the United States?	George Washington	First President
What is the largest city in the United States?	New York City	Largest city
What is the official language of the United States?	English	Official language
What is the national motto of the United States?	E Pluribus Unum	National motto
What is the national flag of the United States?	Stars and Stripes	National flag
What is the national anthem of the United States?	The Star-Spangled Banner	National anthem
What is the largest state in the United States?	Alaska	Largest state
What is the smallest state in the United States?	Rhode Island	Smallest state
What is the most populous state in the United States?	California	Most populous state
What is the least populous state in the United States?	Wyoming	Least populous state
What is the highest point in the United States?	Mount McKinley	Highest point
What is the lowest point in the United States?	Death Valley	Lowest point
What is the longest river in the United States?	Mississippi River	Longest river
What is the largest body of water in the United States?	Gulf of Mexico	Largest body of water
What is the national bird of the United States?	Bald Eagle	National bird
What is the national flower of the United States?	Rose	National flower
What is the national tree of the United States?	White Pine	National tree
What is the national animal of the United States?	Bison	National animal
What is the national insect of the United States?	Grasshopper	National insect
What is the national fruit of the United States?	Apple	National fruit
What is the national vegetable of the United States?	Carrot	National vegetable
What is the national drink of the United States?	Milk	National drink
What is the national sport of the United States?	Baseball	National sport
What is the national game of the United States?	Football	National game
What is the national dance of the United States?	Country Music	National dance
What is the national music of the United States?	Rock and Roll	National music
What is the national art of the United States?	Abstract Expressionism	National art
What is the national literature of the United States?	Western	National literature
What is the national film of the United States?	Western	National film
What is the national television of the United States?	Soap Opera	National television
What is the national radio of the United States?	Country Music	National radio
What is the national newspaper of the United States?	The New York Times	National newspaper
What is the national magazine of the United States?	Time	National magazine
What is the national book of the United States?	The American Dream	National book
What is the national song of the United States?	The Star-Spangled Banner	National song
What is the national poem of the United States?	The Waste Land	National poem
What is the national play of the United States?	A Raisin in the Sun	National play
What is the national opera of the United States?	Lincoln Center	National opera
What is the national theater of the United States?	Broadway	National theater
What is the national cinema of the United States?	Hollywood	National cinema
What is the national television network of the United States?	NBC	National television network
What is the national radio network of the United States?	NBC	National radio network
What is the national newspaper network of the United States?	The New York Times	National newspaper network
What is the national magazine network of the United States?	Time	National magazine network
What is the national book network of the United States?	The American Dream	National book network
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What is the national magazine network of the United States?	Time	National magazine network
What is the national book network of the United States?	The American Dream	National book network
What is the national song		



**Flower Committee**

Flower Baskets – 67 Sold – 1 Remaining  
 Adopt-A-Pots – 44 Sold – 18 Remaining  
 Flower Delivery will be June 1, 2015

**Adopt-A-Pot Program**

It's that time of year again. The Main Street Gardeners' Flower Committee is promoting the Adopt-A-Pot Program. The pots are free and available for adoption by the Main Street merchants and residents who would like to adopt one for their favorite merchant as a thank you.

Your support and continued efforts in keeping the Main Street Program is appreciated by both the local schools, businesses, programs, and residents of the Flower Committee.




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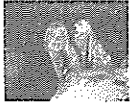
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## What's Next

1. Further Development of Heritage Park Gardens
2. Business Recruitment, Growth, & Training
3. Develop a Specific Fundraising Strategy to Increase Self-Sufficiency
4. Well designed, visually attractive, pedestrian friendly design & streetscape
5. Restore Existing Building Stock
6. Creation of Basque Cultural/Fronton Court
7. Hanging of Basque Mural
8. Work with 501(c)(3)
9. Work with Minden's Main Street Program, once established



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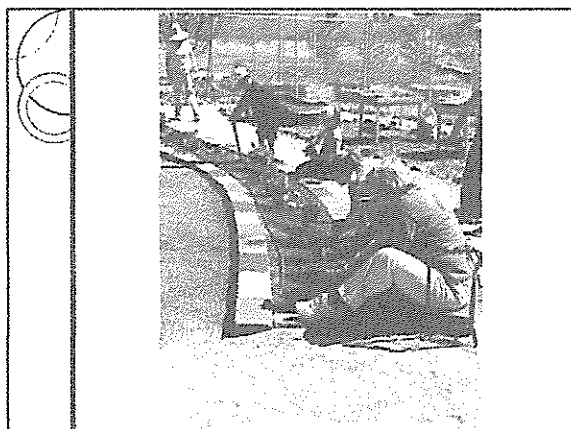
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A special thanks to the Town of  
Gardnerville's Board of Directors  
and to the Town's Employees for  
their continued support!



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## 2014 Accomplishments

### Organization Committee

1. Wine Walk training prepared and conducted for business participants.
2. Annual Volunteer and Business Recognition Event held in April.
3. Annual Report completed.
4. Personalized contact methods for businesses and volunteers.
5. Orientation for old, new, and perspective volunteers conducted.
6. Formal presentation to Town Board of Directors on annual accomplishments of MSG.
7. Completion of 501(c)(3) steps.

### Promotion Committee

1. A successful 6<sup>th</sup> season of Thirsty Third Thursday Wine Walks. Since 2013, we have increased our attendance by 4% with an average of 43 businesses participating each month.
2. Promoted Open Range Dinner in conjunction with Genoa's Cowboy Festival in partnership with Sharkey's Casino.
3. Cash Mobs have been a successful tool in introducing people to various small businesses within the Main Street district.
4. Partnered with the Town of Gardnerville on the Freedom 5K Fun Run/Walk and Yankee Doodle Chalk Artfest. Other partners included: Carson Valley Lions Club, Carson Valley Art Council, East Fork Gallery, Relay for Life and Shop Small Northern Nevada.
5. Brought back the Earlier than the Bird Promotion with the anticipation of growing this event in the future.
6. Partnered with the Carson Valley Chamber of Commerce on Small Business Saturday event which is a nationally sponsored event by American Express.
7. Provided volunteers for the Town of Gardnerville's Annual Carson Valley Christmas Kickoff event.
8. Assisted Carson Valley Chamber of Commerce with their Parade of Lights event, in partnership with the Town of Gardnerville, with a parade entry and an announcing stand at the Museum.
9. Continue to promote our business members through bi-monthly Biz Blast emails to a data base of close to 1,000 people.
10. Have increased our Facebook followers by 28.6%.

Main Street Gardnerville

Ph: 775.782.8027      1407 Main Street (Hwy 395 N), Gardnerville, NV 89410      Fax: 775.782.7135

[www.MainStreetGardnerville.org](http://www.MainStreetGardnerville.org)      [Info@MainStreetGardnerville.org](mailto:Info@MainStreetGardnerville.org)

*Main Street Gardnerville is a 501(c)(3) non-profit corporation & an equal opportunity provider and employer.*

### District Vitality (formerly Economic Restructuring) Committee

1. Business Directory Updated.
2. Business Tracker Updated for 2014: 15 new businesses opened; 4 businesses closed; 1 business relocated outside of district; 1 business relocated outside of district; 5 businesses relocated/transferred ownership within the district and at least 13 businesses improved their business through private investment.
3. Revolving Loan Funds are still available at a 2% interest rate offered to qualified businesses within our district or to businesses that want to move into our district.
4. Revised the business survey.

### Design Committee

1. Sidewalk Gallery: displayed three exhibits which featured Flowers, Douglas High School Photography Class, and Heritage Park Gardens along with the progress of the New Basque Mural.
2. A reception was held in May during the Wine Walk for the Student photographers and their families!
3. Decorative Benches: One new bench was added in front of Ron Cauley's office donated by the Browder Family. All Thirteen benches throughout the district were decorated for the holiday season.
4. The first mural representing the Basque Heritage was completed. This was done in connection with the Organization Committee.
5. Light Pole Banners: Have been designed and approved working in conjunction with the Carson Valley Visitors Authority. The banners will be on display when the Flower baskets and Holiday lights are down.
6. Fronton Court: A Fronton Court Steering Committee has been reestablished which the Design Committee will be overseeing.
7. Managed the Main Street Flower program through a volunteer subcommittee:
  - a. Worked with three local high schools to produce 68 hanging flower baskets; produced and maintained 61 Adopt-A-Pots. Program self-supporting through sponsorship and donations. Program self-supporting through sponsorship and donations.
  - b. Planted and maintained the Eddy Street Flower Planter.
  - c. Created two Flower Tree entries for the DC Historical Society's Gallery of Trees Fundraising event.
8. Managed The Heritage Park Garden Projects with a volunteer subcommittee:
  - a. HPG rented 15 individual spaces for people to grow their own vegetables and flowers.
  - b. Created two demonstration beds (square foot gardening and native plants), plus a small raised Children's Garden. We provided one growing bed to 2 Boy Scouts (Matt and Zach Kruse) who grew food for the Food Closet, one for Girl Scout Troop 331 and one for the Getting Ahead Alliance Group for a total of 21 gardens.

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- c. Volunteers maintained and irrigated the garden common areas and the labyrinth with monthly Saturday morning and Wednesday evening work days.
- d. Finished year one of the USDA Specialty Crop Block grant of \$5,000 which involved the basic construction of the Children's Garden and an additional sub-grant of \$1,000 was awarded to pay for the necessary fencing. Planning for the 2015 classes and workshops was completed.
- e. Applied for and was awarded a second USDA Specialty Crop Block grant of \$6,780 to build a new "Growing to Share" garden at the rear of the existing plots. It is a three year program that will start in spring of 2015.
- f. HPG planned and hosted four public special events: a March Garden Opener, a May Plant Swap and Sale, a September Harvest Celebration and a New Year's Eve Candlelight Labyrinth Walk.
- g. Painting and shelving work was completed on the 10' x 12' garden shed that was previously donated to HPG.
- h. Received a donation of a large metal gazebo that was moved in June into HPG next to the labyrinth area.
- i. An arch/arbor with planters was installed at the entrance to the Children's Garden in memory of volunteer Roger Sandmeier.
- j. Volunteer Walter Blizzard constructed three redwood tables for the Children's Garden teaching corner.
- k. The wire fencing around the main growing spaces was raised four feet to help with the deer problem.
- l. The hoop house was recovered in cooperation with the flower committee.
- m. A Master Gardener Demonstration bed was built and will be planted in 2015.
- n. Monthly rock painting workshops were held under the leadership of volunteer, Sandi Morrison, to produce "Garden Goodies" to use as fundraisers.
- o. Volunteers set up a booth at nine community events and donations were received totaling \$1,044.
- p. Heritage Park Gardens contributed to the community by growing special salad greens for the Douglas County Historical Society's "Farm to Fork" dinner.
- q. Iris plants were grown and donated to Austin's House, the East Fork Fire Department, the Douglas County Sheriff's Department and the Green Thumb Garden Club.

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## Current Town Projects in progress

Project	Prioritize	Projects	Status	Geoff Comments
		Hellwinkle Channel and path	Permits - Douglas County Army corps NDEP Bid Docs Out to Bid Board approval	Responding to 1st review comments Waiting on Army Corps response Need to fill out SAD permit Not Started June? July?
		Kingslane Channel and sidewalk and Wall / Lights	Construction Docs Permit Army corps Bid Docs Board approval	3c engineering did wall. Site plan close to done Not started Not started Not started Not started
		Hellwinkle Barns	Engineering Drawings	Need to Contract out Need to Contract out
		Hwy 395 Video inspection - Summit		Scheduled with Summit
		Bollards at	Heritage Park (decorative) Stodick Pond access (removable & rocks) Carrick pond (removable and Rocks) Historian Pipe Bollards with sleeve	Need to draw up plans and order supplies Need to draw up plans and order supplies Need to draw up plans and order supplies Need to draw up plans and order supplies
		Fence " The Ranch Open Space" Fence " Hellwinkle Ranch"		Draw up, Contract out Draw up, Contract out
		Bike Rack Program		Tom researched brands Need to draw up plan
		Sidewalk Grinding		Scheduled with Precision Concrete Cutting
		Street light at North Hampton and Waterloo		Need to draw up and contact NV-Energy
		Ron Cauly sidewalk replacement		Need to finish Construction docs
		East Fork Sidewalk, curb and Gutter Replacement		Need to draw up and Concrete Contract
		Douglas Street light	Mill Power meter High School Street lights and Sidewalk	Need to draw up proposal Work with Church for additional meetter and conduit Draw up plan and contract out

Douglas Ave  
Lights

## Current Town Projects in progress

Project	Prioritize	Projects	Status	Geoff Comments
HPG - DG Path From Ezell to Maple Drive				Order supplies and Staff can do
S-Curve - Gardnerville Station		Design SHPO NDEP Gas Tanks Permits - Douglas County Bid Docs Out to Bid Expected Board approval		Out to StanTech for design Cluster - Federal Funding Need to verify ground water contamination Need to draw plans and order storm drain structures Not Started Not Started Not Started No Idea
Shop Back Exit, Green Waste, and Fence				Plans at the Permitting office
Martin Slough Bypass for the Ponds		Culvert under Gilman Irrigation structure to Measure flow to pond		Need to draw up and permit This will allow us to use our water rights
Martin Slough Path - Amenities in Pond Area		Benches Picnic tables, trash cans Concrete steps and walk		Need to order Need to draw up and contract out
Martin Slough Path - County project		Amenities Storm Drain Re-locate at Maple Drive		60% plans done? Need to talk to RO Anderson to change
2015/2016 - Fiscal Year Projects		Industrial patching - Ac patches Industrial and southgate Chichester Patching		Not Started Not Started
		Sidewalk & Ramp replacement Crosswalk @ Kinglane, Mission, Highschool, Mill		Not Started - Funded - Need to Contract Not Started - Funded - Need to Contract
		Gilsonite Street sealing Hussman Strom Drain outlets replacements and Erosion control Center town Stromdrain fix and new Strom Drain manhole		Not Started Pipe Bought - Draw up and Contract out Pipe Bought - Draw up and Contract out
		Waterloo Islands - Landscaping facelift office DG and Rocks Gilman Ave - Ponds Landscaping		Staff needs to do Order Supplies - Staff to do Committee wants to do... Linda Dribble

## Current Town Projects in progress

Project	Prioritize	Traffic Study	Projects	Status	Geoff Comments
<b>Eagle scout projects</b>					
			Funk - Arbor Garden - Arbor Merit - Arbor Garden - Landscaping Ritchie - Cemetery Rock removal	June 5 and June 27	Under Way - Radar on site Under Way - Radar on site
			Hangining Flower Baskets Install Light pole Banners - largeones- waterloo to Grant on 395 Install Banners - Small Banners on Decorative Poles	Schedule June 1 Monday Weekly	Talked to - Asked him to give me a supply list and schedule Scheduled No Contact with
<b>EVENTS:</b>					
			Sweep The Town Event - April - May FEAT - Fun Run - April July 4th Fun Run Carson Valley Days - Cones, Barricades, Trash cans, Lights Movies in the park - Dual Screen Action octoberfest Coffin Races Splash Dogs Christmas kickoff Parade of Lights The Great Race	Done April 18  July 4, 2015 June 10-14 6-19, 7-10, 7-31, 8-31  8-14, 8-15, 8-16	Done ? Busy weekend Need to rent barricades Duel Screens - Time intensive New Event New Event Fun Weekend - Need tents and outhouses Food, fireworks, christmas Lights Make the plan better and rent equipment Need to permit and draw up plans.
<b>OFFICE:</b>					
			<b>Organization</b>		
			<b>Filing Desk</b>		Hire out help? Hire out help? Need to lookup Have basic template Tom is Data Crunching Narrowed down the choices Worked on several different ideas Need to put on the adjenda someday Need GIS and IT to work with us
			<b>Templates - Office products</b>		
			FRONTON business / marketing plan ADA Transition Plan Carpet replacement Traffic Calming Standards Plan County - Pay Plan Classification Study Vue works GIS Work Orders System		