

Louthan, Carol

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:

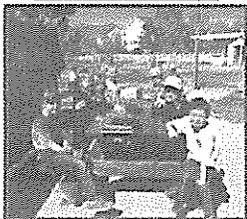
The board plans to promote the Town at the Minden airport Roundup in Aug.

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

Thank you for your attention.

sincerely, Victoria J. Roberts. Gardneville

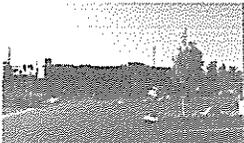
Sent from my iPad



Vision Statement
Experience the Past
Enrich the Present
Embrace the Future

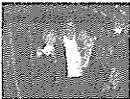
Interpretation of Vision Statement

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



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.

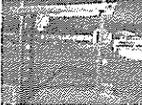


Action Plans

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

Action Plans

Organization

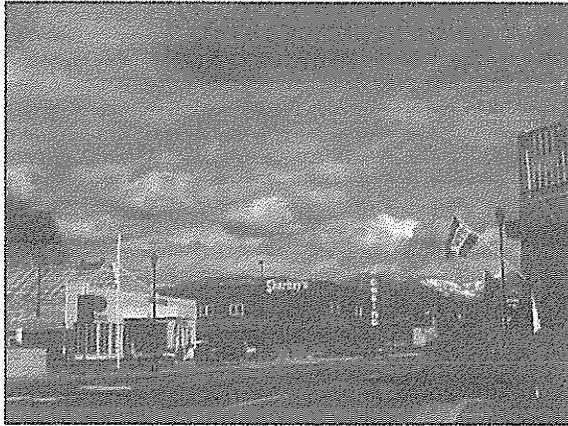
1. Action plan development annually
2. Internal financial controls and retention of a CPA for completion of taxes
3. Develop major fundraising plan
4. Maintain structure, communication, clearly define role of program manager
5. Provide a variety of professional development opportunities
6. Host annual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







Accomplishments

(See Handout for Complete List)

Outreach

1. Managed the 2013 Flower and Heritage Park Events Programs
2. Attended a USDA Specialty Crop Grant Grant
3. District Mutual Committee
4. Light Pole Business Labeled and Reopened
5. Harvesting Training Coordinator for District

Dist. of Work

1. District Worker opening 400 homes in West Side
2. Business Division Updated
3. District Business Survey
4. Met with multiple vendors and Business Owners

Market Work

1. 4,200 Winter Snow Loads - Value \$100,000
2. Annual Market and District Events 2014
3. Corporate Creditors and Private Owners

Financials

1. Further Consolidated 2014 Third Quarter Report
2. Fundraising for Region 10 and District Capital Campaign
3. Account Closed with Vendor of Lights
4. Completed the District Business Owners Survey for 2014
5. Small Business Grants - amount 1,000
6. District Property Taxation



Business Tracker

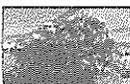
Businesses	2009	2010	2011	2012	2013	2014
Opened	7	13	19	14	16	15
Closed	2	12	3	6	10	4
Relocated Out of District	2	0	2	1	1	1
Relocated Out of Gardnerville	1	6	2	4	0	3
Relocated in District/Owner	0	0	0	3	6	5
Private Investment	9	4	17	14	16	13

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

In this time of year again, the Main Street Gardeners Flower Committee is presenting the Adopt-A-Pot Program. The pots are 10" and available for adoption by the Main Street merchants and residents who would like to adopt one for their favorite storefront as a thank you.



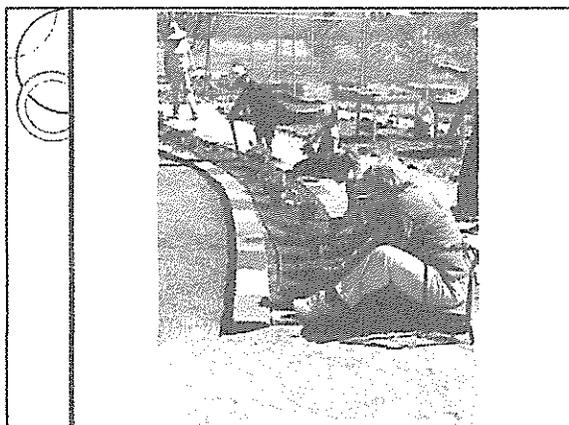
Your support and attention efforts in helping the Main Street Program is appreciated by both the local schools, businesses, programs, and residents on the Flower Committee.



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



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





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 6th 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 Info@MainStreetGardnerville.org

Main Street Gardnerville is a 501c6 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			May 14-15	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			May 12-15	Scheduled with Precision Concrete Cutting
Street light at North Hampton and Waterloo				Need to draw up and contact NV-Energy
Ron Cauty 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	Council June Meeting	Need to draw up proposal Work with Church for additional meeter 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		<ul style="list-style-type: none"> Design SHPO NDEP Gas Tanks Permits - Douglas County Bid Docs Out to Bid Expected Board approval 	<ul style="list-style-type: none"> 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		<ul style="list-style-type: none"> Culvert under Gilman Irrigation structure to Measure flow to pond 	<ul style="list-style-type: none"> Need to draw up and permit This will allow us to use our water rights 	
Martin Slough Path - Amenities in Pond Area		<ul style="list-style-type: none"> Benches Picnic tables, trash cans Concrete steps and walk 	<ul style="list-style-type: none"> Need to order Need to draw up and contract out 	
Martin Slough Path - County project		<ul style="list-style-type: none"> Amenities Storm Drain Re-locate at Maple Drive 	<ul style="list-style-type: none"> 60% plans done? Need to talk to RO Anderson to change 	
2015/2016 - Fiscal Year Projects		<ul style="list-style-type: none"> Industrial patching - Ac patches Industrial and southgate Chichester Patching Sidewalk & Ramp replacement Crosswalk @ Kinglane, Mission, Highschool, Mill Gilsonite Street sealing Hussman Strom Drain outlets replacements and Erosion control Center town Stromdrain fix and new Strom Drain manhole Waterloo Islands - Landscaping facelift office DG and Rocks Gilman Ave - Ponds Landscaping 	<ul style="list-style-type: none"> Not Started Not Started Not Started - Funded - Need to Contract Not Started - Funded - Need to Contract Not Started Pipe Bought - Draw up and Contract out Pipe Bought - Draw up and Contract out 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
			Toler toiyabe		Under Way - Radar on site Under Way - Radar on site
Eagle scout projects			Funk - Arbor Garden - Arbor Merit - Arbor Garden - Landscaping Ritchie - Cemetary Rock removal	June 5 and June 27	Talked to - Asked him to give me a supply list and schedule Scheduled No Contact with
			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	Scheduled and plants should be ready Scheduled Mondays 4:30 AM Not Sure

EVENTS:

Sweep The Town Event - April - May FEAT - Fun Run - April July 4th Fun Run	Done April 18	Done
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	July 4, 2015 June 10-14 6-19, 7-10, 7-31, 8-31 8-14, 8-15, 8-16	? 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.

OFFICE:

Organization	Filing Desk
FRONTON business / marketing plan ADA Transition Plan Carpet replacement Traffic Calming Standards Plan County - Pay Plan Classification Study Vue works GIS Work Orders System	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