

## **Sleepy Eye Downtown Revitalization Committee Meeting Minutes**

### **January 22, 2020**

Called to order by Chairman Tom Larson at 11:02

Secretary report read and approved.

Christina passed out a draft of the rack card.

Christina going to see about getting some new downtown photos.

We decided to have Kurk as main email contact due to them contacting him for EDA.

Sara to meet with Joann with website info.

Deanna chatted with The Best of Signs to try to get an estimate on window clings. They said that we needed measurements to get an accurate \$ amount.

Decided to start with the Berg Hotel, Mike Mason's Minnegasco building

Potentially having the (this building isn't empty) sign in the window as well

Tom to check with Kathy Haala and Kurk to check with Mike Mason.

Kurk to check with Tom Getz and the Amundson Foundation potentially funding some of the clings.

Christina and Tom bringing old photos to next meeting.

Christina passed out a flyer on Revitalize Or Die. On Facebook and webpage.

She also passed out an article on "Special Holiday Program Shines a Light on the Power of Placemaking". She brought up the idea to use the new corner park and all of our downtown trees and putting lights up on them. Possibly with the city and/or the holiday lights in motion. Getting volunteers to help and businesses to decorate their trees. Creating spaces to get people downtown and out and about. Also with a sign leading to the lake.

Christina brought up that since we aren't a 501C that for fundraising we could/should partner with the Area Foundation. Mark Beito is chair. Andy Pelzel is also a member. Mayor Pelzel said he would reach out to him.

Also Amazon has a charity donation when you place an order. We need to renew/ get back on the list.

Mayor Pelzel brought up that maybe we need to come up with a plan to take to the foundation to get their support for funds.

Next Meeting is this Wednesday at 11:00 council chambers.

## **Sleepy Eye Downtown Revitalization Committee Meeting Minutes February 19, 2020**

**Tom called the meeting to order at 11:00 in attendance was Kurk, Tom, Mayor Pelzel, Christina, Deanna and Kayla Jacobsen.**

Tom brought lots of pictures of old downtown for us to look at.

Secretary's report was read and there were some corrections made.

Old business:

\*We decided to wait until the website is finished until we print/finalize the rack card so we aren't sending people to a website that doesn't exist.

\*Christina talked with the person from New Ulm about taking pictures and he is still interested. We would maybe wait until the snow is melted.

\*Tom talked to Cathy Haala and she said that we can use her building for window clings.

\*Kurk talked to Mike Mason and he is agreeable also.

\*Horejsi graphics in New Ulm makes window clings. They will apply the clings for us.

\*Christina has contacted the New Ulm chamber to see how much their cling was but had not received a response as of the meeting.

\*Deanna also found Kim Schmid's husband that makes them in the cities.

\*Kurk hasn't met with Tom yet on financing but will soon.

\*Christina mentioned possibly the old Café building windows to be used for clings also. Kurk said he knew who to contact for that building.

\*The former jewelry store is also vacant.

\*Deanna said she would get quotes from both companies and we can go from there.

\*\*Secretary's note there are 5 windows in on the exterior of the Berg Hotel with another inset one next to the door.

\*Kurk asked if these clings are reusable? We need to check.

\*Mayor Pelzel talked with Andy and he said they would be happy to get us lights. They come in 17 and 30 feet strands.

\*\*Secretary's note there are two larger trees and 5 smaller trees in veteran's park.

\*Tom will speak to Mark about getting the foundation involved.

\*Christina also found a man that paints Minnesota murals and gets the community involved. More to come with that.

Meeting adjourned at noon.

March 18<sup>th</sup> for the next meeting. 11:00 council chambers.

## **Sleepy Eye Downtown Revitalization Committee Meeting Minutes**

### **March 18, 2020**

Present was Mayor Wayne Pelzel, Deanna Johnson, Tom Larson, Kayla Jacobsen, Kurk Kramer, and Christina Andres. Missing Sara Hornbrook and Gary Windschitl.

Meeting was brought to order by Tom Larson at 11:03.

The pictures we have selected by Rick Borth are no longer available.

We are currently looking and have possibly found a few replacements.

Tom had been in contact with Kathy Haala and she is onboard with the cling idea.

Deanna heard back from Horejsi graphics and due to the size of the images there would need to be two pieces with a seam in the middle. These would also potentially be reusable on windows of the same size. To print and install on 5 windows would be \$2,700.

Tom hadn't heard from Mark Beito as of the meeting. (Sleepy Eye Foundation)

Mayor Wayne was going to talk to Mark also.

Kurk passed out information on the Paint your Town grant.

Christina and Wayne mentioned a picture or painting of Sleepy Eye train that would look really nice on the side of the Bertrand building that the city possibly owns.

There is some discussion about taking down the Krenz Real Estate building and the old restaurant for parking.

Sara has given website info to Joann.

BIC has been sold so our rack card printing request may be harder to get.

Wayne said he didn't think the city would be opposed to helping us with some of our smaller projects if needed.

Christina also mentioned putting out on Facebook looking for other old photos of downtown.

Two of the pictures we had selected are in the Historical society.

The photos that we were thinking of using are with Mr. Berg checking in a guest, the 1908 4<sup>th</sup> of July photo of the front, a streetscape photo with the Higher Hotel, and maybe a photo of just the front.

Bob and Dell Berg may have given a lot of the old photos to Bret Probe. Tom will check with him.

The bottom of the pictures will have a tag line about "Sleepy Eye Experience the History" or something similar and we could do an info graphic on the smaller window about where the photos came from.

Wayne was at a Lights in Motion meeting and they were very open to helping us with the lights in Veterans park. They would like to see red, white and blue. Christina also mentioned possibly doing Woldrick Park with the chief statue. Christina also is going to talk with SouthPoint about possibly helping on their community day. Also talking to KNUJ and trying to get the speaker system working and playing holiday music during the day during the holidays.

Meeting was adjourned at 11:55.

**Sleepy Eye Downtown Revitalization Committee Meeting Minutes**  
**June 17, 2020**

Called to order at 10:55 by Tom. In attendance is Mayor Wayne, Sara, Tom, Deanna, and Kayla.

Minutes were accepted.

We called Christina for an update on rack cards and pictures.

Bic has changed their policies on donations. They are limiting what they are donating.

If Bic is no longer an option we could look into the print shop at MLC. Sara will check.

Website: Sara turned it over to Joann. Sara said she can web format on her computer. She is going to check on how to upload.

Window clings. Deann didn't hear back as of the meeting. (Has heard since and the pictures were not great quality.)

Poster in small window with descriptions of photos and some history of building. Sara is working on it.

How to pay for the clings? EDA is out of money. Mayor Wayne is going to talk with Mark about the foundation.

Meeting Adjourned at 11:40

Next meeting July 15 at 11:00 council chambers

## **Sleepy Eye Downtown Revitalization Committee Meeting Minutes July 15, 2020**

Meeting called to order at 11:02. In attendance is Mayor Wayne, Chairman Tom, Sara, and Kayla.

Sara talked with MLC for a quote on rack card printing. The total that they came up with was around \$30. She will confirm with them once we finalize the rack card. We need email address and photos?

Window Clings:

Sara has volunteered to meet with the graphics company and see what we can do with the photos.

Sara has also written a brief description of the hotel and passed it out. Also possibility of Babe Ruth photo as he stayed in the hotel. Tom may have an original photo.

Sara also emailed Joann and sent her a copy of the web spaced version of the website info.

Mayor Wayne reported that he has talked with Marc and he is in agreement to get the foundation up and running again. They would like to meet with us and discuss helping us fund some of our projects.

\*Secretary's note Meeting is scheduled for Tuesday August 4 at noon at the Sleepy Eye Community Center

Also there may be the possibility of some money in the city budget.

The Mayor also met with Lights in Motion and they estimated 10 strands per tree at \$20 per strand but there is a 20% discount which would be \$16 a strand. They also liked the red, white, and blue idea for Veteran's Park.

Meeting adjourned at 11:40

Next Meeting August 19 at 11:00

# **Sleepy Eye Downtown Revitalization Committee Meeting Minutes**

## **August 19, 2020**

Meeting was called to order by Tom at 12:05

In attendance was Tom Larson, Mayor Wayne, Kayla Jacobsen, Sara Hornbrook, Christina Andres and Joann Schmidt(visiting)

We met with the Sleepy Eye Area Foundation and the have voted and agreed to give us \$3,500 for the window clings and the lights. We did find out that the foundation needs to renew their 5013C.

We have been asked if we would like to take over the Foundation. We sort of decided that some of us could serve on the board but as a committee we wouldn't want to combine. Sara was going to talk with Marc and discuss if she would like to take over as president.

Rack card: Christina is going to reach out to Ashley do new pictures.

Website: Joann reformatted into a checklist type. It is built but currently hidden. We just needed some pictures and some final details.

Window Clings: Sara went to Horjsi Graphics with the Babe Ruth picture. Asked them to blow them up until they pixilated with a charcoal border.

Lights in Motion: We would like to do some in Veterans park and one outside the City building and the ones at 4&14. We would be using the remainder of the money from the Foundation after paying for the Window Clings. Americana Bank was going to maybe put lights up for their giving back day. We want to encourage other banks to also put out lights for their day of giving also. Mayor Wayne is going to get an estimate on how many lights it would take to do the trees.

New Business:

Litchfield is having a class on Wed Sept. 9. On making your downtown more vibrant and getting activity on the streets. Kayla and possibly the Mayor are going to attend.

Next Meeting will be TUESDAY September 15 from 12 to 1. City council chambers.

## **Sleepy Eye Downtown Revitalization Committee Meeting Minutes September 15, 2020**

Meeting was called to order by Tom at 12:00. In attendance was Tom, Sara, Deanna, Mayor Wayne, Kurk, and Kayla.

Window Clings: Deanna called Horesji and is expecting a call back. As of the end of the meeting we hadn't heard back.

Rack card: Christina has contacted Ashley and will give us a price when she hears.

Website: In Joann's hands. Don't need to activate until rack cards are done.

Lights in motion: Lights are here! Americana is hopefully going to install them next Tuesday. Mayor Wayne got the extension cords. The cost was a little over \$500.

Litchfield recap: Kayla went. There were lots of ideas. Use your unique market niche (chief Sleepy Eye) to your advantage. Technology use has become very big part of telling history.

QR code walking tour.

Metal or colored historic markers on buildings and historic places.

Benches with historic facts on them.

Posters come alive- Hand out posters with a picture on them and you scan it with your phone and it comes alive and tells you information.

Rolling banners that you could use during the day and put away at night for celebrations or specific days.

Pocket museums: Let locals display their collections every month or so and advertise to come see the new collection. (Nothing valuable)

Crank informational boxes that uses the cranking as the electricity and then it tells you facts.

Use street theatre for re-enactments. Also have them downtown to take selfies with to get people downtown.

360 degree tours have become big since Covid. They are interactive where you can tap on icons on the buildings and it gives you information on the building and old pictures can be inserted also.

Another idea was using empty store front windows for local artists to display their work. It gives the artists a place to potentially make some money and also brings people downtown and makes unsightly windows more attractive. Can also use building windows that have become offices that don't need or want to use their windows. It doesn't have to use the whole window. Another potential display would be something historic.

He also suggested for 501C3's to apply for legacy fund grants. Lots of money to be had.

Fundraising idea: Golf tournament. Business could sponsor a hole and have an entry fee for golfers. Proceeds go to the SEAF.

Idea for someone to dress up as Chief Sleepy Eye for events (with permission from the tribe). Or have the tribe come and do some demonstrations or something.

Meeting ended at 1:00.

## **Sleepy Eye Downtown Revitalization Committee Meeting Minutes October 20, 2020**

Present was Sara H., Mayor Wayne, Tom L., Kayla J., Gary W., Deanna J.

Rack Cards - waiting for pictures from Christina.

Website- There were a few corrections that Sara was going to give to Joann.

Window Clings update: Sara and Deanna were going to meet at the graphics place.

Lights in Motion: Mayor Wayne and his wife have installed the extra few strands that were needed.

As Sara has left us for New Ulm this was her last official meeting.

Other: to review/ think about other projects that we might want to tackle someday.

Next Meeting 11/17/20