



Meeting Notes

Mornings on Main - October 18th, 2021, 10:00 A.M.

IN PERSON AND VIRTUAL

Welcome: Diana Schwartz

Merchant news, updates, celebrations!: Anyone attending, jump in!

- Introductions: Diana Schwartz (RDA), Lauren Park (Blush and Glow Spa) George Purdue (Revitalization Station), Jessica South (Blue Moon Tattoo), Will Mackaman (RDA), Alyssa Turner (RDA), Kirsten Aherron (RDA), Chief Coffey (Danville Fire Department)
- Celebrations: 3 year celebrations of Revitalization Station, and Main Street Art Collective

RDA Update: Diana Schwartz

- New Employees: Welcome to Will Mackaman (Programs and Services Manager), and Alyssa Turner (Bookkeeper and Office Manager)
- Historic Tax Credit Advocacy
 - Historic Tax Credits are offered through the Federal Government. Offers a way to restore a historic property keeping it's historic integrity. Allows historic buildings to be restored for significantly less. It would not be financially viable to restore many buildings without the tax credits.
 - Improvements to the tax credit system are being considered in the federal infrastructure bill.
 - For more information refer to email sent in early October:
<https://conta.cc/3pJ1EK2>

River District Update: Kelvin Perry - not able to attend

Guest Speaker: Chief David Coffey, Danville Fire Department

- Chief Coffey has been the Fire Chief for the City of Danville for 1 year
- Came here from Idaho
- Danville Fire Department is an internationally accredited ISO 1 Department. This is very important. Only 12% of United States Fire Departments achieve an ISO 1 rating.
- The Fire Department also has a Regional HAZMAT Team, and a Swift Water Rescue Team.
- They do many community and fire safety events

Programs and Services Update: Will Mackaman

- GET Boosted - no longer receiving applications, working through the applications. Hopefully we will be able to do another round. The point is to give existing businesses the opportunity to implement an idea that will bring in more customers.
- Facade Improvement Grants - Ongoing, first come first serve. A great up to \$5,000 with a one to one match. Allows businesses to spruce up the facades of their buildings.
- Dream Launch Bootcamp and Pitch Competition- 6 week bootcamp for entrepreneurs. Registration is at tinyurl.com/RDADreamLaunch2022 (applications opened Nov. 1)
- Vibrant Windows - Local business owners are adopting vacant windows to show what downtown can look like with full windows.

Update on RDA Events and Promotions: Kirsten Aherron

- Holiday events - Christmas on the Plaza will be on December 3rd from 5-8 pm
- Holiday Gift Guide - Will be out the Sunday before Thanksgiving
- HOME for the Holidays - email home@riverdistrictassociation.com
- Shop Small Saturday - Send promotions for November Newsletter

Discussion, Questions, Ideas: Everyone

Cherly Sutherland - Hyco Magazine has a new edition called River City. A great opportunity to market to people who live on Hyco Lake. <https://hycolakemagazine.com/> There is an affordable opportunity for local businesses to have a business card sized ad in the winter edition.