

Keep Moline Beautiful

Meeting Minutes – 4:30pm, February 13th, 2014.

Held at Moline Municipal Services Building

Attended by: Sue Ratkiewicz, Rodd Schick, Doug House, Lori Turner, Kristen Bergren, Lynn Garrison, Kathryn Allen, Laura Chumbley, Susan Wolf.

Sue Ratkiewicz called the meeting to order.

Old Business:

- Earth Week Fair: The fair will be open to school children Thurs., April 24 and Friday April 25 from 8:30am to 2:30pm and to the general public only on Thurs. from 3pm-7pm. The KMB booth will need to be manned during these hours; Doug will email a sign-up sheet to the committee members to volunteer to work. The Earth Week Fair subcommittee will meet on Feb. 27th to design the booth and decide on student activities for the booth.
- Blue Can Group: Kristen is preparing a writing contest for 3rd-5th grade Moline students to receive a free KMB-sponsored field trip to Earth Week Fair. Contestants will write creatively to create a life story behind KMB's superhero Recyculum.
- *Adopt-a-Park*: Rodd will reach out to Neighborhood Partnership groups to join in the Great American Cleanup April 26th. He will try to get some photos or video of the Cleanup to post on the KMB website.

New Business:

- Doug informed the commission that Moline parks are going to be smoke-free.
- Kristen and Kathryn reported on the Keep America Beautiful National Conference held in Charlotte, North Carolina, February 3-6th, 2014. (see Kathryn's and Kristen's notes below).

Keep America Beautiful
Annual Conference
Feb. 3 - 6, 2014
Charlotte NC
Notes from Kathryn Allen
Submitted Feb. 13, 2014

Pre-Con: Building Coalitions for a Better, Greener Community and Promoting Environmental Literacy (Providence II)

This informative and engaging pre-conference session for expert affiliate directors will examine successful coalition building and how to sustain programs by using the KAB behavior change process. Three affiliates will share how they have created coalitions to address community issues and promote civic engagement.

1) Sal Moretti and Mayor Harvey Hall from the City of Bakersfield, CA, will share the approach to bridge various government agencies to achieve common goals despite jurisdictional boundaries. Through the creation of this unique freeway litter clean-up program using homeless center clients, Keep Bakersfield Beautiful has become the hub of a multi-agency, corporate and volunteer effort in the city and a lasting partner.

Notes:

Keep Bakersfield (CA) Beautiful

For litter pickup, hiring homeless and unemployed minority crews - minimum wage. Working on on-and-off ramps, parkways

Adopt a parkway

6,700 sponsorships by companies

Multiple government/corporate/non-profit alliances

City and County have worked together to utilize inmate crews

“Be the Opportunity that Knocks”

2) Robin Blut, Keep Houston Beautiful, and Martine Alcala, City of Houston, TX, will cover the “Urban Runoff Challenge” (U-ROC) program. By cultivating partnerships with educators, community leaders, and corporate sponsors to develop an environmental literacy and stewardship program, they were able to create a visually appealing community setting, improve water quality and eliminate illegal dumping through public, private and civic partnerships.

3) Ryan A. Bullard, Riverside Public Utilities, City of Riverside, CA will discuss the “Green Action Plan”. An initiative that helped solidify its place as a leader in clean and green practices throughout its urban center by bringing a variety of city agencies and external partners together.

The KAB Environmental Literacy Plan will be discussed as a way for participants in this session to create behavior change that sustains a greener community and helps focus affiliate planning and program implementation.

Keep Houston (TX) Beautiful

Urban runoff problem; there's a lot of flooding

Pollution Prevention from stormwater runoff. When It Rains, It Drains, from ditches, streams, creeks, drains, underground system - goes to the bayous, then to the bay. All water is interconnected.

APWA accreditation

The Gully. Comm. garden in butterfly design, school has a nature center

Adopt a Ditch - great project! Started with complaints from the neighbors

Careers on Wheels program - equipment shows at schools

Storm water curriculum

www.u-roc.org Urban Runoff Challenge - maps and games on website

Riverside CA. 1 hr. east of LA. greenriverside.com

Ryan Bullard

Clean and Green Task Force - started by 2 pesky citizens

This city owns its own utilities. Has a Green Action Plan

Have seen a 30% increase in park land per 1000 residents

Environmental best practices:

89% use of clean/alternate fuels (best in US)

increase in park systems:

Universal playground

Solar panels

PACE program

Financing for energy efficiency. Solar industry has arrived

Grease to Gas - reclaiming restaurant grease - use a digester to process grease to fuel

RTA partnerships - college students are free

\$3 million for energy conservation. Took thousands of houses off the grid

Held forum for energy and water conservation

\$10,000 prize for a Water Wise Landscape Makeover

Toro gave free sprinkler nozzles

What are the objective measures:

Star Communities Network Rating System

Sustainability elements

Certifications and recognition

Keynote: Robin Nagle Talks Trash (Grand Ballroom D)

Robin Nagle, author of *Picking Up: On the Streets and Behind the Trucks with the Sanitation Workers of New York City*, is the anthropologist-in-residence with the Department of Sanitation in New York (DSNY) and a professor in the anthropology department at NYU. While researching *Picking Up*, Nagle got certified and spent time behind the wheel of a sanitation truck in the Bronx (out of the 7,000 uniformed "on the street" personnel, only about 200 are women). Her garbage-eye view allowed her to get a better sense of life for the city's residents. ***Sponsored by Waste Management.***

History of NYC trash - dumping in the harbor, then burning, then barges out to sea.

In the 1890's, Mr. Waring dressed the sanitation work force in white, gave them helmets like the police and the best horses to be had. There was a profound transformation. Thomas Edison took a movie of the barge dumping in 1903. Horrendous.

Looking at recycling as a gateway project - need to look upstream at producer responsibility to take back, reuse materials.

Sanitation as an environmental justice issue - where is urban garbage taken? Now - it is sometimes all around the country!

Vacant Lots and Urban Gardens

Phoenix Renews - temporary use of vacant lots - Tom Waldeck of KPBB

Phoenix is a city of 520 sq. mi with less than 7" of rain per year. 42% of land in the city is vacant. Their goal is to upgrade the use of the land on a temporary basis so that the uses are transferable as the land use becomes permanent. This is not just beautification, but for social change - such as providing garden plots for Veterans.

South Carolina - no deserts like AZ, but there are many food deserts. So, they now have over 20 community gardens. Fresh produce goes to those who need it, including to emergency food agencies.

The users/gardeners/neighborhoods must buy in to make the gardens work.

Important to post the rules at the garden sites.

New gardens need a minimum of \$600 to set up.

Burn out is a factor - always be working on successors and garden champions

Many of their community gardens are now on the city garden tour - one year the tour chose only veggie gardens!

President's Luncheon

Jennifer Jehns, New President CEO

576 affiliates received 4.7 million. Lowe's gave a \$1 million grant

Great American Clean Up - IWantToBeRecycled.org - short video of a plastic bottle and aluminum can - very good

8 stories shared:

LA - plastic mats for floating islands/plants

PA - community gardens

CA - clean up of Santa Ana River

FL - Tampa Bay - butterfly garden and...

OH - Athens - community garden; Akron - recycling during marathon

TX - McAllen ? ; Houston - gardens

Shirley Sagawa - the power of Storytelling

The Charismatic Organization - her book

People produce the impact

People connect you to other forms of capital

People want to make a difference

People want to belong to a community

Grow the Core Active Outreach

Resources Contributed Meaningful Involvement

We are wired for stories, and stories are easy to remember

Individuals are more powerful than the mass, of people or numbers

Stories come before statistics

Once upon a time...And every day....Until one day....And because of this....

Until finally.....And every since that day

Use evocative details. Show, don't tell. Use pictures.

Use clean language, a hook, an interesting facts or twist.

(Showed a water buffalo video.)

Using Social Media Hashtag #KAB2013

39% of affiliates are using Facebook

17% using Twitter

Linkedin ??

KAB will be doing much more with social media - young staff

Use Facebook to recognize volunteers, sponsors; promote events - leads to cross promotion of events with like groups. Plan ahead and have calendar. Keep posts simple.

Use of social media in the older population is growing

Twitter - tends to be used by younger, more urban population

Pinterest - mostly females, educated, higher income - very visual

Tips:

1. Be visual - pictures are great
2. Provide value to fans and followers. Emphasize most important issues and themes
3. Always leverage your network, event, drive, and thank the participants
4. Crowd source content
 1. Be relevant

Most of those in the workshop session represented an affiliate with a dedicated Facebook page.

Alec Cooley, Director, Recycling Programs, Keep America Beautiful; Heather Cashwell, Education and Outreach Coordinator, N.C. Department of Environment and Natural Resources and Jake Wilson, Keep Mecklenburg County Beautiful, NC.

Establishing recycling in parks, venues, special events and other settings is not easy. Beside the cost of bins and collection logistics, high contamination and low recycling rates have doomed many efforts and prevented others from getting past the drawing board. Behavior research and experience from the past few decades has shown how recycling programs can minimize these problems and achieve high recovery rates by designing them to anticipate user behavior. This session will review best practices included in KAB's new guide for recycling on-the-go combined with case study examples of programs that work and some that don't. ***Sponsored by Novelis - world's largest recycler of aluminum***

Designing Public Space Recycling that Works

KAB Public Space Recycling technical resources: americarecyclesday.org and ROGO webinars

There are recycling bin grants. The Dr. Pepper Snapple grant deadline is Tuesday Feb. 11.

Public space recycling is "on the go" recycling

Some of the challenges are:

Contaminaton

Participation

Capital expenses

Collection logistics

Environmental attitudes:

15% are Super Green

15% are eco skeptics

70% are "sometimes", sympathetic or indifferent, think that trash "goes away".

So the primary goals are to raise awareness and instill habits.

Plan:

1. Make it simple and convenient to recycle

1. **Know your waste stream:** what's in the trash, follow it "upstream", know where the recyclables are going
2. **Pair bins in all locations.** Place recycling bin directly next to the trash bin, otherwise both will be misused. "Twin the Bin"
3. Use restrictivew lids - large holes invite trash

4. Use clear, simple labels and signage. Pictures are good. Skip the "don't's", consistency in all details is huge.

5. Choose the right bin for the setting

Clear sides to see contents helps

Collection efficiency

Do not make the bins identical

Color schemes are important

Use special lids and signage

Keep things are a good level for eyes - not hard to see or read

1. Be consistent with bins, color, message across facility/locations.

Coordinate with residential system and with other jurisdictions when possible and appropriate

1. Keep bins clean and well maintained. Grimy, overflowing, peeling leads to lowered participation

2. Educational Outreach. Direct "What" and "How" on bins

3. Adapt and improve

Every location needs to be inspected

Start with a pilot location

Evaluate and modify as needed

Track performance

Public Space Recycling in North Carolina

Economic importance of recycling - an increase in private sector jobs, eg. used PET bottles. NC has very large capacity to process these and is going to many public spaces for materials: every airport in NC, walkways, beaches, events, athletic fields, state and county fairs, gas stations, state parks.

Orange Co. - Chapel Hill - very progressive community. Has done a waste audit on how much is and could be recycled; at gas stations collect only bottles and cans - not paper.

"Build utopia one bin at a time!"

Keep Mecklenburg Beautiful

Get big business on board. Great relationship with the Panthers and Bojangles.

Get lots of volunteers - give them something: backpacks, hats, gift certificates (Eg. Bojangles)

Promote your project/event in every media channel

Panthers stadium - doing food composting inside the stadium

Promoting biking to the stadium.

Plenary Session: Reaching the Next Generation: Involving Youth to Build Vibrant Communities (Grand Ballroom D)

Following last year's energizing session, we will feature KAB's Youth Advisory Council (YAC) comprised of 10 outstanding, diverse high school students from across the country. This is a great opportunity for the next generation of leaders to share their innovative projects and perspectives with KAB's local and state affiliates. ***Sponsored by Wm. Wrigley Jr. Company Foundation***

Wrigley grants are given to youth on the YAC: Youth Advisory Council

Impressive kids - most are in high school, and have projects dealing with recycling - including at their sports stadiums, tree planting, community vegetable gardens, butterfly gardens/feeding stations, and cleaning up parts of rundown towns, including downtown areas.

Plenary Session: The Importance of Beneficial Insects & Pollinators (Grand Ballroom D)

Vicki Wojcik, Ph.D., Research Director, Pollinator Partnership and Richard Crespin, CEO, Crespin Enterprises

Honey bees and other pollinating insects are the glue that holds our agricultural system together and according to scientists they are in danger. A singular cause cannot be identified for the issues and stresses facing pollinators. Similarly a singular solution will not be a reality. The complex matrix that interacts with pollination issues will require a social solution because no one owns honey bee pollination. These kinds of problems "in the commons" where no one owns the problem or the solution are the defining problems of our time. Come hear a new way of thinking about and tackling these problems. A panel of experts will share information and insights on the current plight of the honey bee and what it means for farmers, gardeners and our favorite foods. ***Sponsored by The Burt's Bees Greater Good Foundation***

Pollinators and our food supply, and as indicator species.

Want to have 10,000 registered sites of bee habitat by 20/20. Go to the Burt's Bees GGF to register these garden sites.

Vicki Wojcik - Pollinator Partnerships

Pollination is the transfer of pollen grain from the anther to the stigma.

67 - 96 % of all flowering plants depend on animal pollinators for reproduction. (Reminder that even flies are responsible for the pollination for chocolate, tea and coffee.)

Eco-system services provided by bees:

Pollination

Food production (33%). 80% of every type of food plant

Meat and dairy - alfalfa

Wildlife, natural systems - spaces for hiking, hunting

Climate regulation - forests

Erosion control, carbon sinks

Nutrient recycling (they nest in ground)

Signs of decline

Loss of habitat - major factor

Disease

Parasites

Invasive species

Colony Collapse Disorder esp. bad 2006-7. Four pollinator species esp. affected:

Bumble bees - in severe decline

Yellow faced bees

Monarchs

Lesser long-nosed bat

What can we do?

Habitat improvement: Education, Research, Policy support

Habitat: There is an eco-regions Planting Guide from the Pollinator Partnership

Also a BeeSmart Pollinator Gardener app. useful for homes, median strips, government building gardens

School garden kit

Bee Condos - pollinator project

NAPPC: North American Pollinator Protection Campaign

Honey Bees: plant willows, hawthorns, and members of the rose family

Monarchs: plant milkweed and nectar plants

Eliminate pesticide use on greenspaces

Buy local, organic honey

Celebrate Pollinator Week in June

Honey Bees are dying for a lot of reasons - no one source.

Mites: "blood suckers"

Application of neonicotinoides, other pesticides

Malnutrition - monocrops

Fatigue

Mash-up summit. Get all the parties together, talk only about the data. Must be public/private collaboration

richard@crepinenterprises.com

Breakout 4B: Tools Tested for Outdoor Recreation, Environmental Education and Stewardship (Providence I)

Laura Baird & Dr. Logan Park, Southern Illinois University

This session will demonstrate a project that combined environmental information with critical thinking and problem-solving educational activities to empower youths with concrete tools to make informed decisions about environmental stewardship.

Logan Park - Recreation Ecologist SIU

(Thinks Twitter is THE way to go.)

Stages of moral development. Direct vs. Indirect behavioral influences. Audience/Behavior/Norms. Behavior control level.

Laura Baird:

Talked about preparation for school groups. Create pgm. content to NAAEE standards. Form partnerships - aswith Leave No Trace, Girl Scouts. local camps. Pilot materials for mechanics and flow, then modify materials.

Plenary Session: The Power of Beautiful, Clean and Attractive Communities (Grand Ballroom D)

Roger Brooks, International

Have you ever wondered why some communities or downtowns are so successful while others struggle? To find out, Roger Brooks and his team spent nearly six years surveying and studying more than 400 well-branded, vibrant downtowns, downtown districts and communities in North America to uncover the most common elements that led to their success. In this photographic "idea book" workshop, you'll hear stories from these great places, see dozens of "how-they- did-it" photographic examples, and learn the 20 universal ingredients, including things you can do to create or enhance your own outstanding destination. *Sponsored by Anheuser-Busch.*

Plenary Session: The Power of Beautiful, Clean and Attractive Communities. Roger Brooks

American communities are moving downtowns to European standards

Took survey of 400 downtowns in US and Canada to find 20 major ingredients of success.

Tourism depends on a downtown; 80% of non-lodging spending is shopping - best for that is a downtown

20 ingredients in 3 parts:

Part I: Property Owners To-Do List

1. Begin with a plan: include Branding, Development, Marketing, Action

Beautification is front and center

2. Define a strong brand and retail focus. Gardening is the 2nd fastest growing hobby in the US, biking is 1st.
Eg. St. Albert, Alberta, Canada

Had a great garden center. Used this for logo and development:

"Cultivate Life" Street light banners: Cultivate The: Musician, Chef, Athlete, Kid, Gardner, Masterpiece, Dreams.....In You!

Eg. York PA - an industrial city - used old industrial "waste" to create art, brand

1. **Orchestrate recruitment of critical mass.** Within 3 lineal blocks of downtown, need to have 10 - 10 - 10:

10 food places - any type

10 retail places (not second hand)

10 places that are open after 6 pm.

Start with the property owners, not with the tenants.

1. **Anchor tenants** - need 1 or 2
2. Lease agreements have to include defined operating hours and days

70% of consumer retail is after 7 pm. Used example of a farmer's market that moved from mid-day hours to 11 am - 9 pm. Sales went up enormously.

1. **Need people living and/or staying in the downtown**
2. **Need pioneers with patient money**, who are convinced that this is a great investment. Eg. of El Dorado, Arkansas

Part II: The Public Sector

8. Start with a one block demonstration

1. **Solve the parking dilemma.** NO 2 hour parking, 4 hours minimum. Or if must have 2 hours, have a sign with it that directs drivers to longer parking easily.
2. **Public Restrooms.** Relieved visitors spend more money. Have visitor information easily accessible near the restrooms. NO "For Customers Only" signs - if people come in to use restroom, more likely to spend out of impulse or guilt.
3. **Develop Gathering Places.** We are living more in an age of Third Places.

First and second places are home and work. Eg. of Rapids City, SD. Show movies on the square. Narrow the streets, widen the sidewalks, plant a lot of street trees - one every 10 meters/30 feet. Angle-in parking increases sales. Create sidewalk alcoves for street musicians. Eg. Greenville SC.

1. **Create a good first impression with community gateways.** Entrance or perceived entrance to community. Increases perceived value, gets attention, shows and creates pride of ownership, says something about the community. Put signs where they make the first best impression, which is rarely at the city limits.
1. **Create a wayfinding system** - design, fabrication, installation. Make sure they reflect your brand, make them decorative, no more than 5 items per sign. Same for pedestrian wayfinding.
2. **Make a first good impression with district gateways.** Create a sense of place - eg. an arch or gate, pole banners, use street print (\$6.50/sq. ft)

Part III. Merchants

1. **20/20 Signage = \$\$\$:** Use blade signs with consistent height and size; eg. no lower than 7 ft., no higher than 9 ft., no wider than 4 ft.
 2. **Outdoor dining!**
 3. **Invest heavily in retail development/ beautification.** Bring interior window displays outside - no cloths racks or folding tables. Use flower pots - lots!
70% of 1st time sales come from curb appeal. Women account for 80% of all retail spending; therefore, think benches! at the facade, facing out.
1. **Activities and entertainment** - start with Friday afternoon thru Sunday afternoon
 2. **Give the downtown district a name**
 3. **Experiential marketing.** Quality of life is leading economic development.

KAB Conference
Charlotte, North Carolina
Feb. 4-6, 2014
Notes submitted by Kristen Bergren

Building Coalitions for a Better, Greener Community and Promoting Environmental Literacy

1) Keep Houston Beautiful: Urban Runoff

- Preventing pollution in storm water
- When It Rains It Drains: community involved in cleanups so they have ownership, outreach and engagement is where KAB comes in
- Lots of flooding in Houston - neighborhood initiatives 250 groups, empower employees
- How Clean, How Safe, ...is how citizens feel about their community/city
- Small projects can have a large impact such as gardens
- Teach for America program: 3-4 educational curriculum
- Adopt-A-Ditch: trees planted in groves to prevent vandalism and dumping
- 3X6 plots \$40 butterfly designs, report illegal dumping app, flyers with fines listed for dumping
- Career on Wheels....equipment show in neighborhoods
- Stormwater Curriculum www.u-roc.org 12 lessons
- Results: ditch cleaning down from 4 times a year to once

2) **Riverside, CA: Clean and Green Practices**

- Grease to Gas: saved \$1 million, rate to buy grease from city less than fee to have it hauled away, \$100,000 grant to transform a closed water plant for a bio-fuel plant
- Go transit – College Student bus
- Whole House Program - \$3 million conservation kwh/gr ?, contest to win \$10,000 for waterwise landscape design makeover
- http://www.greenriverside.com/userfiles/Green_Action_Plan-2012.pdf
- STAR A community sustainable rating system (compared to LEED certification)
<http://www.starcommunities.org/rating-system>

KAB Coporate Programs and Sponsors

- 1) KAB: \$4.7 in grants for 576 affiliates
- 2) Lowes: \$1,000,000 grants
- 3) Ad Council: \$14 million donated in advertising <http://iwanttoberecycled.org/>
I want to be a _____.

I used to be a steel can. Now I blaze trails all day.

*Good theme/idea for ARD contest!



The Power of Storytelling

- 1) Building a community through storytelling
- 2) Why do people donate, volunteer or work for a non-profit?
-They want to make a difference. They want to belong to a community.
- 3) Storytelling helps: grow the core, actively outreach, meaningful involvement
- 4) Stories are easy to remember (how many tons picked up vs a family who always participates in clean-ups)
- 5) You can retell a story.
- 6) Stories bring actions to life.
- 7) M.Teresa: If I look at the mass, I will never act. If I look at one, I will.
- 8) Prime people with a story before a request for action.

- 9) Use language you can relate to and use good clear language.
- 10) Use photos, informational graphics and social media.
- 11) Emotional power, triggers

Law and Order: New Considerations For Illegal Dumping (Keep Ohio Beautiful)

- 1) City workers get “credit units” for attending free workshops about illegal dumping
- 2) Funding through Solid Waste Commissions and EPA
- 3) Identify illegal dumps
- 4) Cameras at “popular” dumping sites. \$3000 camera and setup. Some cameras will send text. Need willingness to prosecute. Fines will pay for camera. Faceless crime so use pictures for social media.
- 5) Put litter laws on cards for law enforcement

Law and Order: Meth Waste (Ohio)

- 1) Lab wastes are found during clean-ups.
- 2) <http://www.keepohiobeautiful.org/images/uploads/SRC%20Meth%20Lab%20Poster.pdf>
- 3) What’s wrong with this picture? Location, quantity of items
- 4) Extremely dangerous...can explode...colored water looks like pop or kool aide
- 5) Educate your volunteers

Taking Recycling to The Workplace

- 1) 35% -45% solid waste generated in the workplace
- 2) Pledge to increase recycling by 10%
- 3) 10 point plan go to recycling@work.org
- 4) Engage employees for ideas
- 5) Placement of recycling and trash cans should be together
- 6) Pepsi is doing a study on workplace recycling habits in 5 big cities....Chicago will be one of them.

The Power of Beautiful, Clean and Attractive Communities:

Roger Brooks Your Town-A Destination

- 1) Downtowns are making a comeback.
- 2) Downtowns are the heart and soul of a community.
- 3) If locals don’t hang out...visitors won’t either.
- 4) Downtowns should include shopping, dining and entertaining.

The 20 Ingredients of an Outstanding Downtown

<http://www.rogerbrooksinternational.com/20-ingredients-of-an-outstanding-downtown/> Video \$295

Part 1: Property Owners (34 min)

- 1. Begin with a plan:** branding, marketing, action plan (to-do list)
- 2. Define a strong brand and retail focus:** Ex. St.Albert’s brand is their botanical gardens so their banners and posters say “Cultivate _____” another city’s brand was Industry and Design...made benches,

sculptures from scrap metal showcased in public places

3. Orchestrate recruitment of “critical mass” – in a 3 block area there should be 10 café/restor. , retail shops, 10 businesses open after 6 pm

4. Anchor tenants – promote them

5. Define operating hours and days – 70% of spending after 6 pm ...if people are aware of hours , Sparks, NV Farmer’s Market 11-9 10,000 people

6. People living and/or staying downtown

7. Pioneers with patient money

Part 2: The Public Sector (40 min)

8. Start with just one block – demonstrate a project like corner gardens

9. Solve the parking dilemma – at least 4 hours, if less tell where longer parking is available

10. Public washrooms/restrooms – relieved customers spend more! Have public restrooms in the heart of district.

11. Development of gathering places – wider sidewalks, alcoves for musicians, street trees

12. A good first impression: Community Gateways – sets increased perceived value, pride of ownership, gets attention, put signs where you get the most attention

13. Create a Wayfinding System – design, should reflect “brand”, not more than 5 items, pedestrian way-finding

14. A good first impression: District Gateways – Welcome banners, create a sense of place

Part 3: Merchants (34 min)

15. 20/20 signage equals \$\$\$

16. Outdoor dining and cafes

17. Retail Beautification – various potted plants, pay org to plant, 70% of first time sales come from curb appeal, 80% spending from women, visitors want to feel safe and welcome, benches should face out

18. Activities & Entertainment - bring downtown to life,

19. Name the district – so the destination has a name besides the city’s

20. Experiential marketing – sell the experience with poll banners

KAB 20-Points Downtown:

Part 1: Property Owners (34 min)

1. Begin with a plan

2. Define a strong brand and retail focus

3. Orchestrate recruitment of “critical mass”

4. Anchor tenants

5. Define operating hours and days

6. People living and/or staying downtown
7. Pioneers with patient money

Part 2: The Public Sector (40 min)

8. Start with just one block
9. Solve the parking dilemma
10. Public washrooms/restrooms
11. Development of gathering places
12. A good first impression: Community Gateways
13. Create a Wayfinding System
14. A good first impression: District Gateways

Part 3: Merchants (34 min)

15. 20/20 signage equals \$\$\$
16. Outdoor dining
17. Retail Beautification
18. Activities & Entertainment
19. Name the district
20. Experiential marketing

A motion was made to adjourn the meeting at 5:40 pm. Motion seconded. Motion carried.
Next Meeting will be at 4:30pm, Thursday, March 13, 2014 at the Moline Municipal Services Building.

Submitted by Susan Wolf, Temporary Secretary, Keep Moline Beautiful Commission.