Greater Freeport Partnership Downtown Meeting  
Meeting Minutes – June 16, 2021 at Deininger Floral – 7:30 am

Meeting Goal: Personal conversations to help downtown business and building owners stay informed about upcoming projects and promotions to support the growth and revitalization of Downtown Freeport.

1. Introductions
2. Updates from City of Freeport – Kirstin Hinds
3. Chicago Ave. Streetscape Communication Plan – Kirstin Hinds
   1. City is reviewing design per public input. Follow-up business/building owner meeting is scheduled for Wednesday, June 30th, 7:30 am at Freeport Public Library.
4. Beautification Committee Updates
   1. Priority items discussed at last week’s DT walk-around:
      1. Auditing all pretzel bike racks and mulch landscape beds. From the is information we will get a cost estimate to refinish the bike racks and put new mulch down in some beds.
   2. Clean-up Week: Scheduled for July 9 – 18th, 2021. We are tracking volunteers, please use this link to sign-up: [https://buff.ly/3iVURJF](https://buff.ly/3iVURJF?fbclid=IwAR1Pp7NG4PxTSTQcPhOSlofNvz2ap0cJl4YeO_ObYfvLmOxkbvpivyD60lQ).
   3. Volunteer outreach. We welcome all volunteers for community events, clean-ups, and downtown maintenance! Please reach into your social networks and ask others to volunteer. Questions, please contact Katie Gentz, [kgentz@greaterfreeport.com](mailto:kgentz@greaterfreeport.com), 815-233-6301 or Andrea Schultz Winter, awinter@greaterfreeport.com, 815-233-1354.
   4. Pocket Park Update: Construction work on the Jet Beauty wall is nearing completion. The Partnership has secured 2 grants, totaling $7,500 to help fund the construction of the park. We are still waiting to hear about our final grant application.
5. Marketing Updates
   1. Nicole updated that the digital campaign highlighting downtown and outdoor rec is going well. Some businesses made note of new faces in their store from out of town.
   2. Videos highlighting events and attractions recently featured on WIFR 8-1-Thrivin and event video from first Music on Chicago. Both can be found on YouTube.
   3. Handouts for businesses (especially restaurants) featuring upcoming events. Nicole mentioned the table of contents of the weekly event guide would be great to print off for this purpose. Will work on distribution in these places.
6. Promotions Committee Notes
   1. Committee met for first time on June 10 and will meet again on July 8. Focus of conversation on how businesses can capitalize on existing events and other possibilities for advertising. Committee will continue to meet to discuss ideas, upcoming event promotion and creating the best downtown experience.
7. Events
   1. Festival District Dates (August 28, October 14, November 21) subject to change
   2. Music on Chicago will continue to be at Art Plaza for July 2 and August 6.
   3. Cruise Night is August 14. All events and parking will return to downtown. Cruise will stay on expanded route that was featured last year from downtown to Park Blvd.
   4. Stroll the Street (Sidewalk Sales) Dates 1st Weekends – (July 1-3) On this weekend the Partnership has filed the permit with the city and all stores are allowed to put merchandise on street. Even if your merch is not on street, please try to put more decorations and signage on street inviting people into stores. Partnership will continue to explain the Stroll the Street is a sales event.
   5. Tracking return
8. Web page - all downtown updates can be found on the DT Business/Building Owner [web page](https://greaterfreeport.com/development/downtown-freeport/dt-freeport-business/)
9. Main Street accreditation update: Partnership has been in conversation with Illinois Main Street about filing our application. We are waiting on paperwork from Main Street.
10. Share Best Practices
    1. Block Captains - Thank you to our existing block captains for their work! The help distribute flyers, newsletters and are more eyes and ears for feedback.
    2. Luecke’s will host their 100-year anniversary celebration on September 11 on Main Street.
11. Adjourned at 8:10 am

Next Meeting: August 11, 2021, 7:30 am – Location: Partnership Offices, 110 W. Main Street