

4x4 Gateway Corridor Group

Submitted by Alyssa Melby

Attendance: Alyssa Melby, Jill Ewald, Mark Gleason (ACC); Teresa Jensen, Ben Martig (City); Alice Thomas, Tracy Heisler, Dave Neuger, Bob Thacker (Roundtable)

Bob Thacker is a new member on this committee representing the Northfield Roundtable. He has a long history in corporate marketing and is very interested in helping the city move forward with city-wide design standards (part of the Cultural Plan) and potentially a full rebranding effort.

We discussed moving forward from both ends: specific design standards (such as parking signs, with City Administrator Martig suggested are needed and could be implemented this summer) as well as devising a strategy for moving forward with a full city-wide rebranding effort. Tracy and Jill presented some ideas for parking signs. Teresa is forwarding them onto Public Works for them to see what options exist with our current preferred vendors.

Alice shared that the Roundtable also wants to move forward with banners to designate the Arts Corridor (also a part of the Cultural Plan and the ACC annual work goals). They are drafting a resolution to share with the ACC at the May meeting to ask City Council to approve another “type” of banner to install and the parameters. If approved, then we would move forward with securing funding and undertaking a PARC to request and approve a design. There was some discussion on whether to have them just on the Arts Corridor/3rd St., or whether they could be more open, signifying an “arts town”, to be used, for instance, along Hwy 3 between 2nd and 5th.

Artists on Main Street Initiative

Submitted by Alyssa Melby

Creative Placemaking workshops and follow-up meetings (in place of cancelled Saturday workshop) saw close to 30 people attend! There were many great questions, particularly about the boundaries of the project. Deadline for submissions is April 12. The PARC will meet between April 15-30. Awardees will be announced on May 1.

Cultural Plan

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The March 12 meeting was cancelled due to lack of quorum. The plan was presented on March 19 and unanimously approved!

Now begins the fun part: forming implementation sub-committees, setting goals, and doing the work! ACC members will be asked to help serve on these sub-committees and/or help with recruitment of other community members to join in our efforts. Preferably, an ACC member would chair each sub-committee so they could report back on efforts and progress at each ACC meeting .