

APPENDIX E

VISIONING

SESSION 1

Missing	Arts + Culture	Transportation + Recreation	Upper Iowa University
<ul style="list-style-type: none">» Housing» Dollar Store/Multi-purpose store (but concerns a bigger store could run the smaller businesses out of business)» Signage on the Recreation Trail» Camping (need innovative festivals, hunting, possible expanding)» Directory of businesses at Klock's Island» Rent Rec Equipment» Marketing and unique ideas - local and national news stories	<ul style="list-style-type: none">» More festivals» Horse Parade» Handful of volunteers get burnt out because they do so much around town already	<ul style="list-style-type: none">» Park behind Opera House to lead students to downtown» Food vendors» Archery event	<ul style="list-style-type: none">» Summer program to help keep some students in town year-round» Connect students to downtown» Retail» Grocery Store» Wal-Mart» Bowling Alley» Coffee House "Vibe"» Pilot programs

VISIONING

SESSION 2

Grocery	Professionals to Add	Steering Committee	Empty Building on Main Street	Opera House Programming	Other Ideas
<ul style="list-style-type: none"> » Survey community on what products they want » Someone to subsidize loss if that exists with new products » Would sell for \$230-\$240,000 » 10,000 sq ft » Add hot deli? » Add growler station to be bold? » Butcher shop could do well » Bakery add » Does not view expired food as a liability 	<ul style="list-style-type: none"> » Nail/Beauty salon » Barber – retiring soon » Vet Clinic » Handyman/GC » Dentist 	<p>Opera House Programming:</p> <ul style="list-style-type: none"> » Comedians » Theater » High School Theater » UNI/Luther Theater » Movies » Painting/Crafting parties » Aerial » Partnerships with other cities » New AG Tech showcase » Beer/Wine tastings » Popup Dinners » Farmer Breakfasts <p>Combine 4 NFP's:</p> <ul style="list-style-type: none"> » Rainbow Land Day Care » Library » Opera House » New Children's Interactive Center » Offer kids and adult classes » Include Ice Cream Shop » Birthday parties 	<ul style="list-style-type: none"> » Moss Building » Cabo Restaurant » Boikie's Restaurant » Zisky's » Standard – soon to be » Dentist office » Hardware Store – soon to be » 2 Dev Sites » House on Clark/Washington » NE Professional Bld 	<ul style="list-style-type: none"> » Annual Gala with Lions Club » 80 ppl » \$20 admission » Gets \$6-8K net » Do second event? » Dinner events » Trivia nights » Movie nights » Needed: » New chairs » Liquor license » Cap Campaign with new event kickoff needed » Partnerships with restaurants » Series » Rep tour a la Nitch » Pull from Williams Center in Delwein/Elkader Opera House » Vision for increased rentals » Holiday Events » Rent to college kids! » Create budget with Programming » New Board Members » Current budget \$20-\$30,000 » 6-8 events/year + church on Sundays » Turn Green Space into wedding venue 	<ul style="list-style-type: none"> » Kayak/Outdoor store needed – maybe at Standard? » Redo golf course club house restaurant » Restripe streets/signage a la KY » New Street Festivals » Change up Watermelon Days » Need new bar/upscale » Go into Pharmacy yoga thing? » Sidewalk by Opera House connecting downtown to campus » Cigar Bar » Get real housing assessment

VISIONING

SESSION 3

Opera House	Community Wide Survey	President Meeting	Housing	Non-Profits	Trails/Camping	Student Programming	Steering Committee
<ul style="list-style-type: none"> » Budget \$30,000 roughly » Use Green Space to turn into sitting area, connection for campus to town and wedding/ event space » City owned building, Fayette Opera House Foundation volunteer run » 6-8 Events/Year along with weekly Sunday church » Ongoing events \$75 each » Normal \$150 per floor » Annual gala - \$6-8,000 raised split with Lions Club » Ideas/Action Plan » Create a whole Season and market effectively » Create annual budget » Dinner events (popup) changeover basement when show is on to lounge » Movie nights (get better chairs) » Liquor license » Film Festivals » Partnerships with restaurateurs – series » Rep shows like Nitch » Pull from Williams Center in Delwein and PAC in West Union » Holiday Events » Rent to students – weekly dance parties » New board members – from Student Programming and Steering Committee » Choir – UIU adding next year » Theater productions – form community theater company » Sip/Sketch 	<ul style="list-style-type: none"> » Launch in July » Missing professions » Programming » Housing » Parks » Trail usage » Golf Course usage » Grocery store options 	<ul style="list-style-type: none"> » Canoes/Kayaks/ Fishing/Camping gear/Golf – at Standard on corner » NEI Professional building – tear down and rebuild – too expensive to convert most likely » House on corner of Washington and Clark – residency program? » 2 Artists/2 students » Prestigious program » Ideas for young families » Gymnastics » Music Lessons » Chelsea kids spot – City Treehouse » 2-3000 sq ft » Water feature » Climbing » Private party rooms » Ice cream and smoothie shop » Outdoor playground » Sprayground/ Splashpad » 1st floor of new building on Main St. » Vacant Storefronts – Main St. » Moss Building » Cabo » Boikie's » Zisky's » Standard (soon) » Dental Office » Hardware Store (soon) » Barber Shop (soon) » 2 Development Sites » Figure out grocery store – does town really want/need one? Survey » Retail » Pre-made food » Nail/Toes » Yoga/Bar (happening) » Cigar Bar/Bocce Bar 	<ul style="list-style-type: none"> » Create housing program ala Newton » Blighted property – university buy? » Golf Course is last resort – if retail, etc does not boost membership at course, turn into single family housing » 3D print on Main Street 	<ul style="list-style-type: none"> » Combine » Rainbow Land » Library » Opera House » New kids concept » Hire 1 Dev Director/ Exec Director/ Marketing 	<ul style="list-style-type: none"> » Issue is not low usage » Issue is that there is nothing to attract them to come into town » Marketing/ Signage needed to get them into town as well » \$250K needed to finish trail paving 	<ul style="list-style-type: none"> » Use Opera House on regular basis » Arrange for no fee in exchange for programming and Opera House keeps all of bar profits » This is a way for alternative to drinking – where if old enough and you want to drink you can, but you don't have to » Trips are most popular driver » Late night food » Food trucks on campus » Breakfast spot » Diner » Sports Bar 	<ul style="list-style-type: none"> » Opera House » Comedians » Theater » High School Theater » UNI/Luther Theater » Movies » Painting and crafting parties – monthly » Aerial » Partnerships with other cities » New AG/ Manufacturing showcases » Beer/Wine tastings » Farmer breakfasts » Needs » New Tech equipment » Combine 4 non-profits » Get Foundation/ School/Etc to give large \$ to fund these ideas capital » New Kids Concept to include classes for all ages » Language » Coding » Art
				Professional Jobs Missing <ul style="list-style-type: none"> » Mental Health Therapist » Vet (soon) » Handyman/GC » Nails/Salon » Barber » Dentist 	Grocery <ul style="list-style-type: none"> » Survey products that are needed » Educate community why they need to shop locally » Entity to underwrite risk of new products » New ideas – change perception » Growler Station » Clean front up » Change Aisles so that expired food in one section » More non-perishable goods » Survey – does town need grocery store? » Bakery increase » Butcher shop increase » Would sell building for \$100K/ Business for \$130K 	Restaurant <ul style="list-style-type: none"> » Need business plan from Shrubbs 	