



MINUTES

**Cumming Hometown Pride
Committee Meeting
March 26, 2018 at 5:30 pm
Cumming City Hall**

Attendance: Zac Crane, Lorin Ditzler, Linda Harkin, Craig Olson, Twila Pease, Rachelle Swisher, Pat Whalen, Shelley Whalen

Review of Hometown Pride Mission and Structure

Ditzler reviewed the overall structure and purpose of Hometown Pride.

Ditzler explained that this is the first meeting of the Cumming Hometown Pride committee, and recruitment of additional committee members is still underway.

Swisher said that the City Council has allocated \$3,000 of seed money for the committee.

P Whalen asked what area we are serving. Swisher shared the map of the City, which she explained is more-or-less in 3 different sections: a small neighborhood west of 35, the older part of town in the center, and the newer homes to the east (G14 & 35th St).

2018 Projects: What should Cumming Hometown Pride do?

Ditzler recapped the ideas that were shared at the brainstorming meeting last month and asked the group to discuss their favorite ideas and/or add new ideas to the list.

Communication

The committee discussed the need for communication of city news and connections between neighbors. A facebook page or group was suggested. Swisher shared that a message board is being purchased for the Pavilion. Crane stated the need for more information on the city website. A suggestion was made that an online group could be used to share community service needs – such as an elderly person needing help with painting their home – and connecting them to people who want to help. It was suggested that Cumming needs a welcome packet for new residents.

Christmas Lights

Swisher explained that the City has had trouble getting volunteer help to put up and maintain the Christmas lights. The idea suggested at the previous meeting was to raise money for new lights.

Local Businesses

A question was asked as to what businesses are in Cumming besides the Tap and the Distillery, and should we be promoting these more. Des Moines Electric, S&S Specialties (Car Repair), Absolute Repair, Cumming Space Center and Miller Autobody were named.

Bike Events

The group discussed whether there is a way to capitalize on the large number of people who come to Cumming for bike-related events, such as the Cumming Tap Taco Tuesdays and 24 Hours of Cumming, a bike race in August. Ideas included offering a dinner to riders, helping to coordinate the presence of food trucks, and improving the aesthetics of the area behind the Tap. Ditzler mentioned that Linda Wah, owner of the Tap, was at the previous meeting and was open to working with Hometown Pride.

Beautification

Crane asked if there was something that could be added in the main part of town that would draw you in from G14. Swisher shared that the Parks and Recreation group is working on improving the flower planters downtown by raising them so they are more visible. Ditzler asked if flower baskets had been used, and Swisher explained it is too windy in that area to do baskets. The group wondered if the distillery would put planters in front of their business if we could offer to do maintenance. Ditzler volunteered to ask them.

Getting Started

The group reviewed their discussion items and decided that the best place to start was with increasing communication. Crane and Whalen volunteered to help with forming and administering a Facebook group. Ditzler mentioned that Onstot had expressed an interest in helping with communications and marketing, and may be willing to help with this effort as well. Once this is established, it can be used to gather input on the other ideas and recruit additional volunteers.

Monthly Meeting

The group decided to set a monthly meeting time of the 1st Monday of the month at 6 pm. The next meeting will be May 7 at 6 pm at City Hall.