

## **Sleepy Eye Downtown Revitalization Committee Meeting Minutes September 15, 2020**

Meeting was called to order by Tom at 12:00. In attendance was Tom, Sara, Deanna, Mayor Wayne, Kurk, and Kayla.

Window Clings: Deanna called Horesji and is expecting a call back. As of the end of the meeting we hadn't heard back.

Rack card: Christina has contacted Ashley and will give us a price when she hears.

Website: In Joann's hands. Don't need to activate until rack cards are done.

Lights in motion: Lights are here! Americana is hopefully going to install them next Tuesday. Mayor Wayne got the extension cords. The cost was a little over \$500.

Litchfield recap: Kayla went. There were lots of ideas. Use your unique market niche (chief Sleepy Eye) to your advantage. Technology use has become very big part of telling history.

QR code walking tour.

Metal or colored historic markers on buildings and historic places.

Benches with historic facts on them.

Posters come alive- Hand out posters with a picture on them and you scan it with your phone and it comes alive and tells you information.

Rolling banners that you could use during the day and put away at night for celebrations or specific days.

Pocket museums: Let locals display their collections every month or so and advertise to come see the new collection. (Nothing valuable)

Crank informational boxes that uses the cranking as the electricity and then it tells you facts.

Use street theatre for re-enactments. Also have them downtown to take selfies with to get people downtown.

360 degree tours have become big since Covid. They are interactive where you can tap on icons on the buildings and it gives you information on the building and old pictures can be inserted also.

Another idea was using empty store front windows for local artists to display their work. It gives the artists a place to potentially make some money and also brings people downtown and makes unsightly windows more attractive. Can also use building windows that have become offices that don't need or want to use their windows. It doesn't have to use the whole window. Another potential display would be something historic.

He also suggested for 501C3's to apply for legacy fund grants. Lots of money to be had.

Fundraising idea: Golf tournament. Business could sponsor a hole and have an entry fee for golfers. Proceeds go to the SEAF.

Idea for someone to dress up as Chief Sleepy Eye for events (with permission from the tribe). Or have the tribe come and do some demonstrations or something.

Meeting ended at 1:00.