

**Versailles Community Betterment  
Downtown Beautification Sub-committee  
Minutes from April 10, 2017 Meeting**

1. The “Empty Storefront Campaign” is making progress. The Chinese restaurant seems supportive. Larry Hiller is “on board” with painting a mural on the building on the northwest corner of the square, a visible entry to the downtown. Once it’s approved, will be looking for volunteers to help get it done.
2. Jennifer presented the V-E-R-S-A-I-L-L-E-S concept mural which has images of local themes in each letter. This concept can be leveraged for other materials such as postcards and magnets, etc. Darlene felt that this mural approach is preferred over the one she was working on with the Branson person.
3. Grant process: Mike reported on a program grant with a May 26<sup>th</sup> deadline through Etsy.com called “Maker Cities.” This program provides organizations with up to a \$60,000 grant. Mike is talking to Mignon at the Chamber of Commerce about applying under their 501(c)(3). There will be a meeting next week to work with Ann Black to develop ideas. Tony and Laura went to a workshop about funding through Main Street.org. They award 5-7 grants annually with a 60/40 match. Our organization would need \$9600 for this to work.
4. Jacquie Brewer has generously donated the Main Street.org joining fee. Thank you, Jacquie!
5. The landscaping around the courthouse is making progress. Mike, Dorothy and Ellen met with the County Commissioners on April 7 and will meet again on April 18 to plan the initial tree plantings.
6. The Ice Cream Social is April 23 from 2:00-5:00. Please bake a sheet cake and encourage all your friends to attend! Drop off cakes at Sugar Mama’s. Jennifer will be organizing a wooden flower painting project for the kids. The flowers can be used to decorate store fronts this summer.
7. The T-shirt project will go to the fund-raising group.
8. A company called Idea Man makes custom magnets. The mural theme could be developed into magnets and other items (post cards, greeting cards, etc.).
9. Ellen and John reported on the MORIT meeting. Lots of inspiration from Katy Trail developers. The idea of “if you build it, they will come” is not necessarily true. The city must have services that cater to the bicycling population. Mayor Silvey is forming a committee. Opportunities to link to Barnet and Eldon.
10. Mike led a discussion about “interactive murals” where people visit certain sites to get selfies or collect a token.
11. Jacquie encouraged brainstorming re: fundraising with the Residential Beautification group such as a potato bar, spaghetti dinner, block party, bonfire, etc. Dorothy suggested a Mother/Son Dance since the Father/Daughter dance is so popular.

**Action items / Volunteer Opportunities**

1. Mural project – contact Mike to assist
2. Grant writing – brainstorming ideas – contact Mike to participate
3. Bake cakes for April 23 Ice Cream Social fund raiser. Contact Dorothy Lucas on 573-378-0434 with questions. Drop off cakes at Sugar Mama’s.
4. Attend Ice Cream Social!

**Next meeting:**

May 8 @ 6:00 p.m. at Sugar Mama’s (second Monday of the month)

**Resources:**

Etsy Maker Cities	<a href="https://www.etsy.com/makercities">https://www.etsy.com/makercities</a>
Missouri Main Street organization	<a href="https://www.momainstreet.org/">https://www.momainstreet.org/</a>
Missouri Rock Island Trail (MORIT)	<a href="http://rockislandtrail.org/">http://rockislandtrail.org/</a>

