



City of Newton

Agenda

Main Street Meeting

Tuesday, May 12, 2026 @ 11:00 AM

3rd Floor Conference Room

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A. CALL TO ORDER	
1. Consider the minutes from the March 10, 2026 meeting. Newton Main Street Meeting Minutes March 10, 2026	2 - 3
2. Promotion Reports	
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b. Upcoming Events Upcoming Events	5
3. Project Updates	
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**Choose Newton Main Street Minutes
March 10, 2026**

The Choose Newton Main Street board convened in regular session at 11:02am on March 10, 2026 in the 3rd floor Conference Room at 201 E 6th Street. Attending were Board Members Powell, Lakey, Ortiz. Also attending were Main Street Coordinator Lehman, Chamber Director Stevens, CKCF Bontrager, Economic Development McHatton.

Board president Powell opened the meeting and Main Street Coordinator Lehman presided over the items of business.

1. Consider the January 13, 2026 meeting minutes.

Motion: Lakey moved to accept the minutes and Ortiz 2nd. Passed

2. Review of Main Street Mission Statement, Vision Statement & 2026 Goals.

Reviewed our current mission and vision. Will work on reworking the mission statement at our next meeting

Reviewed our 2026 Transformational Strategies & Goals.

3. Committee Reports.

No major committee updates.

4. Downtown Sound System Update.

Discussed the Downtown Sound System. Let the board know that we had 5 bids and the award went to Hopps Sound out of McPherson. It was noted that we would want to ensure that we can turn music off during announcements. Lehman will try to find contracts from other communities for renting the equipment. We want to keep the rental affordable but help to set costs aside to pay for the music subscription and also any updates or equipment replacement in the future. Bontrager noted that he would like it to read the Newton Community Foundation is who the Downtown Beautification Fund is through.

5. Common Consumption Proposal.

Discussed a proposal to move forward with a Common Consumption proposal to city commission. Lehman noted that there are some questions that legal is looking into before we can go to commission.

Motion: Ortiz motioned to approve the Common Consumption proposal and Lakey seconded. The motion passed 3-0.

6. Changes to Main Street Program.

Lehman discussed some upcoming changes to the Kansas Main Street Program. There were some questions from board members about what this all means. Lehman noted that we are still working to figure out what this looks like but will have more conversations with KMS.

7. Adjournment.

The meeting was adjourned at 12:00pm.



TO: Main Street Board
FROM: Jennifer Lehman
DATE: May 12, 2026
SUBJECT: Main Street Events Already Taken Place

PURPOSE:

- January Third Thursday: Kansas Day – 619 attendance
- February Third Thursday: Newton’s Birthday – 425 attendance
- March Third Thursday: Spring – 482 attendance
- April Third Thursday: Main Street Mini Masters – 604 attendance
- Bloom in Newton – 1,800 attendance



TO: Main Street Board
FROM: Jennifer Lehman
DATE: May 12, 2026
SUBJECT: Main Street Upcoming Events

PURPOSE:

- May – September Third Thursdays Main Street Makers Market
 - Partnership with the Chamber
 - 20 vendors already signed up
- May 21 – May Third Thursday: Passport to Newton
- May 30 – May Concert: Big Fat Fun
- June 18 – June Third Thursday: Wine Walk
- July 16 – July Third Thursday: Art Walk
- August 20 – August Third Thursday: Farmers & Flowers
- September 17 – September Third Thursday: Newton Schools
- October – No Third Thursday due to Taste of Newton
- November & December still planning



TO: Main Street Board
FROM: Jennifer Lehman
DATE: May 12, 2026
SUBJECT: Downtown Sound System Updates

PURPOSE:

- All of the equipment has arrived and we are working to find a date to install. We are looking at end of June or early July.
- Music Licensing Options



TO: Main Street Board
FROM: Jennifer Lehman
DATE: May 12, 2026
SUBJECT: Common Consumption

PURPOSE:

- Waiting for responses from legal and then will move forward with an official proposal
- Who would be willing to come speak at the city commission meeting once we have a date?



TO: Main Street Board
FROM: Jennifer Lehman
DATE: May 12, 2026
SUBJECT: Facade Improvement Grant

PURPOSE:

Guidelines:

- The City of Newton Main Street Grant Program is designed to assist business and property owners with improvements to their existing commercial buildings located in the downtown district.
- The City will provide a rebate of up to 50% on eligible project costs up to a maximum grant of \$3,000 for each property. Eligible projects include and are not limited to:
 - Concrete work
 - Design and Permit Fees associated with façade improvements
 - Door Replacement
 - Exterior Improvements (lighting, painting, etc.)
 - Removal/Replacement of incompatible exterior finishes or materials
 - Signs (repairs, replacement, removal, must be approved)
 - Window Replacement or repair to enhance appearance
 - Awning repair, replacement, installation
- To receive a grant, property owners or business operators must be current on property taxes. No grants will be awarded to projects that begin or are completed prior to application, and projects awarded must be completed no later than one year after awarded. A grant will only be awarded to projects that are of high quality and meet Kansas Main Street Design Guidelines, any applicable historic guidelines(PDF, 4MB), City Codes and Zoning Codes, etc.

Application Process:

- Application and required attachments must be submitted to the CVB/Main Street Office.
- Main Street Board will assess the application for appropriateness, zoning, permitting, Historic structure, current tax payment status, and eligibility for the program.

- Once deemed eligible, work must be completed, and receipts provided to the CVB/Main Street Office showing total cost of the completed project within 12 months of the application date.
- Reimbursement will be awarded as outlined in the Program Benefits section of Resolution G-1337(PDF, 1MB).
- Applications will be accepted until funds are exhausted.
- Applications received will be reviewed at the bi-monthly meeting of the Main Street Board whose members are experienced in construction, building rehabilitation, public improvements and design.

Choose Newton Main Street

Façade Improvement Grant Scoring Sheet

Applicant Name:

Project Address:

Property Use:

—

Property Status: Owner Occupied Leased to Tenants

 If leased, does the building owners approve of renovations? Yes
 No

Historic Building: Yes No

Are all taxes current: Yes No

Has the applicant previously received funding:

- Yes, in the last year and the project was not complete (0)
- Yes, in the last 2-3 years and the project was not complete (1)
- Yes, in the last year and the project was completed (2)
- Yes, in the last 2-3 years and the project was completed (4)
- No, they have applied and not been awarded or never applied (5)

Points: _____

Impact of the Current Condition:

- Project site does not have a demonstrated need for improvement (0)
- Project site's need for improvement is nominal (1-3)
- Project site's need for improvement is preferable (4-6)
- Project site's need for improvement is extraordinary (7-10)

Points: _____

Impact of the Improvement:

- Project does not enhance the properties' appearance (0)
- Project slightly improves the properties' appearance (1)
- Project moderately improves the properties' appearance (2)
- Project considerably improves properties' appearance by bringing it into conformance with the Design Guidelines or up to city requirements (3-4)
- Significant enhancements, project has a transformational impact on the district (5)

Points: _____

Project Visibility:

- No to minimal visibility (0)
- Low visibility (1)
- Medium visibility (2-3)
- High visibility (4-5)

Points: _____

Discretionary Points

- Project is a blighted or vacant property, where the project is likely to help result in occupancy (0-10)
- Project will substantially help the existing business (0-10)
- The building owner/business has been or will be doing work to improve their business and the downtown district (0-5)

Points: _____

Total Points: _____ / 50

Award Amount: \$ _____



TO: Main Street Board
FROM: Jennifer Lehman
DATE: May 12, 2026
SUBJECT: Mission Statement Discussion

PURPOSE:

Current Mission Statement

Choose Newton Main Street is committed to increasing consumer business, strengthening retail and professional institutions, assisting in the preservation and maintenance of the community's heritage and promoting pride in the community's institutions and achievements through design, promotion, business enhancement, and organization committees.

Proactively focus on Newton's Main Street development opportunities and needs, guiding strategic investment in developing Newton, with careful attention to retail and commercial growth, housing, and quality of life amenities.

- To encourage, foster, and stimulate the preservation of historic downtown Newton
- To stimulate downtown economic development by encouraging cooperation and building leadership in the business community
- To promote a positive image for downtown as an exciting place to live, shop, and invest
- To improve the appearance and function of the historic downtown
- To receive, administer, and distribute funds in connection with the activities related to the above purposes

Finding Your North Star

- Mission
 - Who the organization is
 - What value the organization provides
 - Who its for
 - The why

- Vision
 - Where you're going
 - What you want to achieve
- Values
 - What the organization stands for
 - Beliefs and admiration
- Strategy
 - How you will get there
- Goals
 - Metrics of success

Mission Moment

- Clarify the 4 W's
 - Who are you? – not just a name
 - What do you do? – action
 - Why do you do it? – value and results
 - For whom? – audience
- 5-20 words max
- 30 seconds max
- Memorable, recitable, and understandable
- Sample Format
 - Action – Audience – Result or Action – Value – Audience – Result
 - Foster Downtown Prosperity



TO: Main Street Board
FROM: Jennifer Lehman
DATE: May 12, 2026
SUBJECT: Main Street America & Kansas Main Street Updates

PURPOSE:

1. Board Training on June 2 in Ottawa
2. Transformation Visit on June 15
 - a. Main Street America and Kansas Main Street will be here. This is a follow-up visit to the Transformational Strategy visit we had about a year and a half ago.
3. Update on the Kansas Main Street Program



TO: Main Street Board
FROM: Jennifer Lehman
DATE: May 12, 2026
SUBJECT: Conference Recap

PURPOSE:

- Attending: Jen Lehman, Andy Ortiz, Zach McHatton, Rebecca Likiardopolous
- Sessions:
 - Welcome Reception
 - Opening Plenary
 - Harnessing the Art of Storytelling for Community Engagement
 - Public Art: Beyond the Mural
 - AI for Main Street Programs
 - Backlash Whiplash: Effective Communication through the Noise
 - From Main Street to Machine Learning: How Local Search Shapes Business and Community Visibility – Sheri Hart
 - Walk the Block: A Path to City Support
 - Main Street is a Movement: Grow Your Grassroots
 - Understanding Microbusinesses & Building Local Entrepreneurial Capacity
 - Better Together: Igniting Collaboration & Innovation
 - Elevating Your Downtown Story with Photos & Video
 - Building Strong Economies Through Strong Communities
 - Plot Your Course to Success: The Strategic Roadmap
- 2027 Conference in Detroit May 3-5