



February 8, 2024

Mayor and City Council
City of Ames
515 Clark Ave
Ames, IA 50010

Dear Mayor Haila and Members of the Ames City Council,

We are pleased to announce we are hosting the Main Street Iowa (MSI) Spring Workshop in Downtown Ames, March 5 and 6, 2024. All educational sessions, socials and activities will be held downtown. Attendees will include directors and volunteers from accredited main street programs from across the state, MSI staff and guests from Main Street America.

As hosts of the workshop, we would like to ask for a waiver of the 4 hour parking limit in the City CBD Parking lots for March 5 and March 6. We would like to direct our workshop attendees to the CBD parking lots, to the 4 hour spaces, but with a waiver so the educational sessions are not interrupted with moving cars mid-day, nor are the attendees worried about moving cars before heading to the March 5 evening event. We anticipate workshop attendance to be between 65-75 attendees.

If approved, we would work with the City on how to properly identify the MSI Spring Workshop attendee vehicles.

For reference, I have included the MSI Spring Workshop agenda.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads 'Crystal D. Davis'.

Crystal D. Davis
Executive Director
Ames Main Street

2024 MAIN STREET IOWA SPRING WORKSHOP / Downtown Ames, IA

AGENDA TUESDAY, March 5, 2024 – Torrent Brewing Company

8:30 AM.....Conversation, Coffee & Morning Treats

9:00-9:30.....Welcome & Introductions

9:30-10:30.....**Main Street America Transformation Strategies**

- *Presenter: [Lisa Mullins Thompson](#), [Main Street America](#) Senior Program Officer for Revitalization Service An in-depth discussion about the purpose, development, and implementation of the transformation strategy principles and process. This will include classroom style learning, interactive activities, and reflections on your programs current and future transformation strategies.*

10:30-10:45.....BREAK

10:45-11:45.....**Main Street America Transformation Strategies** (continued)

11:45-Noon.....**Tips and Tricks to Exploring Downtown Ames**

Noon-2:00 PM.....**Lunch, Shopping & Exploration in Downtown Ames**
(Downtown Dollars included in registration)

2:00-3:00.....**Main Street America Transformation Strategies** (continued)

3:00-3:15.....BREAK

3:15-4:30.....**Main Street America Transformation Strategies** (continued)

4:30-5:30.....**Happy Hour** (Torrent Brewing Company)

5:45-7:45.....**Workshop Reception/Dinner** (Sweet Caroline's – 316 Main Street)

AGENDA WEDNESDAY, March 6, 2024 – Torrent Brewing Company

8:00 – 8:30 AM.....Conversation, Coffee & Morning Treats

8:30 – 8:40.....Welcome Back and Erin Barnes/Main Street America CEO Introduction

8:40 – 10:00.....**Round Table Discussions with Erin Barnes**

10:10 – 10:30.....Tour Logistics and Break

10:30-Noon.....**Main Street Living Laboratory: Tours in Downtown Ames**
(Register for desired tour in registration survey link)

Noon-1:30 PM.....**Working Lunch Discussions and Boxed Lunch**
(Boxed lunch included with registration)

1:30-1:45.....**Workshop Wrap Up**

