



Main Street Cultural District selects 2017 President and Board

The Ames Main Street Cultural District (MSCD) is pleased to announce Paul Livingston has been selected as the 2017 Board President. Livingston, who has lived in Ames most of his life, is excited about the opportunity to serve the heart of his community.

“I truly believe the MSCD really belongs to all of us,” Livingston said. “As a Real Estate Broker, it is with great pride that I have the opportunity to share our downtown with prospective newcomers to our area.”

Livingston will be joined on the 2017 Board of Directors by a variety of people from, not only downtown businesses, but all over the community. Like Livingston, they see the value in keeping the downtown district vibrant

and lively.

“We have been blessed to have capable and committed individuals who have graciously agreed to share their time and talents with us,” Livingston said.

Vice-President – Eric Abrams – Owner, Loft and Duck Worth Wearing

Past President – Cliff Smith – CEO, GlobalVetLINK

Secretary – Kristen Roach – Owner, Little Woods Herbs & Teas

Treasurer – Pamela Cain – Associate VP of Business and Finance, ISU

Promotions Committee Chair – Nicole Hurlburt– Marketing, First National Bank

Organization Committee Chair – Jess Clyde– Owner, London Underground

Economic Vitality Committee Chair – Gary Botine– VP & CFO, Mary Greeley Medical Center

Design Committee Chair – Art Baumgartner– Haila Architecture

ISU Rep. – Susan Bradbury – Professor Community & Regional Planning, ISU

Non-Retail at Large – Scott Anderson – Publisher, Ames Tribune

Community Rep. – Stephanie Marsau – Marketing, Mary Greeley Medical Center

Volunteer Coordinator – Erin Greazel – 2016 President, Ames Jaycees

Ames Chamber of Commerce Rep. – John Hall– Business Development

City of Ames Rep. – Charlie Kuester – Housing and Planning

In 2017, Livingston says he plans to concentrate on implementing a concerted and focused effort between the City of Ames, private investors, and landowners, to find a thoughtful, intelligent and manageable way to increase new housing options in the area. This could include the development of upper-floor loft apartments in currently underutilized space and new, mixed-use development.

“There is an increasing demand from people who wish to live in the vibrant and eclectic urban core neighborhoods,” Livingston said. “I would love to see downtown Ames respond to this demand with an increase supply of available housing.”

Other plans include completing the nomination to put downtown Ames on the National Historic Register which would make tax credit and grant opportunities more readily available to downtown property owners. Livingston says he will also continue to build on the successes of current Board President, Cliff Smith. Smith will serve as Past President on the 2017 Board.

“I will continue to lean into his strong organizational skills, as we challenge our organization to identify ways to systematize some processes that will lead to greater consistency and continuity for the Main Street Cultural District for years to come,” Livingston said.

Accomplishments by the program in 2016, under the leadership of Smith, include the completion of an \$80,000 lighting project, reaching a program total of 30,000 volunteer hours, achieving national accreditation for the sixth straight year, partnering with Iowa State University and other community entities to explore expansion of housing options in downtown, hiring an event coordinator, planting \$6,000 in flowers for downtown beautification, and implementing a historic plaque walking tour.

The Main Street Cultural District was established on January 1, 2004. Its mission is to advance and promote downtown as the destination district in the heart of our community. To keep updated on MSCD happenings, become a fan of the Main Street Cultural District on Facebook, bookmark www.AmesDowntown.org, or contact our office at 515-233-3472. MSCD is an affiliate organization of the Ames Chamber of Commerce.

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