

DOWNTOWN MASON MILE

Where *progress* and *nostalgia* meet

The Mason Mile project is a community led, market driven project. We are honoring our history while building into the future a fresh, healthy, and sustainable place for people to live, work and play.

Update for City Council - Monday December 12, 2022

The Mason Mile Project consulting team, consisting of Randall Gross Development Economics, BLDG Branding, and Common Ground Urban Design and Planning had their initial reconnaissance trip the week of November 28. They met with about 40 members of the community throughout their meetings with the Downtown Committee of Council, the project advisory council, and the activator team. At those meetings, the consulting team introduced themselves, their process, their timelines as well as gathered insight and input about the downtown area.

The consultants have initiated their inventory and assessments of existing conditions, have walked much of the Mason Mile area, and have met with some of the businesses and property owners on an individual basis. This is just a starting point, and the consultants will conduct further interviews and assessments of the existing conditions in the coming months.

Work will begin this week to inform branding and placemaking by collecting input from the community. Virtual interviews will be conducted over the next several weeks with key stakeholders. Things will invariably slow down as we get into the holidays and will pick up again in January.

Thank you to everyone that has been involved thus far and thank you Mason City Council for partnering with us to make all of this happen. We are honored to build on all of the good work that's been done over the years and continue to move at the speed of trust.

Downtown Mason Mile Team of Teams/Community Engagement Efforts:

Administrative staff consists of **Sherry Taylor** (Executive) and **Sidney Hayes** (Project Manager). The Downtown Mason Mile Volunteer Core Team consists of: **David Charpentier** (Lead/Teams Champion), **Kacey Richards** (Board liaison/Governance Team Champion), **Annie Droege**, and **Chris Heim**.