



Economic Development Committee

Date of Meeting: May 12, 2026

Time of Meeting: 2:00 P.M.

Place of Meeting: 917 11th Street, Boone, Iowa and
City Council Chambers

1. Call to Order.
2. Boone Downtown Incentive Fund (BDIF) Initial Walk-Through at 917 11th Street, Boone, Iowa. – Mirror Image.
3. Approve Minutes from the April 13, 2026, and May 4, 2026, Meetings.
4. Discuss Adding a Sunset to the BDIF Program for Qualified Businesses.
5. Discuss the Arts in Boone.
6. Other Business.
7. Adjourn.

Top Knot LLC
DBA Mirror Image
917 11th Street
Boone, IA 50036
Topknot917@gmail.com
515-432-4113

March 26, 2026

Ondrea Elmquist
City Administrator
City of Boone
1410 8th Street
Boone, IA 50036

Re: Letter of Intent for Façade Improvement Project

I am submitting this letter to express my intent to apply for BDIF funding for a façade improvement project located at 917 11th Street.

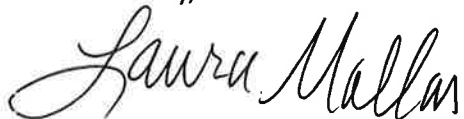
This project will include exterior updates to include complete repair and recoat of the EIFS with new color scheme and updated finish, new awnings, updated signage with a rebrand, and a new roof to modernize the storefront design to enhance both visual appeal and functionality of the building.

As a third-generation salon rooted in this community, we are committed to investing in the growth and revitalization of our downtown, particularly the north side. These improvements will contribute to a more vibrant streetscape, attract new visitors, and support local economic development.

We are prepared to move forward with this project upon approval and are committed to meeting all program requirements. We appreciate your consideration and the opportunity to contribute to the continued improvements of our local business district.

Thank you for your time and consideration. Please feel free to contact me with any questions or if additional information is needed.

Sincerely,

A handwritten signature in cursive script that reads "Laura Mallas".

Laura Mallas
Owner, Mirror Image

Application No. _____



**Boone Downtown Incentive Fund
Grant Application**
923 8th Street
Boone, IA 50036

Mirror Image 917 11th Street Boone, IA 50036
Applicant Address City, State Zip

Laura Mullas 515-291-4732 515-432-4113 topknot917@gmail.com
Primary Contact Name Phone e-mail

Property Owner (if different) *Address* *City, State Zip*

Primary Contact Name *Phone* *e-mail*

Applicant Responsibilities Checklist:

- Submit letter of interest.
 - Schedule site visit by BDIF Committee (date of visit: _____ - **attach notes from meeting**).
 - Prepare final plans/specs for improvements and submit with this application. Include at least two (2) bids from contractors for each segment of the work or explain why they could not be obtained.
 - Submit a detailed business plan establishing the use of the property setting forth information that the property is eligible for the BDIF program including information as to the business to be operated at the property and the owner's intent as to continued ownership of the property.
 - Expected date of project completion (Summer 2026)
 - Provide a notarized letter of authorization from the property owner if different from Applicant. **N/A**
- *A final review (site visit) after work is complete is required prior to distribution of funds.*

Deadline for submittal: Applications are accepted at any time; however, grant awards are dependent upon available funds.

The Applicant does hereby acknowledges all details of the Boone Downtown Incentive Fund Grant Program including the placement of a lien against the property. The Applicant understands that failure to adhere to the submitted plans/specs can jeopardize funding. The applicant certifies that all information submitted with this application to be true and correct.

Laura Mullas 4/27/26
Applicant Date

Office Use Only		
	Date	Signature
Letter of Interest Received:		
BDIF Initial Site Visit:		
Application Received:	<u>5-7-2026</u>	
Final Plans and Specs Received:	<u>5-7-2026</u>	
Property Owner Consent Received:	<u>N/A</u>	
Action to Proceed: (\$ _____)		
Final Site Visit:		
Fund Disbursement Authorization:		
Notes & Comments:		

1) Business Name & Contact

Mirror Image

Laura Mallas

917 11th St.

Boone, IA 50036

515-432-4113

Topknot917@gmail.com

2) Business Overview

a. Purpose of the Property

The property is used as a full-service hair salon providing professional hair care services in a welcoming, community-focused environment. The space is designed to serve clients of all ages while fostering a positive and professional atmosphere for both clients and staff.

b. Ownership & Long-Term Plans

The business is owned by Laura Mallas, who has worked at the salon for 30+ years and has been the owner for the past 9 years. The salon is a multi-generational business with deep roots in the community. Long-term plans include continued operation at this location, ongoing investment in the property, and growth through team development and modernization. The salon also plans to introduce an apprenticeship program to provide on-the-job training to support workforce development and salon growth.

c. Services Offered

Mirror Image offers a full range of professional hair services including haircuts, color services, styling, hair extensions, professional make-up and facial waxing. The salon also provides professional retail products to support clients in maintaining their results at home.

d. Business Hours

The salon operates primarily by appointment, allowing flexibility to meet client demand. While there is a general weekly schedule, services are often extended beyond standard hours to ensure each client is fully accommodated.

Monday 9:00-5:00

Tuesday 9:00-6:00

Wednesday 9:00-6:00

Thursday 9:00-6:00

Friday 9:00-6:00

3) Statement of Need for BDIF Grant

Mirror Image is requesting BDIF grant funding to complete exterior building improvements, including a roof replacement, complete façade restoration, new awnings, updated signage and a new west door.

The current exterior is dated and does not reflect the quality or professionalism of the services provided within the salon. These improvements are necessary to enhance visibility, attract new clients, and align the building's appearance with the salon's rebrand from Mirror Image to Top Knot Salon.

Due to the scope of the project, grant assistance is essential to complete the improvements in full. The project will contribute to the overall appearance and vitality of the surrounding business district.

4) Proposed BDIF Project Description

The proposed project consists of a comprehensive exterior renovation to improve durability, functionality, and overall appearance.

A full roof replacement will be completed, incorporate 2 ½-inch foam insulation to improve energy efficiency and provide long-term protection for the building.

The existing EIFS façade will be restored through a full skim coat application. This process will refresh and reinforce the current surface while creating a clean, uniform finish. The updated façade will utilize a concrete-based EIFS material with integrated color, creating a modern, cohesive appearance with long-lasting durability and minimal maintenance.

New awnings will be installed using high-quality vinyl material to enhance the building's exterior and improve visibility. New signage will also be installed, featuring the Top Knot name and logo in a clean, modern design, supporting the transition from Mirror Image while maintaining a connection to the business's established roots.

Estimated Costs (BDIF Grant Eligible Improvements):

- Roof Replacement: \$ 13,900
- EIFS Restoration: \$ 15,686
- Awnings: \$ 9,240
- Signage: \$ 1,140
- West Door: \$ 2,400
- Total Project Cost: \$ 42,366

Timeline:

The project is expected to be completed within approximately 30-60 days from the start date, depending on contractor scheduling and material availability.

5) Financial Overview

Mirror Image maintains consistent revenue through salon services, booth rent and retail sales, supported by a loyal and growing client base.

Revenue Sources:

- Salon services
- Retail product sales
- Booth rent

Typical Expenses:

- Payroll
- Inventory (retail and backbar)
- Mortgage and utilities
- Insurance and business operations
- Marketing and software systems

The salon maintains a positive cash flow, with revenue exceeding expenses, demonstrating financial stability and the ability to sustain operations and ongoing improvements. See attached.

6) Market Research

The beauty industry continues to show strong and consistent demand, particularly for professional hair services that require skill and expertise. Mirror Image has an established clientele and ongoing new client demand, indicating there is a need for

hands-on training opportunities within the industry, which the salon plans to address through a future apprenticeship program.

7) Additional Information

Mirror Image represents a “family tradition of excellence”, built on decades of service and strong relationships within the community. The business is guided by core values of Vibrant, Welcoming, Integrity, Legacy and Community, the salon is committed to both business growth and investment in people.

This project represents a meaningful step in improving the business’s physical presence while supporting the continued vitality of the surrounding area.

Roofing Bid



Steve Hopkins

Name Mirror Image
Address 917 11th Street
City, State ZIP Boone, IA 50036
Phone 515-291-4732
Email topknot917@gmail.com

Contractor information

Company _____
Name Steve Hopkins
Address _____
City, State ZIP _____
Phone 515-443-4664

Scope of work

Remove old roofing material and replace damaged wood. Remove gutter and metal cap, set aside to be reused. Put down 1 1/2 inch Iso Insulation to be held down by screws and plates. Install new 90 degree metal at gutter with a fully adhered 60 mil Elevated Roofing System. The owner will make payment of \$ 7,146.35 directly to ABC Supply Co. for roofing materials. The remaining balance of \$6,753.65 will be paid upon completion of project.

We estimate that the project will take approximately 4 days to complete, depending on the specific needs of the renovation. Our team will work closely with you throughout the process to ensure that the renovation is completed on time and within budget.

Our estimated budget for the renovation project is \$13,900, which includes all labor, materials, and necessary permits. We will provide a detailed breakdown of the costs and work closely with you to ensure that the project stays within budget.

Sto [Signature]

4/23/20
Date

Date



ABC Supply - Ames, IA
 2125 Bailey Ave
 Ames, IA 50010-9667
 Phone: (515) 441-8450

QUOTE

2007934015

Account: 2000000 1284
Branch: 1284
Phone:
Fax:

Bill To: Cash Sale 1284 Ames IA
 2105 Dayton Ave
 Ames, IA 50010-9694

Ship To: Cash Sale 1284 Ames IA
 2125 Bailey Ave
 Ames, IA 50010-9667

QUANTITY		UOM	ITEM/DESCRIPTION	PRICE/UOM	AMOUNT
44	SH		58FSIS1548 Elevt 1.5 Iso 4'X8'	22.89/SH	1,007.16
2	RL		07FS61010L Elevt EPDM 060 10'X100' Low SL Frtd	927.79/RL	1,855.58
5	DR		08FSBA2004 Elevt BA-2004T EPDM Bonding Adh 5gal	153.19/DR	765.95
7	DR		08FSQPP3 Elevt Singply Quickprime 704A 3gal	159.29/DR	1,115.03
2	RL		08FSQSFF9 Elevt Q/S 9"X50' FormFlash	284.79/RL	569.58
2	RL		08FSPS4020 Elevt Q/S Flash 5"X100' 1615	257.89/RL	515.78
1	BX		08FSIP3 Elevt 3 Insul Plate Metal 1M	253.29/BX	253.29
1	BX		08FSHDF3 Elevt 3 Heavy Duty Fastener 1M	236.09/BX	236.09
3	RL		08FSQSST3 Elevt Q/S Splice Tape 3 X100'	86.39/RL	259.17
3	TB		08FSLSHST Elevt Lap Sealant HS 28TB/Pail	10.99/TB	32.97
2	TB		30MIV116DB Vulkem #116 Caulk DK Bronze 10.1OZ	10.75/TB	21.50
1	EA		DELIVERYBR Delivery Charge	50.00/EA	50.00

PO: Boone Project		Ref:		Job:	
Exp Delv Date: 12/31/26	Sales House-1284H	Type: DELIVERY		Ship Via: OTG	
Activation Date: 03/31/26	Agents J Steffy	Quoted For: Steve H.			
Close Date: 04/30/26		Quoted By: js088108			



ABC Supply - Ames, IA
 2125 Bailey Ave
 Ames, IA 50010-9667
 Phone: (515) 441-8450

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Activation Date: 03/31/26	Agents	Quoted For: Steve H.			
Close Date: 04/30/26	J Steffy	Quoted By: js088108			
QUANTITY	UOM	ITEM/DESCRIPTION	PRICE/UOM	AMOUNT	
		Subtotal			6,682.10
		Sales Tax			464.25
		Final sales tax charged may vary depending upon applicable state and local tax laws.			
			Total:	\$7,146.35	

Des Moines Stucco of Iowa, LLC

Business Number (515) 418-7742

7535 SE 6th Avenue

Pleasant Hill

50327

515-418-7742

desmoinesstucco@gmail.com

TO

Mirror Image

917 11th st

Boone

515-291-4732

topknot917@gmail.com



ESTIMATE	DATE	TOTAL
EST1962	Dec 3, 2025	USD \$15,686.00

DESCRIPTION	RATE	QTY	AMOUNT
Stucco Skim all walls with base coat and mesh. Finish coat sand finish color of your choice.	\$15,686.00	1	\$15,686.00
TOTAL			USD \$15,686.00

We hereby propose to furnish labor and materials, complete in accordance with the above specifications.

Payment structure to be discussed.

All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from the above specifications involving extra costs will be executed only upon written orders or receipts and will be an additional charge over and above the estimate. All agreements are contingent upon strikes, accidents, weather or delays beyond our control.

This proposal is subject to accepted within thirty business days and is void thereafter at the option of the undersigned.

Jeremy Valentine

Acceptance of Proposal: The above prices, specifications and conditions are hereby accepted. You are authorized to do the work as specified.

Accepted Date: _____ Signature: _____

Please Make all Checks Payable to: Des Moines Stucco of Iowa, LLC



Estimate #48561

2/26/2026

Prepared For:

Mirror Image

Laura

917 11th Street

Boone, Iowa 50036

Phone: 515-291-4732

Fax:

Alt. Phone:

Email: topknot917@gmail.com

Prepared By:

Jim Stewart

Sign Pro in Ames

619 S 4th St

Ames, IA 50010 USA

Phone: 515-232-4500

Fax: 515-232-9138

Alt. Phone: 515-232-SIGN

Email: jim@signproames.com

Description: Awnings

Quantity	Description	Each	Total	Taxable
1	SOUTH SIDE 280"w x 30"h x 48"deep Remove existing awning Install new vinyl awning	6,610.00	\$6,610.00	✓
1	WEST SIDE 85"w x 30"h x 48"deep Install new vinyl awning	2,630.00	\$2,630.00	✓

Terms: This estimate is good for 30 days. Total price shown does not include sales tax if applicable.

By my signature, I authorize work to begin and agree to pay the above amount (plus sales tax, if applicable) in full according to the terms on this agreement.

Signed by

Date

Amt. Paid Today

Elite Construction Estimate

Job Address to cover all work: 917 11th St. Boone

03/24/2026

Project: Laura Mallas / Mirror Image: New west door, exterior dryvit replacement, & new flat roof
 topknot917@gmail.com 515-291-4732 w:432-4113



Rob Doerhoff
 Office (515) 230-3872
 Cell (515) 491-8113
 Rob@eliteconstruction515.com
 808 7th Street
 Boone, Ia. 50036

New exterior Dryvit	\$22,200.00
If needs to removed	
All rooted wood will be addressed & discussed as it's found <i>Bayer</i>	
New West exterior door: Remove & replace with similar style door	\$2,400.00
Lock set budget & install BUDGET \$354.00	
Dump fees, misc. fasteners, wood, & clean up	\$1,480.00
Metal awnings painted	\$1,800.00
New rubber roof <i>Ridgid</i>	\$16,200.00
Any rotted wood discovered during the siding process will be evaluated immediately. Work in those areas will be managed until the additional costs are determined and approved by you. All pricing is based on estimated square footage. Should actual measurements differ, the final price may be adjusted.	

We aim to furnish material and complete labor in accordance with the above specifications for the sum of dollars:	
-------------------------------------------------------------------------------------------------------------------	--

Payments require 50% of cost prior to start date and remainder paid upon job completion.

All material is guaranteed to be as specified. All work is to be completed in a professional manner according to standard practices. Any alteration or deviation from above specifications involving extra cost will be executed only upon written orders and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents or delays beyond our control. Owner is responsible for carrying fire, tornado, and other necessary insurance. All work is guaranteed daily clean up and precautions to protect the customer's property.

X

 Authorized Signature

X

 Customer Signature

Note: This proposal may be withdrawn by Elite Construction if not accepted within 30 days.

Acceptance of Proposal: The above prices, specifications and conditions are satisfactory and hereby accepted. I hereby authorize Elite Construction to complete the work as specified. Payments will be made as outlined above.

Thank you for your business!
 Elite Construction

1 pair) printed/laminated (o3551/o290) applied to 8'w x 2'h .25' alumacorr sign board (1 side) with black edge cap installed to each side of building with stainless steel screws in 1"x2" treated furring strips on concrete block - \$1,140.00+tax for pair







Economic Development Committee

Date of Meeting: April 13, 2026

Time of Meeting: 5:00 P.M.

Place of Meeting: 615 Story Street, Boone, Iowa
(Rear Entrance in Alley) and City Council Chambers

1. Call to Order.

Present: Moorman, Williamson

Absent: Henson

Others present: Casotti, Elmquist, Majors, Dryer, Cody Bowers, Chad Houston, Heather Davis

2. Final Boone Downtown Incentive Fund (BDIF) Walk-Through at 615 Story Street
– Kruck Plumbing and Heating.

Cody Bowers presented the work that had been completed to the rear entrance of 615 Story Street, to include the tearing off the former vestibule, and adding a newer larger vestibule. The Committee toured the newly remodeled lower level that will serve as a training area for Kruck Plumbing. Williamson moved; Moorman seconded to approve the release of a \$30,000 Boone Downtown Incentive Fund (BDIF) Grant. Ayes: all those in attendance. Nays: none.

3. Final Boone Downtown Incentive Fund (BDIF) Walk-Through at 807 Story Street
– Gemini Moon.

Heather Davis walked the Committee through the renovations at 807 Story Street, with the removal of old tin tiles along the lower exterior entrance and the installation of plaster that will seal and waterproof the building. Williamson moved; Moorman seconded to approve the release of a \$1,000 Boone Downtown Incentive Fund (BDIF) Grant. Ayes: all those in attendance. Nays: none.

4. Approve Minutes from the January 19, 2026, and February 16, 2026, Meetings.

Williamson moved; Moorman seconded to approve the minutes from the January 19, 2026, and February 16, 2026, meetings. Ayes: all those in attendance. Nays: none.

5. Update on the Boone Downtown Incentive Fund Grant for Logue Fabrication.

Moorman advised that modifications to the design plans for the building located at 1027 Marshall Street, differ from what was originally proposed in the Boone Downtown Incentive Fund (BDIF) grant application, thereby disqualifying the

project from receiving funding. Williamson moved; Moorman seconded to direct Elmquist to send a letter to Logue Fabrication informing them that the project no longer qualifies for BDIF funding. Ayes: all those in attendance. Nays: none.

6. Discuss Amending the Boone Downtown Incentive Fund Guidelines.

Elmquist noted that there are several buildings in the downtown area with roofs in need of repair. She recommended that façades remain the priority under the Boone Downtown Incentive Fund (BDIF) guidelines; however, if funds remain after façade improvements, applicants could be permitted to use those remaining funds for roof repairs. Williamson moved; Moorman seconded to recommend to the full Council that applicants be allowed to use any remaining BDIF funds for necessary roof repairs. Ayes: all those in attendance. Nays: none.

7. Discuss the Arts Advisory Board Ordinance.

Moorman suggested that, rather than maintaining a separate Arts Advisory Board, art-related projects could be brought through the Economic Development Committee. Elmquist noted that most art-related projects, such as installations in parks or sculptures, will have to be City-owned and could proceed with City Council approval without the need for a dedicated Arts Advisory Board. The Committee also discussed who would be responsible for identifying and developing potential art projects. Moorman moved; Williamson seconded to recommend to the full Council that the Arts Advisory Board be dissolved. Ayes: all those in attendance. Nays: none.

8. Other Business.

Moorman expressed interest in considering, at a future date, the implementation of a sunset provision for Boone Downtown Incentive Fund (BDIF) grants, establishing a waiting period before an applicant may apply for a new grant.

9. Adjourn.

5:48 p.m.



Economic Development Committee

Date of Meeting: May 4, 2026

Time of Meeting: 4:30 P.M.

Place of Meeting: 824 Keeler Street, Boone, Iowa
and 808 7th Street, Boone, Iowa

1. Call to Order.

Present: Moorman, Williamson, Henson

Absent: None

Others present: Elmquist, Majors, Casotti, Holly Stecker, Paul Clark, Joe Germain

2. Boone Downtown Incentive Fund (BDIF) Initial Walk-Through at 824 Keeler Street, Boone, Iowa. – KWBG.

Paul Clark of KWBG presented plans to repair the deteriorating façade on the north side of the building, which was previously a large window that had been patched. Following the repair, the area will serve as a blank canvas for Boone High School EDGE students to paint an exterior mural.

Williamson moved; Henson seconded to award a BDIF Grant in the amount of \$1,200.00 which is 40% of the project estimate. Ayes: all those in attendance. Nays: none.

3. Boone Downtown Incentive Fund (BDIF) Initial Walk-Through at 808 7th Street, Boone, Iowa. – Elite Construction.

Joe Germain, Owner of Elite Construction, walked the Committee through the plans to improve the façade of their new headquarters, including construction materials and improvements to doors, garage doors, stucco, repainting, windows, and exterior lighting. Elmquist advised that if Elite performs the work, they will not be reimbursed for labor, only for materials.

Williamson moved; Henson seconded to award a BDIF Grant in the amount not to exceed \$30,000.00. Ayes: all those in attendance. Nays: none.

4. Other Business.

5. Adjourn.

With no further business to come before the Committee the meeting was adjourned at 4:47 p.m.