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ZIONSVILLE TOWN COUNCIL

Super Bowl

Committee kicks off

By Emily Atwood

Times Sentinel writer

Despite the fact that the super bowl isn't coming until 2012, Zionsville's Super Bowl Committee is already buzzing with ideas.

Headed up by Valerie Swack, Ellie Brown and Ellen Butts, the committee is looking to make Zionsville a must-see to visitors coming in for the event.

"Zionsville has a lot to offer that we need to put our best foot forward," Swack said.

And the group wants to make Zionsville better than they believe it already is.

The committee has a beautification subgroup, made up of Steve Mundy, Judith Essex and Swack, that focuses specifically on beautification. They hope to win grants that would allow them to improve Main and First streets.

"We want Main Street Zionsville to look two times better than Mayberry," member Ellie Brown said.

With an even more appealing downtown after grants, the committee hopes to host special events leading up to the Super Bowl like wine tastings, gallery walks or maybe even shut down Main Street for an evening and have fire pits set up for visitors to relax by.

"Just really create a cozy atmosphere," Brown said.

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On an even grander scheme, they have ideas to host a Colts kickoff party for this year's first game on Sunday, Sept. 12, and also hold a dinner where celebrities wait on the guests.

More details are to come for the town kickoff party and as far as the dinner goes, the committee is looking to have it be a disco theme.

"We're gonna hunt down some local celebrities to wait tables for tips," member Cathy Wood said.

The group is working with the Indiana Convention and Visitors Association in getting people to come to Zionsville.

"They can't keep everybody in Indianapolis that whole time. They are looking for things for people to do," Brown said.

In an effort to get the word out about Zionsville, a goal of theirs would be to give each ticket holder a die cut sticker with the committee's Zbowl logo on it. When the sticker is pulled up, then it would explain all that Zionsville has to offer the visitor.

"Just think what that would do for us," Brown said.

But to make all of this possible, Swack says they are in severe need of volunteers.

Most of all, they need a treasurer and someone who can write grants. But they

could use the help from anybody to do even simple tasks like stuffing envelopes and making spreadsheets, Brown said.

"We're really trying to get people with all skill sets involved," Swack said.

In addition to volunteers, the group needs money. At the Zionsville Town Council agenda meeting Monday, June 26, Swack discussed with members the opportunity to have a landscaping service handle Main and First streets. If a company is hired to prune, weed and water downtown's flowers then that would take the load off of the street department.

"They're not landscapers," Town Manager Ed Mitro said, "They shouldn't be out pulling weeds, it's not their job."

The street department does have a line item on their budget for \$30,000, which is to be used for streetscaping, but it is not actually used in this same way. That item is used strictly for new trees, and the number comes from exactly how many trees are needed.

The idea of how to direct people to Main Street was also discussed at the meeting. Swack said that most traffic comes off of First Street and miss Main Street completely. The hope is attract people to the business sector somehow.

To get involved with the super bowl committee contact Valerie Swack at vswack@zionsville-in.gov.