

# Wyoming Main Street Advisory Board Agenda, 02/18/21

**1 PM – Meeting begins** (<https://us02web.zoom.us/j/89499618755>)

## Welcome and introductions

Board members present  
Amy Grenfell, Brandon Marshall, Lindsay Orr  
Public

## Board Discussion

Approval of minutes (10/22/20)

## Updates:

Amy Grenfell/Lyndsay Orr – process for pursuing grant funds

- Develop a grant strategy for alternative sources of funding including historic preservation and community foundation
  - Brainstorming with two advisory board members
- Understand process of pursuing grant money – Amy G., February 2021

Workplan/Budget Allocation

[Brookings Research Link](#)

WMS Program Survey

NPS Façade grant

Shop Smart Shop Safe and Wyo Wednesday

Business assistance/messaging programs – Matt A. and Jenn F.

Placemaking for 2021

Board Vacancy

Community reports – discussion

Sundance

2:50 PM – Break

Main Street Now – April 12-14

## Action and Discussion items:

**3 PM -Goshen County Application for Wyoming Main Street Certification**

Finalize work plan/update for WMS and adapting services

Next Meetings: May 20, 2021 and September 23, 2021

## **Wyoming Main Street Advisory Board Meeting**

**February 18, 2021, Zoom Meeting**

### **Participants**

**Board Members:** Bruce Heimbeck, David Tate, Matt Ashby, Jenn Ford, Carly-Ann Carruthers

**Staff:** Linda Klinck, Kayla Kler, Amy Grenfell, Brandon Marshall, Lyndsay Orr, Heather Tupper

**Public:** **Melody** Karns, Jeff Barron, Karmen Rossi

Matt Ashby called the meeting to order at 1:00 PM.

### **Discussion on Pursuing Grant Funds**

Amy Grenfell and Lyndsay Orr were present to discuss options for Wyoming Main Street to pursue funds outside of Wyoming Business Council budget. In order to pursue federal funds, the Wyoming Business Council must submit a "New/Adjusted Funds Request" to the State Budget Department. It was also mentioned that the WBC needs to review and be aware of any match requirements, HR policies, and grant requirements in general for any money or grant funds pursued.

The board briefly discussed the idea of potentially pursuing grant funds to aid in hiring staff for local Main Street programs. It was also mentioned that Rural Development Block Grant (RDBG) funds may be an option to pursue funds. Linda Klinck presented a suggestion to develop a small "Grant Strategies" committee that could further research grant opportunities and discuss options, with members including Main Street Advisory Board members and local Main Street managers or staff.

**ACTION ITEM:** Motion made by Jenn Ford to create a Grant Strategies committee and pursue grant funds and seconded by David Tate. The motion passed unanimously, with the exception of Roger Miller being absent from the meeting.

### **Updates**

#### **Allocation Plan**

Wyoming Main Street staff Linda and Kayla reviewed the allocation plan for the rest of FY2021 with the board. No official action was taken and there were no questions from board members.

#### **Annual WMS Survey**

The results of the annual WMS survey were reviewed, and staff mentioned that there is currently a multi-state collaboration through the spring of 2021 with the state coordinating programs of Colorado, Oregon, and Washington to provide a webinar / teaching series virtually.

#### **NPS Façade grant**

The façade grant team (NMSC/state staff/local staff) is reviewing applications and awaiting review from the National Park Service before awarding and beginning work.

#### Shop Smart Shop Safe

Staff gave an overview of the Shop Smart Shop Safe campaign up to present and ideas on continuing in 2021. Kayla briefly presented a “Wyo Wednesday” calendar for 2021. Board members Matt Ashby and Jenn Ford asked about measuring the reinvestment of this campaign both in qualitative and quantitative ways. Jenn proposed an idea of incorporating more “Shop Smart” related stories in current campaigns like the Thrive -> Survive campaign currently being done by the WBC.

#### Business Assistance and Messaging Programs

Matt Ashby gave a brief presentation on the communities he has worked in as part of the Financial Impact/Messaging Program and shared the final materials for each Main Street organization.

Jenn Ford also gave a brief presentation on the success of the business assistance workshops in the communities that her workshops were held in, and her continued outreach to those business owners that participated.

#### Placemaking

Staff gave an update on their plans to be more involved and help sponsor placemaking projects in 2021. Larger projects will be considered and focus heavily on expanding winter Placemaking projects by partnering with the National Main Street Center for a winter Placemaking training in August. The proposed allocation will be 10 Placemaking grants for up to \$2500 each for summer, and for winter the grants will vary from \$10,000 to \$1,000.

#### **Board Vacancy**

Marla Brown has resigned from the board due to time constraints. There was discussion from the present board members on seeking out a new board member from a geographic area not currently represented, or someone in a city role to help bridge the gap of city official representation. Staff will send board job descriptions for potential board recruits. No official action was taken in relation to this discussion on board vacancies.

#### **Goshen Main Street Certified Application**

Goshen Main Street staff presented on their community of Torrington and the surrounding communities in Goshen County, and their involvement so far in the Main Street program. Goshen Main Street (formerly known as Goshen County Main Street) has applied to become a Certified Main Street program. Goshen Main Street has several goals and projects in development spanning several of the 4 Points, and mentioned their focus on existing businesses and entrepreneurship. Goshen Main Street intends to focus their program on the town of Torrington, with members of other Goshen County communities on the board to help with county-wide events. Other communities in Goshen County will adopt more of a “Main Street Lite” approach with the help of Goshen Main Street but are not incorporated into the

Wyoming Main Street Program. After some questions from the board, a motion was made to accept Goshen Main Street as a Wyoming Main Street Certified Community.

**ACTION ITEM:** Motion made by David Tate to accept Goshen Main Street as a Wyoming Main Street Certified community, and seconded by Carly-Ann. The motion passed unanimously (4-0) with the exception of Roger Miller and Bruce Heimback, who were both absent at the time of the motion.

Meeting adjourned at 4:00 PM by Matt Ashby, Chairman, after a motion by Jenn Ford, and a second by David Tate.

Notes submitted by Kayla Kler

DRAFT