

# Wyoming Main Street Advisory Board Agenda, 05/20/21

9 AM- 11:55 AM (<https://us02web.zoom.us/j/81360517037>)

12:00 PM– Historic Preservation Lunch and Learn

## Welcome and introductions

## Board Discussion

Approval of minutes (02/18/21)

## Updates:

### Wyoming Business Council

- Strategic Project Teams - *Brandon*
- Review workplan and budget allocation
- Update on pursuance of grant funds

### Historic Preservation

- Historic Preservation Lunch and Learn series
- Stateline No. 7 Historic Restoration Guide

### National Main Street Center

- National Main Street Center assessments
- Community Transformation Workshop 2021
- NPS Façade grant
- Make Wyoming Workshops
- Winter Placemaking

### Wyoming Main Street

- Business assistance/messaging programs
- TA / Project Fund Applications
- Community Reports
- Advisory board vacancy

**Next Meeting:** September 23, 2021

## Present

Board: Matt Ashby, Bruce Heimbuck, CarlyAnn Carruthers, Jenn Ford, David

Staff: Brandon, Linda, Kayla, Kim Rightmer

Called meeting to order at 9:01 AM by Matt Ashby, Chairman.

Motion to approve minutes from Feb, unanimous approval

Brandon talked about strategic project structure for WBCers. Three teams divided by people's strengths and skills – unity, investments platform, “BEER” - business expansion retention team.

Discussion on scorecard for scoring and evaluating applications that come through BRC. Using more Main Street strategies and ideas to implement into the services division throughout the mix of programs under Brandon.

Mention of ARP survey to determine uses of funds – sharing survey with MS board members to include their input. Strategic project teams will probably transform over time to address other things.

Suggestion of a “campaign” of filling out the ARP survey with “white elephant” projects. Discussion of “bonus points” to the scorecard if projects come from a Main Street program with knowledge of project planning and demonstrated success from past projects.

Work plan review – Jenn is scheduling business bootcamps in the fall when businesses are less focused on running their businesses with summer crowds. Jenn will be responsible for creating a presentation or report on businesses participating in workshops and metrics to show the success.

Onboarding process for Afton has been very helpful for them and helps staff connect better. Now working with Goshen to establish a similar process as they move into the Certified/accredited status.

Sales tax and TIF districts were discussed with Governor Gordon during WMS board's annual meeting on May 19 as a potential.

WMS is capturing business engagement every few years but don't know how to utilize it. Need to work with WBC staff members to translate.

Messaging program is scheduling for Goshen and Sheridan in June / July. Evanston's main focus was delineating the city vs. URA vs. Main Street. For Rawlins, the focus was tourism and using their existing tools in a cohesive way.

Discussion on how to recruit new board members to fill vacant positions – looking for a central located and a NE located one, outside of Main Street. Looking at other roles that could be beneficial to Main Street.

Mention of WMS board interacting more with WBC board in an unofficial capacity.

External grant funds will not be pursued for the foreseeable future by WMS due to the lack of capacity from staff. Funds could potentially be pursued in the future through a contractor applying for grants but would not be able in house.

Allocation -

Reviewed allocation plan and how money has been spent in FY21. Brandon will take care of dedicated that \$27,500 left over

ACTION: Motion to approve budget allocation as suggest. Motion by Bruce, second by David. Unanimous passed.

Kayla provided updates on the following topics:

National Main Street Assessments in Fall of 2021, TA applications received in May and being reviewed

Talked about mini-conference being offered to all partners, and Certified communities getting together.

Break from 10:55 to 11:05

Reviewed community reports and discussion on cost of empty buildings.

Jenn recapped the board training offered by the AG's office.

Reviewed list of trainings offered in 2020, reviewed by Linda.

Continued white elephant discussion after agenda items -

Not one and done type projects. IF we had \$100 million for "white elephant" that could be reinvested and go into community redevelopment. Not one time impact but it would make a continual impact. Board needs to communicate that idea through the WBC as funds get designated moving forward.

Bruce motion for adjourning meeting, Jenn seconds. Adjourned at 11:31 AM.