

Main Street Advisory Board Agenda
WBC Offices 12.2.15

- 9:00 Call to Order *****Action Item*****
- 9:00 – 9:15 Approval of the 10.19.15 Board Minutes
- 9:15 – 9:45 Budget update
- 9:45 – 12:00 Long-term/operating planning discussion (suggested items to discuss below)
*****Action Item*****
- Manager Survey feedback
 - Technical Assistance funding and allocation
 - Potential sponsorships
 - Preserve Wyoming Conference
 - Timelines
- 12:00 – 12:15 BREAK
- 12:15 - 2:00 Working lunch and continued discussion (lunch will be provided for staff and advisory board members)
- 2:00 – 2:45 Staff Updates
- National Main Street Four Point Refresh
 - Potential Main Street program applications
 - BRC funding
 - National Main Street Center conference and Best Practices Workshop
- 2:45 -3:00 Meeting dates for 2016 *****Action Item*****
- 3:00 Adjourn *****Action Item*****
- 3:00 – 4:00** Tour of downtown Cheyenne

Main Street Advisory Board Meeting Draft Minutes

12.2.15-Cheyenne, WY

Attendees: Wyoming Main Street (WYMS) Advisory Board members present included Marla Brown, Sherri Mullinnix, Matt Ashby, Joe Fabian, Bill Hankins and Jim Davis. David Pope called into the meeting. Staff present included Shawn Reese, CEO, Molly Spangler, IRC Director, Stephanie Horton, IRC Senior Grant and Loan Specialist and Linda Klinck, Main Street Program Manager.

Call to order: The meeting was called to order at 9:04 a.m.

Wyoming Business Council (WBC) CEO Shawn Reese discussed the WBC strategic plan, future goals of the organization and the impacts of the statewide budget cuts on the Business Council.

10.19.15 Minutes: Sherri Mullinnix made the motion to approve and Marla Brown seconded. Motion passed unanimously.

Budget Discussion: Molly Spangler presented the WYMS budget as of 10.31.15. The Wyoming Main Street budget is cut by \$6,000 for the remainder of this fiscal year. It is anticipated there will be an annual cut of \$6,000 per fiscal year for the 2017/2018 budget.

Molly Spangler presented an allocation plan for technical assistance funds for FY2016. There are technical assistance funds available, and WYMS staff still will issue a request for projects from the local main street programs by the beginning of January. It is anticipated there may be \$55,000 available for downtown revitalization and planning projects.

DRAFT Technical Assistance Allocation Plan for remainder of FY2016	
Total Available	\$ 125,000
Revitalization Funds	Allocation
Main Street Projects	\$ 40,000.00
Downtown Planning	\$ 15,000.00
Historical Architectural Assistance Fund (HAAF)	\$ 27,000.00
	\$ 82,000.00
Capacity Building Funds	Allocation
Training Grants and Scholarships, BPW, and Additional Training	\$ 43,000.00
	\$ 43,000.00

Operating Plan for 2016 and 2017: Board and staff went through the manager survey feedback and discussed trends among survey. Additionally, they discussed possible solutions to incorporate into the operational plan to meet the needs of managers and staff. General feedback consisted of:

- The need for more communication between the WYMS Advisory board and managers and the need for more communication between the WYMS staff and managers
- More assistance needed in the areas of Economic Restructuring
- More flexibility with the amount of training funds available

The staff and board spent time discussing the draft operating plan for 2016 and 2017. A final draft of the plan will be sent out to the local managers for feedback in January. The draft operating plan will focus on the following areas:

- Technical assistance and training – Adoption of an allocation plan, having a challenge approach to the funding in lieu of the block grant approach, and updating the guideline and criteria for funds.
- Communication – Improvement of overall communication from all levels (local communities, managers, WYMS staff, WYMS Advisory Board)
- Online applications and reporting
- Manager meetings – Focus on relevant topics, assistance, and manager-to-manager networking
- Economic Vitality (Restructuring) – Employ strategies to help with business retention, expansion, and entrepreneurship as well as have a consistent tracking system in place for calculating return on investment
- Program category review – Update the categories of Certified and Affiliate. Test the viability of an entry-level category for new and aspiring communities.

Staff Updates: Linda Klinck provided a summary of her recent trip to Washington D.C. for the National Main Street Four Point Refresh and rebranding. As part of the Four Point refresh, Main Street America will be holding the Main Street America Institute starting in January. This will give managers the opportunity to become a certified Main Street America Revitalization Professional.

Staff recommend spending up to \$5000 to send one or two managers for this training. The motion to send up to two people who qualify with a maximum of \$2,500 each was presented by Chairman Jim Davis; Joe Fabian moved and Sherrie Mullinnix seconded.. The motion passed unanimously.

Linda Klinck updated the board on the Main Street program applications received from Worland, Lusk and Sundance.

Linda Klinck brought the request in front of the board to use a survey program to send out to stakeholders and have them rank their community's programs. Staff will conduct an on-site review if there are any red flags or if one is requested. Board agreed.

The board discussed the invoicing process from training funds. It was decided that all invoices must be submitted by and reimbursed to the local Main Street program. Travel and training funds will only be reimbursed for registration, lodging, and transportation such as airfare.

Community Updates: Klinck provided updates on each of the Main Street communities.

Adjourn: 3:25 p.m.

Local presentation: Desiree Brothe with the Cheyenne DDA presented to the board. She discussed the recently WYMS funded mural project.