

Main Street Advisory Board Meeting
Wyoming Business Council Becker Boardroom
October 21, 2016

AGENDA

- | | |
|--------------|---|
| 10:00 | Call to Order ***Action Item*** |
| 10:00- 10:15 | Approval of the 5.3.16 Board Minutes |
| 10:15- Noon | Introduction- Julie
WBC Organizational Changes
Community Activities Report/ Managers Update |
| 12:00- 1:00 | Lunch |
| 1:00- 3:00 | Synchronist
ROI
Main Street 2019
Board Meeting Dates/ Agenda Talking points |

Main Street Advisory Board Meeting
Wyoming Business Council Becker Boardroom

October 21, 2016

Board members present: Jim Davis, Bill Hankins, Marla Brown, Matt Ashby, Joe Fabian

Board members absent: David Pope, Sherri Mullinnix

WBC Staff present: Julie Kozlowski, Linda Klinck, Ashley Cannon, Tom Johnson

Brittany Ashby- Representative from WEDA

Call to order: 10:03 a.m.

Julie's introduction.

Approval of the 5.3.16 advisory board minutes. Matt Ashby made a motion to approve, Bill Hankins second. Motion carries.

Brittany Ashby representative for WEDA, spoke about her presence at the meeting and how the Wyoming Main Street program is increasing their partnership with them. Linda Klinck has been attending the monthly **WEDA board meetings and is working with them on a joint conference in January and late September.**

Prosperity Bag meetings, **hosted by WBC**, keeps everyone informed on a variety of topics- board showed interest in participating in the calls as well. Calls are held the second Wednesday of the month at 10 a.m.

Julie Kozlowski informed the board of the new organizational plan at the Business Council. Matt Ashby asked how the new Community Initiatives Director related to the Main Street Program. Julie indicated that they would play a part in planning and research within the division, they would be there as support for the different programs and help to create partnerships between them.

Linda Klinck and Kim Porter are working on a new Main Street handbook. Marla Brown asked if it could be distributed to the board when it is completed.

Bill Hankins wondered about the relationship the regional directors played with Main Street and if there were any results seen from their work on the front lines with the program. Matt Ashby stated that the regionals need to be more on the ground with the communities doing trainings, etc. Linda Klinck indicated that the regionals **are not qualified now to conduct Main Street trainings.** They are the front line on informing her of any problems or issues with the communities as they arise. The regionals have **participated in trainings held in Wyoming** and have been more involved than in the past. Julie Kozlowski also indicated that the new Initiatives Director will have a strong relationship with the regional directors.

Community assessments were brought up and Julie informed the board that the WBC CEO, Shawn Reese, was having a community development toolkit created to include the Main Street four point

approach because it is a viable framework and it could also be integrated into other programs at the Council.

Marla Brown asked the question of how many communities had had a community assessment done with rural development? Julie informed her that they no longer do the assessments because they were not being utilized. If a community wants one, one will be conducted but we need to find other avenues that may be better. All communities probably had an initial assessment, some had five year follow-ups. Marla indicated that the assessment is like a master plan and can be a useful tool to the city/town if they use them. Jim Davis lamented that local government is the drawback in getting anything done according to the assessment. Matt Ashby suggested that we need to find ways to assist the communities in implementing the plans.

Bill Hankins asked why the Main Street Board was not listed on the WBC Organizational chart. He would like to see us increase communication with the WBC board. Jim Davis let the board know that he doesn't think the WBC board knows much about the Main Street program and what it does and how important their economic impact is. Matt Ashby wanted to know if any WBC board members had ever attended a National Main Street Conference, any of our meetings or trainings. Jim Davis thought it would have been great if they had attended our Best Practices workshop. Matt Ashby indicated that there needs to be some sort of engagement between the two boards, Bill Hankins informed the board that there is no dialogue between the two, someone always presents on behalf of the Main Street board to the WBC board members.

Linda gave an update on the Preserve Wyoming conference; Kathy LaPlante's presentations about abandoned buildings and absentee landlords was well received. Matt Ashby wanted to know if there was anything the board could do to help with any legislation regarding absentee landlords/abandoned buildings. Could we bring someone in to speak to the Main Street managers? Linda informed him that a speaker would be coming to speak on that at the WEDA winter conference January 18-19. Linda suggested that if we were to do anything, we should meet in January after the conference with WEDA, WAM and Main Street members to discuss and go from there.

Linda Klinck presented the communities activities report. The board expressed how well they liked the report and its simplicity. Linda also added an update from Pinedale that was not included in the report presented to the board. Bill Hankins made the comment that once Technical Assistance funding gets approved he never hears about the projects again; It was nice to get an update on those projects. Jim Davis indicated that he would like to know more about the Cheyenne program because there could be a lot of focus here. Linda updated them on the annual review and that Cheyenne had just concluded there's **(their's)**. Comments from it were that there seems to be a lack of business engagement and people generally don't know what the DDA is doing, but they have done some visible, good things.

A few communities were not performing as well as they could be. Matt Ashby suggested that we continue to follow up on the ones who were falling behind to make sure they stay on track. A suggestion was made that we have presentations at the next meeting from the new communities to see how they are progressing. It was asked that Thermopolis also participate and if attending in person was an issue that they be allowed to present through a webinar.

Tom Johnson joined the group and presented on the ROI and where Main Street ranks amongst the WBC programs. The presentation was well received.

Linda gave an update of the Best Practices Workshop and some cost savings we could take part in if we dwindled it down to one bus for the trip in Pittsburgh. Instead the board wanted to continue with using two buses, and wanted to increase registration to \$100 per person.

A run- down of Synchronist was given by Linda and how it could be a useful application for the Main Street programs to use.

Julie prompted the National Main Street 2019 hosting discussion and Linda gave an update on the discussions she has had with members of the National Main Street Center. Several communities are interested in hosting, should be allowed to submit proposals for consideration, but Cheyenne is being looked at as the most viable location. Questions arose about the fundraising aspect of things, hotel rooms and transportation. Jim Davis volunteered to devote his time to helping with this project. Julie will be drafting a letter on behalf of the Main Street advisory board to present to the National Main Street Center to show their support and interest in hosting the 2019 conference. The board voted on moving forward with the 2019 hosting opportunity. Matt Ashby made a motion and Bill Hankins seconded. Motion carried.

Linda spoke about the Ethnic Enclave evaluation held in Rock Springs.

The board set meeting dates for the next year as follows:

January 17th, 2017. 10 a.m. to 3 p.m. Cheyenne- to review new community applications: Newcastle. Presentation updates from Lusk, Worland, Sundance and Thermopolis.

April 13th, 2017- Laramie. Review Technical Assistance Applications

Joint meeting will be held with the Main Street managers in the Fall of 2017 in conjunction with the WEDA conference.

Jim Davis brought up the fact that he didn't have any business cards from the WBC, and that those along with name tags would be crucial to have if we are selected to host the 2019 NMSC. Jim Davis, Matt Ashby and Bill Hankins all indicated that they did not have business cards or name tags. Ashley will be looking into this with the Communications staff.

Meeting adjourned- 2:43 p.m.