

## Main Street Advisory Board Meeting

Becker Board Room, WBC, 9:00 AM – 3:30 PM

### AGENDA

- 9:00 Call to Order \*\*\*Action Item\*\*\*
- 9:00- noon Approval of the 10.21.16 Board Minutes?  
Challenge Loan – Josh Keefe  
Operational Plan (review and determine next steps)  
FY2018 Allocation Plan  
HAAF Awards update (Would you like to meet Linda Kiisk?)  
BPW and Conference attendance, set-up and Board amounts for travel  
2016 Annual Reviews-evaluations  
Program Survey Results  
Non profit discussion (May not be necessary now.)  
How can we use ROI information as a PR tool? (Leadership request)  
Placemaking grant from NMSC
- 12:00- 1:00 Lunch
- 1:00 New Community Presentations
- 1:00 – 2:00
- 2:00 – 3:30

**Main Street Advisory Board Meeting  
January 17, 2017  
Becker Boardroom Cheyenne**

**Board members present:** Matt Ashby, Jim Davis, Marla Brown, Sherri Mullinnix, Bill Hankins, David Pope, Joe Fabian

**WBC staff present:** Linda Klinck, Julie Kozlowski, Ashley Cannon

**Call to order: 9 a.m.**

**Josh Keefe Challenge Loan discussion**

Members of the board brought up how the challenge loan does not seem to be known by the regional directors and info regarding the program cannot be found on the new website. The idea of a case study was brought up to show how the program can be implemented and used around the state. Can we identify a “perfect project” in a local Main Street community to use as this case study? Call for proposals?

Sherri Mullinnix made a motion to pursue this pilot project for the challenge loan program, motion received a second from Matt Ashby, motion carries.

**Operational plan**

Update regarding on-line reporting and drawdowns. Discussion was unanimous about the continuation of using the on-line forms for reporting and grant reimbursement.

**Synchronist discussion**

Synchronist training at next WEDA/ MS/ Chamber joint conference this fall. This program should be easy to implement in the communities because they all should have some sort of way to track businesses in their district. We are currently about a year away from implementation but it has been presented to the managers and it was well received.

Linda informed the board that she has been working on some assistance kits with the help of Kim Porter and also a new Main Street manual.

The board agreed that the meeting in September will utilize some time to plan for the 2018-2019 operational plan. (Held along with the conference)

**Annual Allocation plan**

Legislature is in session but we don't anticipate any cuts to the budget. David Pope made a motion to approve the plan and it received a second from Sherri Mullinnix, the motion carried.

**HAAF Summary**

Update on HAAF grants awarded in the last round. Linda Klinck and Linda Kiisk with SHPO will be visiting with the Clear Creek Cantina owner in Buffalo to determine what the owner's long term plan for the

building is. Also, Green River received a HAAF grant for the Sweetwater County Museum building that they might apply for some technical assistance funds to help out with fixing up the building.

### **BPW/ Main Street Conference**

Who was planning on attending the workshop and conference? How much would be allocated to each board member to attend? A discussion was held concerning approaching elected officials to attend so Julie was going to be in contact with the Governor's and Secretary of State's Office about trying to get someone to go to Pittsburg. David Pope offered to approach the new Cheyenne Mayor Marion Orr.

Jim Davis will attend the workshop and Sherri Mullinnix, David Pope, Matt Ashby and Bill Hankins will attend both the workshop and conference. Marla will be unable to attend, Joe has not yet confirmed.

### **2016 Community Reviews and Evaluations**

Annual reviews were conducted electronically. Evaluations distributed to the board to provide feedback on reports, due date to return them to Linda is January 27<sup>th</sup>. Update on program survey results.

### **501c3 summary**

Douglas recently became a 501C3. Vast majority of US Main Street programs are 501c3. Laramie went to Douglas to do a presentation on being a 501C3. Bill Hankins suggested that this info could go into a tool kit for communities.

### **April 13<sup>th</sup>- joint meeting? Understanding the board. Question and answer portion with the MS Managers**

#### **ROI Public Relations tool**

Managers have approached Tom Johnson about using ROI as a PR tool? Julie will speak with Tom about the data we use/distribute. Train the managers as to how to explain it and why we rank where we do and why it's an effective way.

#### **Placemaking Grant**

Received a grant from NMSC to train 40 individuals in Wyoming on place making. Will cover travel, hotel, food. It was asked how we will determine participants? Main Street communities will be required to have one-person attend, then do outreach to other communities. One obligation of the training is we help to fund some projects through TA funds. PPS will offer resources to get funding for other projects through crowd funding and other means. Looking at holding it in April, May or September. Would take the place as an onsite manager meeting. PPS will want to see us utilizing and implementing these projects. Make sure our TA round will prioritize these projects.

### **2019 Conference**

Deadline to submit proposal was Dec 9<sup>th</sup>. Hotels in town met and they are all interested and excited and committed a 10% rebate and no one will charge more than \$129 a night. In competition with 5 other states. Community has to show that they have the capacity then NMSC will take it from there and work with the community.

### **Josh Blume here for WEDA conference**

expand on abandoned building and redevelopment issues. Main Street attendees are required to attend his presentations.

**Community Updates- Linda**

Gillette was supposed to give an update- nothing received. Kemmerer looking at Aspiring, they need to get a whole new set of people on board to get this program back up to Affiliate status.

Laramie- looking for support for Empress Lot at SLIB. David, Marla and Jim will attend to act as board support.

Rawlins- looking to do a case study for the Façade Program

Joe gave an update for Platte County.

DRAFT