

## **Main Street Advisory Board Meeting**

**Laramie, WY**

**City Annex Building: 4<sup>th</sup> and Grand, Board room**

**April 13, 2017 8:30 a.m. to 2 p.m.**

### **AGENDA**

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| 8:30       | Call to Order ***Action Item***   |
| 8:30- 9:30 | Approval of the 01.17.17 Board Minutes<br>Community Development Update (budget, Sundance)<br>Placemaking Update/ Funding for Projects<br>Best Practices Workshop Update |
| 9:30-11    | Main Street Manager Call-in   |
| 11-11:30   | Walking tour of downtown w/ Trey and Carly-Ann  |
| 11:30-2:00 | Working lunch @ Altitude's- private meeting room to review TA grant applications  |

**Main Street Advisory Board Meeting**  
**4.13.17**  
**Laramie, WY City Annex Building**

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

**Absent:** David Pope

**WBC Staff Present:** Julie Kozlowski, Linda Klinck, Ashley Cannon

**Call to order:** 8:41 a.m.

**Approval of 01.17.17 board meeting minutes:** Sherri Mullinnix made a motion to approve- 2<sup>nd</sup> by Bill Hankins. Motion carries

**Community Development Update (budget and Sundance):** Update of WBC/ MS budget from Julie Kozlowski. Update of Sundance Old Stoney project- BRC grant of 2.5 million to renovate Old Stoney.

**Placemaking update/ funding for projects:** Linda gave an update on the Placemaking training to be held in Douglas. 40 participants had signed up representing 24 communities around the state. Matt Ashby asked what we were doing to track and also cover the training. Linda indicated that a member of the WBC Communications division would be attending as well to cover the training and the tracking is something we would have to put together.

How much money should we allocate to the projects that are generated through this training? We have an obligation to supply some funds for these projects. Who will be eligible for these funds? Matt Ashby suggested that we video the progress of the different projects and implementation to show people enjoying the new spaces.

**WEDA conference** September 20-22 to be held in Laramie with Main Street, WEDA and State Chamber of Commerce. Focus will be on workforce and Economic Development. Panel discussion on Economic Development groups.

**9:30-11 Main Street Manager call-in:**

**Present on the phone:** Sharon Buffalo, Desiree Cheyenne, Jane Evanston, Jessica Gillette, Trey Laramie, Pam Rawlins, Chad Rock Springs, Kasey Glenrock, Andy and Kathy Sundance, Cindy Douglas, Suzanne and Meri-Ann Thermopolis, Susan Newcastle. Intros.

**Q & A with the board:**

**Sharon Nadeau, Buffalo-** how do you respond to the question of what's the difference between the chamber and Main Street program? **Joe Fabian-** Main Street deals with a defined area. Beautification efforts. Economic Development and revitalization. Narrow view to a certain area. Chamber represents preexisting business not necessarily downtown business or area. Need a good partnership with the Chamber. **Sherri Mullinnix-** may be considered unfair, but downtown is the heart of your community. Needs to be a vital and productive area to help the whole community. **Matt Ashby-** vitality. Can take

many different forms. Physical improvements that improve overall vitality and health of downtown whereas the chamber does not tackle this.

**Cindy Porter, Douglas-** appropriate way to use 501C3 through the MS program? Some question the status if we can do Economic Development through that designation. How do other communities do that? **Matt Ashby-** need to link the projects to the public good. **Joe Fabian-** Allows you to be your own organization and manage grants through the BRC and other entities. **Bill Hankins-** can eliminate a step. Instead of going to the governmental agency to apply on your behalf you can now do it yourself for your own organization. Things you can do now that you weren't able to do before. Offering alcohol at an event, selling stuff you weren't able to before. Donations are tax deductible. **Sherri Mullinnix-** vast majority of programs are a 501C3 as well as the NMSC.

**Susan Love, Newcastle-** Historic preservation, business ready properties, recruiting retail to downtown. putting more weight on events, is there something else I need to be prioritizing? **Matt Ashby-** don't want an events focus because that is a time suck. Partner with other organizations. Need a strategic vision for what you will focus on. **Jim Davis-** many success stories with preservation. Get with Glenrock on commerce block building that they did. Can make something business ready through historic preservation. **Bill Hankins-** need a good plan to go to your board. Need to break down your time and show what takes priority. Will help you know what to work on and how much- work plan with the board. **Sherri Mullinnix-** need something out there for people to see and know that you exist. Don't want to dedicate too much time to one thing over another. Partner with other groups on events. Resources. Reach out to SHPO. HAAF grants. **Marla Brown-** WEDA conference in September. May help to attend. **Matt Ashby-** buildings can be very involved and multi-year. Placemaking training- lighter, quicker, cheaper ways to get your name out there and show the community what you're doing. **Bill Hankins-** don't get burned out. Don't be afraid to ask for help, say no when you need to. Linda Klinck- Focus on organization and build that foundation. Build a volunteer list. Capacity building.

**Pam Thayer, Rawlins-** What is your vision of the next 5 years of the MS program? **Jim Davis-** would like to see it grow but need to get out of this budget crisis first. Enjoy seeing how the programs are maturing and growing. Looking for partnerships in the state to help grow the program. **Matt Ashby-** Economic Development partnerships. ROI impact. Refining how we talk about the MS program- programs reporting on their stats. Strengthening our message, how we communicate the benefits. **Linda-** vision and planning session in September with board. **Jim Davis-** former MS managers and board to hold public office. Huge presence on city councils, mayors, and legislature. To help promote the program and what it's like and how important it is. **Trey Sherwood-** advocacy. How to reach out to the legislators, telling your story. **Pam Rawlins-** manage your message. People are hearing all sides. Make sure to have your numbers and that it is correct.

**Best Practices Workshop Update:** There will be a breakfast meeting held that Friday at 6:30 a.m.- mandatory attendance. Will review social media policy, rules for the workshop. Lunch tickets will be provided to participants in some of the communities. Utilize the NMSC application.

**Placemaking training-** Registration is open until April 21<sup>st</sup>. Should we invite more partners?

**WAM-** Linda Klinck will be attending the conference. WAM needs better Main Street presence, how can we make this happen? Marla Brown brought up how they were going through a transformation and it may be good to contact Rick Kaysen. Trey Sherwood volunteered to reach out to Mayor Andi Summerville as well to see how she can help.

**Community updates- Linda**

**Adjourn for tour: 11:10**

**11-11:30 Walking tour of downtown Laramie with Trey Sherwood and Carly-Ann Anderson**

**11:30-2 Working lunch @ Altitudes**

**Review and discussion of Technical Assistance applications:**