

Main Street Advisory Board Agenda, October 25, 8:30-3:30, Indiana Theater

Updates:

- Communities
 - Ad board community visits
- Transformation Strategies – next steps – Entrepreneurial Eco System
- Wyoming Business Council
- Placemaking – leveraged 6-1 (cash/in-kind to WBC funds)
 - WBC grants-\$7450, WBC staff time/travel-\$11,438, cash/in-kind - \$114,395
- Certified retreat
- Succession planning
- Mentor program
- HAAF

Wyoming Main Street Measurements

- Tracking
 - Volunteer hours
 - Business Engagement
 - Occupancy Rates
 - Civic Engagement

Lunch – pre-ordered, Chad Banks presentation and walk before afternoon work agenda

TA Application review – eligibility, application, budget sheet, scoring, reporting

WMS Community Options for calendar year 2019

- MS Manual
- Storytelling/branding
- Walkability
- Entrepreneurial Eco System
- Comprehensive planning/feasibility

Community requirement review of levels

- Certified
- Affiliate
- Aspiring

Wyoming Best Practices Tour?????

2019		2020	
February 19	Cheyenne	February 20	Cheyenne (governor visit)
June 20-21	Buffalo (same agenda as 2018)	June	Gillette
October 17	Rawlins	October	Sundance

Advisory Board Meeting

October 25th, 2018

Rock Springs, WY

Members Present:

Jim Davis—chair
Bruce Heimbuck
Matt Ashby
Sherri Mullinex
Marla Brown

Members Absent:

Bill Hankens
David Pope

WBC Staff Present:

Linda Klinck
Desiree Brothe
Rebecca Briesmaster

Call to order at 8:30 am.

Welcome to the new board and staff members.

Updates

Communities:

Board member visits to communities:

- **Rock Springs, Jim:** Visited a board meeting on a Monday following their big summer event and was impressed that the financial report was already complete from the event. Chad ran the meeting and the board was engaged. Looked at the placemaking golf project and was surprised by how well it looks and works.
- **Green River, Jim:** Attended a meeting, which happened to be the night they were dedicating their new mural project. He was surprised by how well their board is engaged; they have action plans and are getting some things accomplished. Council representation was present, and one of the key board members is running for council, which hopefully won't impact the organization's ability to keep the momentum up. The mural has created a strong sense of pride for the board.
- **Pinedale, Jim:** Pinedale is having problems. Elaina and Jim were going to meet with them soon, but there have been conflicting schedules and they will have to find a way to coordinate. Kate has resigned as the Program Director, following the debate behind taking on a theater project. Linda and Elaina have talked and there are hard feelings about the current mayor. The program needs the municipality support to survive if it is to continue.
- **Goshen County, Sherri:** There are some mixed feelings about the tiny communities working together as a whole behind Torrington. She was impressed by the things the communities are doing, and the level of interest they have for Main Street. Linda commented they are in the middle of election and the 5th penny tax, which if it passes, they may look to hire someone for Main Street. We will be in touch after the election.
- **Buffalo, Sherri:** Was able to meet with Brandi and Jon and was surprised have the whole board together as well. There was a live lunch drawing, which was posted on Facebook Live. This is a new board with good experience and a lot of excitement. A previous downtown plan has been resurrected, and they are looking to expand a one way into an outdoor walking/dining space. Sherri did caution Jon to be gentle with the treatment of the board, reminding him they are volunteers. She did note that while he has a lot of high-level experience and can accomplish much, he's a short-timer, and she encouraged succession planning.
- **Newcastle, Sherri:** She has had a tough time coordinating a meeting in Newcastle and continues to reach out to find a date/time that will work.
- **Buffalo, Marla:** Did not do a second trip. All done

- **Sundance, Marla:** Had a great visit with Kathy, who is a go-getter. Kathy put together a group of people, one of which was her son who is the chamber person. There were business owners and the Economic Development person present as well. Their program focuses on events, which are large and successful for a community of their size—the beer fest earned around 8k for them. They are excited to work on the Transformation Strategies next steps and getting a work plan done. They are looking into purchasing insurance for a Ski event that they do annually, and Linda has advised them that the NSMC has information on this. Linda commented that the Mayor is aware of Kathy’s work, and wants to hire someone to do the work.
- **Rawlins/Douglas/Cheyenne, Matt:** has had communication with Pam and a hard time getting schedules to work. He hopes to meet with her soon. He will add Douglas to his list to contact. Matt has held off on Cheyenne until he knew if Ayers was putting in a bid for the Hynds project, but is comfortable to reach out now. Bruce comments that he would like to accompany Matt on the Douglas and Rawlins visits to get a feel of the approach desired.

Overall, Sherri and the board members felt this was a good exercise and worthwhile effort. It allows them to see what’s happening, create a relationship, and keep communications up with the state program. Linda comments that when they have made it through the communities, they can begin the process again.

Linda’s Community’s Report:

Platte County—Merlin and Kit came to the Wyoming Working Together Conference (WWTC) and have been on the monthly calls. There is not a lot to report, but she will work with them on new affiliate levels and requirements.

Cheyenne—Linda met with Vicki recently and noted that their Main Street program isn’t a priority right now, with so much of the DDA activities occurring, but that if there are struggles, she will work with them and to keep them a part of the State program as much as possible. Bruce commented that Cheyenne is reviewing the Transformation Strategies plan and refining it, looking at what can be accomplished in the next two years. They hope to tie resources to things to get them done. Vicki is doing some great things with some new events, vacant buildings, loft tours, etc. and is doing the type of activities that Linda likes to see. Linda feels she won’t want to get bogged down with some of the day to day activities required by the program.

Evanston—Staff will be traveling to Evanston in January to do follow up for the Transformation Strategies and are moving forward as always. They did not receive finalist status with GAMSA, but the nomination was good. Linda feels that NMSC is looking at Wyoming as leaders right now, and the nomination still puts Evanston on the map.

Matt mentioned that he would like the board and staff to look at providing some type of assistance to programs wishing to apply for a GAMSA award. Some communities have hired out, and others have not, in preparation of the application, but Matt feels that these are valuable awards for the program, and if we can make this easier for applying, then all the better.

Gillette—Staff is working more intensely with Gillette and will be visiting them at the end of November. They have lost funding for a full-time position, leaving Jessica on her own. There is burnout and the board is becoming disengaged. Sherri commented that she would like to travel with staff for the November visit.

Green River—Linda is looking forward to sitting down and looking at the next steps for the Transformation Strategies for those that have completed them, and how to make them accountable. This is right where Green River is at.

Laramie—Is doing great and doing what they always do. They will start their Transformation Strategies in January. They are looking at a theater ownership project and UW will partner on it. They applied for a HAAF, which Linda has pulled to use WMS planning funds towards. This will give this project more flexibility, and Laramie doesn't take on projects they can't successfully complete.

Rawlins—Pam is excited about all that's going on. They will start with their Transformation Strategies in January alongside Laramie. They are also wrapping up their façade program in the coming weeks.

Sheridan—Zoila is good and energetic but didn't get much transition when Beth left. Zoila is also having struggles with changes in Municipal leadership, and some of the political thinking of the area. Their board meetings have been derailed by the public, and they need meeting management skills to resolve the issue. Linda and Desiree will do a board training and work with them on public engagement at meetings.

Douglas—Needs a lot of work and will fall in line of conversation towards the end of this meeting.

Glenrock—Has a letter coming regarding their current Affiliate status. However, they have hired a new planner and hopefully that leads somewhere for the program.

Pinedale and Platte County—These two Programs have had their share of ups and downs and will also be a part of conversation towards the end of this meeting.

Newcastle—Their Aspiring status ends at the end of this year and they are aware of that and have been in communication with Linda. Things are happening in the community, and staff will visit them at the end of November. She has reported having a hard time getting engagement from her board.

Lusk and Kemmerer—are getting letters for the close of their participation with WMS.

Thermopolis—Desiree provided an update regarding a very successful Placemaking training mid-September. This has sparked volunteers and the community to work together on a few projects, and they are terming it the 'Thermopolis Spark'.

Entrepreneurial Ecosystem

Linda briefly reported that Matt Wagner is launching this program in Michigan and will be coming to Wyoming with it as well. Details are still be worked out, and there will be more to come.

Placemaking ROI

Linda reported that this ROI may replace the Main Street ROI count this year, but that's still exciting.

Certified Retreat to KY

This was a valuable opportunity that everyone in attendance had good things to say about. Linda commented that there are definite things we would change for next time, but that it is something we need to implement annually. Our investment on each program was \$725.00, and while not as expensive as it could have been, we can look to do this regionally in the future.

Discussion ensued regarding how to approach and do for future retreats. There was discussion that more networking time was needed, per the reports. Marla commented that at the WWTC, both Jane and Zoila came to her and thanked her for the opportunity for them to go and talked about how rewarding an experience it was.

Matt noted that everyone seemed to discuss the downtown-wide Wifi program from Covington, with interest in implementing it. This caused him to wonder if there isn't some strategic way to assist in providing common project themes resources for all communities interested. Linda and Desiree will research further to see what this could look like. Matt also went on to say that as the retreats grow, there may be an opportunity to put an ROI to them. It would be worth it to put a budget amount to future retreats.

WMS Mentor Program

This idea was discussed heavily in Kentucky with the Certified directors and at the meeting at WWTC. At the latter meeting, Linda asked each of those present to list what their strength is for a new or existing WMS community. From there, staff will look at how to partner people/communities together to work on specific items. Matt asked that staff ensures there are no missing connections as has happened with other mentoring programs, and that they are diligent in a two-way street relationship and a reporting mechanism.

HAAF

Linda reported that the fall cycle of the HAAF has gone well. There are some things to refine within the application and will be adjusted for the Spring round. Linda Kiisk with the SHPO did a bulk of the planning and review work, helping to narrow projects. All the applicants have been reviewed and shortlisted, and Linda is working on aligning architects with the projects. The projects include the City Drug in Evanston, The Masonic Lodge in Thermopolis; The Guernsey Hotel in Guernsey, and the Wyo Theatre in Laramie. Also included was the Bishop House in Casper, but this project will be led in other directions not involved with the HAAF.

Wyoming Main Street Measurements

Linda reported that she and Desiree have met with Shaun Jones a few times to work out how to best feature the new requirements within the confines of reporting. Additionally, Linda mentioned these requirements to Matt Wagner, who was impressed with the direction of our reporting.

Volunteer Hours—These are already a required part of our reporting, but it will be cleaned up a bit to make more manageable. Hours reported on have been narrowed down to the top four categories: Events, Board, Committees, and other. If any community wants to track more, they will be able to track further in their current reporting format. There is currently no value associated with the hours, and Linda advised that within five years there should be the ability to look back at increase/decrease in hours and associate a value.

Business Engagement—This is the third year that the communities have been asked to provide this information. Currently, everyone takes their existing business lists and updates them per the engagement definition from Shaun as 'active,' 'passive,' or 'non-engaged.' This is an annual report and once the Directors have completed and submitted their reports, Shaun places the information into a ratio points system to estimate the ROI on engagement. There is a section that allows Directors to comment on their out-of-district engagement as well.

Occupancy Rates—After previous deliberation, it was decided that this data would have to be stepped up in collection over the next few years. This year would be used to set a baseline of what's needed and to grow from there. Some vacancy rates being looked at are ground-level ready-to-go space, vs. ground-level uninhabited space. Sherri asked after upper floor vacancy; Matt asked about square footage and residential capture. There was also discussion on number of units as well.

Ultimately, it was decided that communities will be asked to provide number of ground-level, ready-to-go and uninhabitable spaces for this year. Next year, we will request these numbers, and add on some of the other components.

Civic Engagement—Civic engagement capturing will be added to the monthly report in two areas: the narrative area for Directors to define what they attended, if they presented or participated, etc. and the numerical area to identify how many occasions the engagement occurred in. These types of engagement will be in the form of Partnership meetings, non-profit meetings, and meetings with the municipalities.

TA Application Review

Eligibility form

Linda introduced the new eligibility form that had been previously discussed with the Regionals. There were minor clarifications on the requests within the form, and conversation surrounding whether to make training a requirement before project funds could be requested. This caused a rephrase of the question: *Does the MS program have the capacity to see this project through?* indicating whether the proper training, funds, and community support are active.

Main Application:

Shaun will be placing the application on Salesforce/Grantsmith for applicants to complete electronically. The board pursued robust discussion regarding planning within communities and how this should factor into funding projects. It was decided that Matt would take a stab at writing in what the planning requirement needs to look like and will get that information to staff. Linda went on to describe changes to the reporting documents and that this has been tightened up.

Budget template:

Discussion surrounded how to think of the percent match requested of the applicant, and ultimately it was stated that this grant should follow suit with out the rest of the WBC grants are written.

Scoring sheet:

After minor discussion, it was suggested that the rubric outline follow that of the application so that they may refer to one another easier. Linda will confirm with Shaun that this can be laid out this way electronically. It was also requested that the in-kind match amount show on the scoring sheet in addition to the cash match portion.

Chad's presentation—goes over annual report and some of the things they've done.

Chad presented the FY18 Annual Report for downtown Rock Springs. He provided information on events, transformation strategies, and marketing. He also spoke to how he calculates business engagement and vacancy rate as well. A tour of downtown followed Chad's presentation.

WMS Community Options for 2019

Linda and Desiree have offered several new topics for education in 2019 for the Programs, all of which have come in at high interest. Desiree briefly described each item and what it might mean. Additionally,

Lind and Desiree will put together a Meeting Management Training for each board and program to do next summer. This will be a required training.

February 2019 Advisory Board Meeting

The board requested that they try to be placed on the incoming Governor's schedule for an introductory meeting in February. Jim will email Julie to try to get this set up.

New/Update Community Requirements/Review of levels

CERTIFIED'S

Discussion regarding the current requests of the Certified's ensued. It was asked that we mandate a full or part time director based on population of the community. Additionally, when attending the BP workshop and MSN conference, that a proxy be sent if the director cannot come, and that a Board member is required to attend. Finally, Certified's will be asked to submit their fiscal year or calendar year Annual Program Report at the end of every year. For this year, they will only be required if they were done.

AFFILIATES

Many similar requirements already exist between the affiliates and the Certified's, however, there will be adjustments to the end of year self-evaluation for the Affiliates. In terms of Douglas and Pinedale, we will ask them to complete the new evaluation and determine strengths and opportunities to move forward with each program from there.

ASPIRING

This level has the most changes in that there is now a 2-year program to follow for the Aspiring communities. All communities at this level will be asked to begin this process in January. Linda commented that she will add an item regarding Historic Preservation to the list, and Desiree will add checkboxes as well.

Matt asked to have all levels and their requirements put together on a table so that they could be viewed side by side as to how they progress.

Final Thoughts

As mentioned, Douglas and Pinedale will need to have some review done in order to determine how to best support each struggling program. Additionally, Douglas has sent a letter requesting to move to the Aspiring level, but the board decided that it doesn't make sense to take them backwards, and instead to strengthen where they are at now. The new Aspiring requirements should help Goshen County to form a stronger program, providing the election doesn't hinder their progress.

Meeting adjourned at 3:36 pm.