

Main Street Advisory Board Meeting Thermopolis, WY - June 7-8, 2018

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

Main Street Advisory Board Meeting
Thermopolis, WY
June 7th & 8th 2018

Board Members Present:

- Jim Davis
- Sherri Mullinnix
- Marla Brown
- David Pope
- Bill Hankins

WBC Staff Present:

- Julie Kozlowski
- Linda Klinck
- Ashley Cannon

Meeting called to order at 2:30 p.m.

Transformation Strategies-

Main Street Refresh and focus on Economic Vitality. Use of additional TA funds to bring in National Main Street Center to do more Transformation Strategies. Cheyenne, Rock Springs and Green River have already been completed.

Graduating communities-

Need allocation of time for those communities/managers that need more from Linda/new position. Board discussed the tracking of business engagement, volunteer hours, occupancy rate- Synchronist can be used to track all of these things. How is occupancy rate determined- first floor vs. second floor? How well is program interacting with the state program? Should we use ROI model to rate each program to show if they are performing really high or really low in each area? Board will brainstorm on this and report back to Linda. ACTION ITEM- PROGRAM MEASUREMENTS.

Non-performing communities-

Lusk and Kemmerer update. Both are on their way out, have been sent letters, no communication back. Will send a cease and desist letter at the end of the year. Need regionals to be involved in aspiring communities and corresponding with

Linda- provide some hand holding and be involved before board makes decision on accepting then into the program.

Not graduating communities- programs that don't perform in two years are out. What is the workload to allow for more communities in the program? Do we limit the number of communities in the program? Can we push for more funding? What else do we have to show to get more funding? Getting additional staff will help us see where the program is at in two years and then we can approach the funding issue- need to start tracking things so we are prepared.

Strategic Plan-

Three-year plan. Dropping two programs this year, does that mean we can take on two more? Why would we limit the number of programs- staff time and resources. Need to revisit what an aspiring community is and how we help them (requirements- can't meet them, can't apply). How do we find balance? Don't really have that many more communities to take on, some have tried and failed and some don't need it. Revisit category descriptions. Another category- not a main street but has a high degree of volunteer involvement- don't want to turn them down but want to help them and give them resources to help them succeed. We have enough money to do what we want but are limited on staff resources. Certified communities can be a resource and be used as mentors.

ENDOW impacts

Ten year analysis of the impact of their main street program. Does WBC have staff to work on it? Data and Communications could work on it, but not sure- would be willing to meet with Donovan Rhypkema. Has the ROI been presented to ENDOW or the Legislature?

Need turn-over succession planning. Strengths Finder was offered to the Main Street programs. Planning a Certified manager retreat to visit a wow community in Kentucky. Visit would coincide with Kentucky state-wide main street meeting. \$20,000 budget for it- what are the positives/negatives of this trip? Legislative views, requirements (mandatory report or other homework)? Need something to energize the certified communities. Can we do something closer- what does Washington state have? Need buy-in from the communities- match money. Who do we offer it to? Opt out of TA funding but opt in to additional training- a new type of technical assistance. Need some financial buy in but they could qualify to get reimbursed some funds after meeting certain criteria.

Certified Retreat

-Financial buy-in (some kind)

- Mentor program
- Written report to board
- Present monthly meeting webinar
- Kentucky State Meeting/conference

Annual Work Plan- Year 1

- Mentor program
- RD's a part of process (aspiring, HAAF, TA)
- October meeting- (minimum of 2-year schedule)
 - Review category definitions- requirements of aspiring
 - TA project recommendation suggestions
 - Report from staff on meeting with regionals in August
 - Assistance to other communities
- Program Measurements
- Meet with the Governor annually
- HAAF

Strategic Plan

- ENDOW
- Impact of Main Street/WBC- 8 years (long term measurements)
- Succession planning for MS programs
- WY Best Practices Tour

Board outreach and education-

Community meetings- reach out to board to see if they can also attend. Each board member needs to plan to visit at least one community and attend a board meeting. Need estimated costs and where they will go visit.

Meeting adjourned at 5:29 p.m.

Day Two Friday June 8th

Agenda:

- Board visits
- Schedule 2 year meetings
- Discuss communities
- TA application review (need TA app and evaluation revised)

TA Application Review-

Buffalo-

Discussion centered around the application being pretty detailed and there was thought given to how to measure the effects of the sound system. There was general agreement that it was a good addition to the work done in downtown Buffalo.

Sherri made a motion to approve which received a 2nd by Bill. Unanimous approval, motion passes. **FUND**

Pinedale-

Skyline Theatre comments were that it is not a fundable project at this time. Missing items in the application: no architect proposals included, match is not there. Also concerned that the building has yet to be purchased. Linda Klinck and Linda Kiisk were both at the building to look at it, everything used as a theatre is no longer there, it has been converted to a shop but theatre items have been saved by current owner. Kiisk thought it was a viable project but worried about sustainability at this time.

Matt Ashby thought a feasibility study would be better first. Can we ask that next round they put in for a feasibility study- apply for HAAF? Eliana made some comments on the program: Pinedale Main Street was not re-funded this year, Kate is now doing everything volunteer. The building would allow it to be a movie theatre and fine arts theatre, current owner wants to work with Main Street on the purchase of the building.

Motion to approve the application made by Sherri, it received a 2nd by Marla. All opposed, motion failed. **No funding.**

Green River-

The board was wondering if Placemaking has been considered for this project. The Plan that was included indicates that this needs to be done in phases: first phase should be design and that has not been done. Placemaking event could give some idea to do a gazebo in the future. This was also not the application that had been discussed, originally Green River was coming in with a sound system application. Board also wanted to know if the depot was going to be for sale, then who would own the land that the gazebo would sit on?

Sherri made a motion to approve which received a second by Bill. All opposed, motion failed. **No funding.**

Evanston-

Amy Grenfell did not know the previous funds needed to be draw down (some miscommunication), so the two applications submitted have been withdrawn.

Laramie-

Staff recommended but had contingencies. Previous award is almost all drawn down. There were questions about the match- board not worried about the money match coming in from brew fest. Other pending funds- if not all

approved, could they scale back? No estimate for the fabrication, no detailed cost to do this. How does this correlate with the city's wayfinding plan? Has plenty of match for request. Just another step in the WYDOT plan for wayfinding/3rd street redevelopment. Bill made a motion to approve with a second from Sherri. Unanimous approval, motion carries. **FUND**

Thermopolis- Flowers:

Board believes the program needs to have something visible done in their downtown. Unique community, downtown not on the highway. No wayfinding, confusing traffic and pedestrian track. Timeline? Would like timeline speeded up, all local and volunteer. Where are the plants coming from? Amy- valid projects and help to the community, would be a nice benefit. Linda- if we move forward with flowers, recommend getting some wire stake signs that read "project provided by MS Thermopolis" Motion was made by Bill which received a second from David. Unanimous approval, motion passes. **FUND.**

Signs-

Identifies the area and is a very reasonable cost. Motion made by David with a second by Sherri. Unanimous approval, motion carries. **FUND**

Gillette-

Phase 2 which is part of the other one we funded. Concern was with the amount of the funding that goes to the city to do this project, let us know what the city is doing for the program. \$24,000 will be paid to the city from this project award. 1st round was funded without any issues. Sherri made a motion to approve which received a second from David. Unanimous approval, motion carries. **FUND**

TA

Need project name and amount requested on page one. Can we go back to paper? Need regional to get it first, how do we do that? Any follow up reporting that should be done on the project? Scoring sheet to follow how it is listed in the application so finding answers are easier. Linda has created a new evaluation form based on how the Placemaking grants are scored. Regional will have scoring sheet with comments and the board won't see an application unless the regional has signed off on it. Cover letter regional sign off sheet- regional signor line and reviewer line with date. Need a better way of getting them the directions for the application. Model after BRC? Take language and plug-in to the appropriate place

along the application. Eligibility statement, sent to the communities and have them sign off on it before they apply.

Need project name and amount requested on 1st page. Could go back to paper. Need regional to get it first. Follow up reporting? Character and accuracy. Scoring sheet to follow how it is listed in the application. Linda created new evaluation form. Assign point system. Regional will have scoring sheet with comments and board wont see an application unless the regional has signed off on it.

Cover letter regional sign off sheet. Regional signor line and reviewer line and date. Better way of getting them the directions for the app. Model after BRC- Take the language and plug into the appropriate place along the application. Eligibility statement, sent to the communities and have them sign off in it before they

HAAF

Carly-Ann has stepped down and they currently do not have any funding for projects. Where are old projects at? Continue to offer program but have applicant consult with one of our architects and determine what cost would be first and develop a statement of work, and have owner pay for consultation so they have some skin in the game. This will help us to better assign and award funds.

Can we put HAAF on hold for a while? For how long- March 2019? Can enter into a contract to have Alliance for Historic Wyoming manage program for us. Would Linda Kiisk do it? SHPO has no travel budget so Main Street has paid for her travel to help on some projects. SHPO MOU? Need to have something to show for it- need reporting from owner. What is the purpose for the application? More education on appropriate use of program.

Schedule 2 year meetings

- October 11th Rock Springs
- February 19th 2019 - meeting with Governor and MS community apps- Cheyenne??? Possible conflicts (new governor, legislature, ect.)
- June 20th & 21st 2019- Buffalo. Overnight (middle or end of month). Start @ 12, community tour and then start meeting. Annual plan and TA review
- October 17th and 18th 2019- Rawlins. Façade improvement project will be done.
- February 20th, 2020- Cheyenne. Short legislature session. Schedule for end of the month.
- June 2020- Gillette
- October 2020- Sundance

Community Review from Linda

Cheyenne- new MS manager Vicki Duggar.

Are we going to do another Best Practices Tour in Wyoming? Sundance and Gillette?

Board sign up to take a community visit. Heads up to the MS manager, Regional and WBC board so they can participate if they can. Submit travel costs to Linda.

Adjourn: @ 11:22 a.m.

NMSC correspondence- can we get the board on the email list. Jim, Bill and Sherri don't receive anything right now