

## Main Street Advisory Board Agenda, 2.18.19, 5-9 PM; 2.19.19, 9 AM-Noon

### Monday

- **5 PM - The Albany for dinner**
- **6 PM – The Becker Board Room**
  - Messaging Session with Ben Muldrow and Matt Ashby

### Tuesday, Carey Board Room

- **8:30 AM – Follow up with Ben/Matt**
- **9:30 AM – Cokeville application review**
- **10 AM**
  - Updates:
    - Communities
      - Ad board community visits
      - Phone call reports
    - Transformation Strategies – next steps – Entrepreneurial Eco System
    - Wyoming Business Council
    - Affiliate/Aspiring Retreat
    - Certified retreat
    - Succession planning
    - HAAF/TA applications (policy, help with review/awards)

WMS Board Member Self-evaluation

Meeting with Governor - reschedule

Self-care Program

Wyoming Main Street Measurements

WMS Budget discussion/allocation

BPW-MSN Conference

Wyoming/Colorado Joint Best Practices Tour

- Possibly in conjunction with the State Coordinators meeting in November

Dismiss at noon or earlier

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

## **WMS Advisory Board Meeting**

**February 19,<sup>th</sup> 2019**

214 W. 15<sup>th</sup> Street

Cheyenne WY

### Board Members Present:

Jim Davis

Sherri Mullinex

Marla Brown

Matt Wagner

Bruce Heimbuck

David Pope

### Staff Members Present:

Linda Klinck

Desiree Brothe

Julie Kozlowski

Heather Tupper

### Guest Speaker:

Ben Muldrow

Jim Called the meeting to order at 8:00 am.

The meeting began with a summarization of Ben Muldrow's work regarding messaging following the previous night's meeting. This is summarized in a separate document.

### **General Updates:**

#### WMS Messaging

Matt gave Julie an overview of the board's meeting with Ben to help broaden and further develop the messaging coming from State level Main Street. He discussed audience types, the brand statements developed during the meeting, and the better specific, targeted messaging that needs to occur to show the strength of the WMS program. The board intends to come together again in April to solidify needs for this programming and be prepared to set a meeting with Shawn, Ron, Tom, and Julie.

#### Wyoming Business Council/Legislature

Julie reported that there are a few things from Legislation that will affect the WBC, but nothing off the charts. The workload from ENDOW is not happening again and ENDOW is not dead, but will probably change under Governor Gordon and remains a focus of the state. Governor Gordon and his team are getting through the transition to a new administration.

#### February Affiliate/Aspiring Retreat

Linda reported a good meeting with a lot of valuable information and networking between the groups. Information was collected and questions will be utilized in the future. There is never enough time to complete these meetings, and the Communities discussed a different tactic for meetings/travel in the future.

#### Certified Retreat

Two will be held in 2019—one in the spring and one in the fall. These will be held in state this time, and Linda feels that it is important to keep separating the differences between the programs and their levels.

#### Succession Planning

Linda has shared documents with the communities but has received no feedback as of yet.

#### Bill's Resignation/New Board Opening

Following the email with Bill's resignation, the board discussed the need for representation from someone in the north and west ends of the state, and would also like recommendations from our local communities, as well as Advisory Board members. David will put this out to the current Leadership Wyoming class, and Heather will speak to the Regionals as well.

There is also a need for this to be a person who understands the program and can work well within it. Julie would like to purchase a small gift for Bill and have board members sign a letter for his involvement for these years. Julie feels that it's appropriate for the WBC to purchase that gift.

#### Advisory Board Visits:

Jim commented that he will get with Elaina this spring to visit her area. Sherri couldn't connect with Newcastle, which is fine at this juncture. David did make it to Gillette and reported a nice visit, giving him a good perspective on what they are doing. He also visited with Trey in Laramie. He did not make it to Evanston due to weather. Matt met with Rawlins and had a good visit, but he did not make it to Cheyenne, due to a conflict of interest, so he delayed. This conflict is complete, and he will reach out to meet with them soon.

For the future of these visits, Marla commented that she liked the written reports in addition to the verbal ones given at the meetings. She also suggested that board members do visits together when time allows. At the next board meeting, the board will set up new visits and will try to meet with the boards in addition to the managers.

#### Staff Community Reports:

Linda reported on her conversations through one-on-one discussions with each of the Managers/Directors from each community. This was beneficial to be able to take time and understand where each community is coming from, their goals, and struggles. After Rawlins, all applicable communities will have had Transformation Strategies completed.

Desiree reported a good work planning meeting with the Green River Board at the beginning of February. She left that meeting feeling that the board had good engagement and the capacity to further carry on work planning to implement changes to their projects and programs.

#### Transformation Strategies—Next Steps

Linda gave an overview on recent work with Matt Wagner on how to implement the next steps for those communities who have undergone Transformation Strategies. Matt is really focusing on small scale production/manufacturing on Main Street: *Made on Main*. This is to find a way to help grow the local economy further. Four top ideas came out of his meeting with the WMS directors in January. The next step will be to establish a pilot program for this, with the help of National Main Street for community selection. Linda and Matt feel that Laramie, Rawlins, and Rock Springs make sense to pilot this effort, but this is not set in stone. At this time, Linda would prefer the board digests this information and more will come. It was commented that this is also a bit of a mind-frame change for what businesses belong in downtowns.

### HAAF/TA Applications

Linda reported her concerns with the HAAF program and the extra work that it creates. She requested that one or two board members join a larger part of the process to ease some of the staff time spent on this program. Linda also commented that this program needs a larger focus on downtown commercial buildings, as opposed to outer-lying structures. Sherri and Bruce both state that they would be happy to help with this process. Matt and Linda agree that this needs to help further develop a business/building combination. There was discussion that some of the challenge is that SHPO has a broader scope than what downtown/Main Street focuses on in terms of Historic Preservation. The board brainstorms further defined requirements to help alleviate some of the heartache behind the application.

### WMS Board Evaluations

All board members reported completing their self-evaluations. There were questions on the committees that Linda has suggested within. Linda commented that these are a newly created component of the board, and the board brainstormed four new committees:

Board Job Descriptions—Jim, Marla

HAAF—Sherri, Bruce

Messaging Plan—Matt, Dave

Business Enrichment—more to come at a future meeting/work session

### **Cokeville Application Review**

Laura Pope gave an overview of the Cokeville application as an Aspiring Main Street community. The board members asked a variety of specific questions regarding the plans and thoughts behind the people involved and where they are heading.

At the conclusion of the call and following brief discussion, **Jim called for a motion to accept Cokeville as an Aspiring community to the Wyoming Main Street program, and move forward to Shawn Reese for the official letter of acceptance. Bruce moved and David seconded the motion, which passed unanimously.**

### **WMS Budget Discussion**

Linda opened with a need to better discuss how funds are used. Julie described the need to identify a better plan for how to use end of year funds, and that there has been discussion revolving around this concept. Julie echoed the sentiments of Bill in his resignation letter that the growth of this program indicates the need to open for further funding in the future for the program. She commented that the program has soldiered on, has shown great return, and continues to be outstanding, so it is time to look at replacing the funds that were lost.

Linda continued the discussion by describing the spreadsheets in front of the board. Linda requested that the board assume an allocation of \$70k for TA funds and go ahead and distribute other funds for other training and planning opportunities throughout the year. Matt stated that this maintains TA funds for important projects, and leaves room to make decisions on other opportunities. This also takes away the entitlement mentality over the TA funds, making it more competitive for those funds and a stronger application.

### **Board Action:**

**Jim called for a motion for the FY2020, allocating \$70,000.00 specifically for TA usage, and \$40,000.00 to go towards other programming items. David moved and Sherri seconded the motion. It carried unanimously.**

### **Reinvestment Numbers**

Linda and the board briefly discussed the current reinvestment numbers from all communities. It was noted that the 2018 numbers felt skewed, which Desiree pointed out may have been due to the office construction in downtown to house State staff while the Capitol underwent renovations. Matt requested that in the future, these instances be broken out to help show why certain numbers/years were higher than others. Guidelines will continue to be developed to make this information more clear.

### **BPW-MSN Conference**

Linda will host a call soon to discuss details about this year's Best Practices Workshop. She will need assistance from the board on getting things together prior to the first morning's BP meeting. There will be strategic changes to the bus partnerships as well.

Board members decided that everyone would contribute \$100 to the Best Practices tour for 2019.

### **WY/CO Joint BP Tour**

Gale and Linda have discussed this and what it could look like between the two states. There may be an opportunity to do this in November 2019, in conjunction with the State Coordinator's meeting at that time. This is still in discussion, more to come after March conference.

### **Date/Content for the Work session**

Following so much of the morning's discussion, the board felt the need to set a work session meeting in the coming months. This meeting will be to report on where each committee is at on their directives and flesh out more work towards the messaging project. This will be a working meeting for all those able to be present. Workplans for each item will be required in order to carry out items in a timely manner.

### **Heather Updates**

Heather reminded everyone about Regional Director involvement and their ability to assist when needed. They are the only people in the WBC who see all of the programs. If there are questions, please reach out to your local regional!

Bruce moves to adjourn 12:19 pm. David seconds. Carries.