

**Main Street Advisory Board Meeting Rawlins, WY – October 17, 2019**  
 116 4<sup>th</sup> Street, Rawlins

Thursday, October 17, 2019, 8:30 AM - Gathering

- Introductions
  - Approval of minutes
  - Election of officers – chairman, vice-chairman, secretary
  - WMS community reports
    - City of Buffalo request
  - Statewide email addresses for board – not ready but left on agenda as reminder
  - Review updated Board Handbook
  - Code of Ethics
  - Review/update work plan
  - Best Practices Workshop collaboration with Colorado, report
  - Mentor Program Update
  - Report on Patrice Frey, NMSC CEO's visit to Wyoming
  - Made on Main update
  - AmeriCorp update
  - Community reports
  - Review of Board Member visits to communities
  - Set tentative dates for 2020 meetings
  - Other business for the good of the organization
- Tour/presentation – Rawlins
  - 3:30 PM - Dismissal

<b>2020</b>		<b>2021</b>	
February 20	Cheyenne, Governor Visit	February 20	Cheyenne (governor visit)
June	Gillette	June	Sheridan
October	Sundance	October	Evanston/Cokeville/Pinedale

Wyoming Main Street Advisory Board Meeting  
October 17, 2019 at the Rawlins Rainbow Te-Ton Entrepreneur Center

**Board Members Present:**

Jim Davis, Sherri Mullinix, Jennifer Ford, Matt Ashby, Bruce Heimbeck called in

**Board Members Absent:**

Marla Brown

**Staff Present:**

Julie Kozlowski, Linda Klinck, Kayla Kler, Brandi Harlow

**Public Present:**

Claudia Todd called in

Call to order at 8:31 AM by Jim Davis.

**Introduction and Officer Election**

- **Action:** Motion to approve the minutes for June 20 meeting by Jim Davis, second by Matt Ashby, and no discussion. Approved unanimously.
- **Action:** Motion to nominate Matt Ashby as chairman by Jim Davis, second by Sherri Mullinix, and no discussion. Approved unanimously.
- **Action:** Motion to appoint Bruce Heimbeck as vice-chairman by Matt Ashby, second by Jim Davis, and no discussion. Approved unanimously.
- **Action:** Motion to appoint Sherri Mullinix as secretary, second by Matt Ashby. Approved unanimously.

**Wyoming Main Street Progress Reports**

There were several communities' progress reports that arrived late and are being forwarded to the board members for review by Linda. There were no key issues from the progress reports.

Laramie Main Street's progress reports indicated some tribulation with Carly Ann Caruthers' departure. There were interviews for the communications position with Laramie Main Street last week that Linda participated in. The potential candidate has been selected. Jessica Brauer will be leaving Laramie Main Street at the end of the year and the job description is being worked on.

**Welcoming New Board Member**

The board members each introduced themselves to Jennifer Ford, the newest member of the advisory board.

**Cheyenne Main Street Update**

Bruce Heimbeck alerted the board that the mill levy for Cheyenne DDA has passed and funding is secured the next 4 years.

**Buffalo Main Street Update**

The board discussed Buffalo Main Street's request to remain part of the main street program. An application was submitted, with a budget included, but no money for training was included. The board discussed their concern about the lack of training funds for a new staff member(s), as well as a lack of narrative on what would happen through the transition to. A workplan was missing as well, but there were several support letters from businesses.

Claudia Todd from JOCO First located in Buffalo spoke on the phone about a workplan and bylaws that are to be in place by Jan 1. The board discussed limitations to place on Buffalo Main Street as a probationary period to show their commitment to remain in the Main Street Program.

Probationary terms include:

1. Work plan identifying organization formation, "requirement sheet," and diversified funding source with direct connection to budget. action steps; timeline; Deadline 12/31/19. Attached is a sample work plan form.
2. National Main Street Center (NMSC) Assessment completed by March 2020. 50% of the funding is to come from Buffalo city and stakeholders.
3. Trainings to be completed - Best Practices Workshop in Texas 2020; Main Street Now-Main Street 101 to be attended by the leaders of the group; monthly call-ins are required; other Wyoming Main Street trainings are required as listed on the "requirement sheet."

If these benchmarks are completed in the required deadlines, Buffalo will be considered by the Wyoming Main Street a Certified Community in a transitional stage.

They will only be considered an accredited community by NMSC standards if NMSC determines them to meet all the criteria after the assessment.

- **Action:** Motion to approve probationary terms/action steps 1, 2, and 3, by Sherri, seconded by Jen, and was discussed. Upon completion of discussion, the motion was approved unanimously.

### **Board Email Address**

The wyboards.gov emails are not ready for board members, and Linda will circle back with Business Council staff to confirm. The board inquired on if the email addresses would be able to forward to their personal emails.

### **Updated Board handbook**

The board reviewed updated pages in the board handbook.

### **Code of Ethics**

The board reviewed the code of ethics and signed off acknowledging them.

### **Workplan Discussion**

The board discussed the workplan and reviewed what has been done and could be done to align with it. This included assisting with succession planning for businesses retiring and providing a resource of information on life cycles of businesses. Jen Ford talked about metrics of legacy businesses and vacancy

rates and the possibility of deployment of a toolkit to the public. Jen will compile a list of who to contact as part of the toolkit.

Jim Davis reported on sales tax reporting and adding questions to sales tax application in downtown districts. He will be following up with the Governor's office to figure out the possibilities of sales tax application changes.

Matt Ashby discussed branding and marketing for Wyoming Main Street, as well as an editorial calendar supplied from the WBC communications team.

### **Best Practices Workshop Review**

Linda reported on the attendance of the Colorado/Wyoming Best Practices Workshop. The workshop included Granby and Steamboat Springs, CO and Laramie and Rawlins, WY. Linda discussed the progressive thinking of the Granby mayor and the small manufacturing spotlight on Main Street in Steamboat Springs, CO.

### **Other Updates**

Linda reviewed Patrice Frey's visit to Wyoming.

Linda and the board discussed the progress of an Americorps volunteer.

Julie updated the board on the new community development division structure and new positions, as well as handing out an org chart to the board members.

Afton has the intent to apply for main street status, but no further action has been taken.

### **Made on Main**

Linda acknowledged diversified opportunities on bottling condiments in Wyoming instead of Colorado, as some local businesses have resorted to.

A catering kitchen being explored in response to the out of state bottling process.

A Yellowstone National Park representative has contacted Linda for products from Made on Main – working in conjunction with the wholesalers from the Made in Wyoming program to distribute products.

### **Board Member Visits to Communities**

Sheridan has reduced their main street lanes down to 2 lanes with no issues, thanks to a good relationship with WYDOT.

Jim Davis reports on his Cokeville visit, stating there's a wayfinding opportunity and remodeling options as well as an outdoor recreation opportunity for them.

Pinedale is mostly on hold and no visits are planned until spring

### **Historic Architecture Assistance Fund Update**

Discussion on State Historic Preservation Office possibly managing the HAAF program. No official action has been taken.

It was also acknowledged there are limited architects, and there is a consideration to tap into Linda Kiisk's knowledge of architectural services.

### **Future Meeting Dates**

Tentative meetings for 2020

February 20, Thursday – Cheyenne, governor's visit, reviewing applications

June 25, Thursday – Gillette

September/October 22-23, Thursday – Sundance

Discussion on strategically aligning Main Street Advisory Board meetings with the Wyoming Business Council's Board of Directors meetings.

**Meeting adjourned at 2:08 PM.**

Recorded by Kayla Kler.