

Wyoming Main Street Advisory Board Meeting
April 19, 2018
Cheyenne, WY- Business Council Offices

Board members present: Jim Davis, Joe Fabian, Sherri Mullinnix, Marla Brown- by phone, Bill Hankins- by phone for last portion of call

Staff present: Julie Kozlowski, Ashley Cannon, Shawn Reese

Absent: Matt Ashby, David Pope

Meeting called to order at: 9:30 a.m.

Meeting with Shawn Reese, Wyoming Business Council Chief Executive Officer

Board members expressed a concern that the program was growing but resources were not, and wondered about adding an additional position to the Main Street Program. Shawn informed the board of all the new responsibilities of the WBC instilled upon them by the Legislature in regards to the Governor's ENDOW initiatives. The WBC received more work/programs but no additional staffing. Several staff positions remain vacant due to the need to evaluate current staffing/workloads/etc. to be able to determine where the WBC will go from here.

More communities are interested in joining the program, but there are older communities that are not/have not been performing like they should. Board needs to determine a better way of accepting/graduating/expelling main street programs. Focus and assistance has changed for older/more established communities, newer communities require more work and time from Linda.

Regional Director involvement- More trainings for directors since a vast majority are new, now would be a great time to reach out and do some training. Some are more involved than others- there needs to be more new community-regional involvement.

Main Street Board and ENDOW- ENDOW Executive Council is becoming aware of the issues of downtowns/main streets through the tours of the communities they visit. But, how well does the Executive Council understand the Main Street program?

A new strategic plan needs to be done for the Main Street program to help give the board/program some direction.

Discussed next Advisory Board meeting- overnight meeting to work on strategic plan and TA application. Meeting set for June 8-9 in Thermopolis.

Best Practices Workshop Feedback:

Board saw a lot of enthusiasm from participants and reported about how they visited a good set of diverse communities. Lots of ideas and excitement were generated by all.

Other Board comments:

It was brought up that the board needs to meet in other Main Street communities around the state, not just Cheyenne because it is convenient and a way to save money on board travel.

The June meeting needs to be a day of working on the strategic plan, spend the night and then do a half day to discuss the TA applications. A tour of the local Main Street/downtown needs to also be set up.

The staff will do an internal review of TA applications prior to sending them to the board with recommendations.

October 11th set as the last board meeting of the year in Rock Springs.

January 2019 meeting TBD- board will have a regular meeting, then will set up something with the new Governor of Wyoming for the same day to brief them on what is happening with the program

Meeting with Jerimiah Rieman- Governor's Office:

ENDOW and Main Street

Jerimiah talked about the history of ENDOW, where we are headed and where we are now. ENDOW includes an Executive Council comprised of 25 members from across the state (5 are non-voting members). ENDOW is a 20-year plan for diversifying Wyoming's economy. An advisory board of 40 individuals from around the world who grew up in Wyoming, but don't necessarily live here help to guide the council. There is also a Rural Council of seven individuals.

How can Main Street help ENDOW? What does the ENDOW Executive Council know about Main Street?

Main Street could be beneficial in giving insight into work being done in bigger urban communities as opposed to smaller communities and how it will or will not work. Downtowns have to diversify to stay alive, would be a good resource from ENDOW Council/committees.

Meeting adjourned at 1:52 p.m.