

Main Street Advisory Board Minutes | Monday, February 8, 2023

Present: *Matt Ashby, Bruce Heimbeck, Jenn Ford, David Tate, Derek Smith, Carly Ann Carruthers, Kayla Kler, Kiley Ingersoll*

Meeting convened at 9:02 AM.

Kayla requested a review of her role as program manager through the advisory board as a way to ensure she's serving communities and advisory board appropriately. A suggestion was made to gather resources from Main Street America and any internal WBC processes to help coordinate with the board. Clarification was made that this is not a performance review, and Kayla would like to just receive feedback on a regular basis from board members with suggestions.

Board member responsibilities were updated by Kayla and the board reviewed the changes

Action Item: Approve board member policies as amended.

Motion made by David, with a second from Derek – unanimous approval, and motion passed.

Matt was nominated as the chair for 2023, and Bruce as vice-chair. Bruce expressed reassurance on being more involved as vice-chair, and taking an active role in preparing for the chair position at the next officer election.

Action Item: Election of chair and vice-chair positions with Matt as chair and Bruce as vice-chair.

Motion made by David, with a second from Derek. Motion passed unanimously.

The Riverton Downtowners board joined the meeting to review their Aspiring application. The group included President Traci Cooper, James Thorpe as Vice-president, Trish Thorpe as treasurer, and Carol Harper in media, communications, and marketing for the group.

The Downtowners have existed as a group since 1995 – responsible for medians on Main Street, sidewalks to the river, and Christmas decorations.

Many of the initial group got tired or retired and wasn't part of the downtowners anymore. In 2019, this group has revived the group and projects are going strong – beautification downtown, blanket run for paws (bring in blankets, take down to Paws (animal shelter)).

In 2021, Businesses downtown were worried about outlasting COVID, and their non-profit wasn't getting donations. They have developed a mission card that lists what they do as downtowners, and has donation recognitions.

They are responsible for the Fall Harvest Festival, which includes block party for businesses and Main Street is closed off for pedestrians. Families are a big focus and targeted audience. There are also volunteers for each block and block parties throughout the year, to celebrate anniversary of businesses, and general coordination of the block of businesses.

The Downtowners explained that their goal for the first 6 months is to let people know that the downtowners are out there and intended to be a supporting organization for downtown businesses. They also will start business spotlights. They explained meeting with Mayor Hancock the week prior, reviving community engagement committee through the city of Riverton.

Their long term goals include developing a strategy to identify and employ a staff person, and identify funding. Proceeds from promotional funding with Go Riverton goes in part to Riverton Downtowners.

Action Item: Accept Riverton as an Aspiring Main Street community.

A motion was made by Bruce to accept their application, Derek seconded.

Ayes were Bruce, Derek, Matt, David, Carly, and a nay vote was made by Jenn. The motion passed.

Discussion was had regarding the Main Street board and program to provide education and more information to the Downtowners to understand the program and requirements long-term.

A break commenced from 10:45 AM to 10:53 PM.

Kayla reviewed year-end survey results from Main Street managers regarding feedback to the state program. Kayla highlighted several goals for the year, including creation of n-person Main Street training – bringing board members, staff, directors together. Focusing in on specific training topics relevant to business owners in a day or half day in person and create a networking piece to it as well.

A conversation about the Aspiring program was started and the board agreed to make the Aspiring program and checklist a focus of the next regular board meeting in May. Part of the goals include to update the checklist and determine milestones for Aspiring programs, and review each of the program tiers to ensure alignment and relevance.

Board members were asked to review workplan items and sign up for initiatives they are interested in assisting with before the April board meeting.

The meeting was ended at 12:37 PM.

Minutes submitted by Kayla Kler