

Main Street Advisory Board Minutes | Wednesday, September 7, 2022

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

The meeting was convened by Matt Ashby at 9:05 AM.

Matt asked for transfer of chairman duties to another board member, due to his virtual attendance. Derek volunteered to serve as chairman for the duration of the meeting.

ACTION ITEM: Approval of minutes from June 13, 2022 board meeting in Glenrock.

A motion was made by David to approve the minutes, with a second from Matt. The motion was unanimously approved.

Kayla gave updates on each Main Street community with notable changes. Afton Main Street Alliance has been disengaged in their Aspiring path, and conversation was had among board members on offering multiple options to their Main Street board to either continue in the Main Street program or assume a hiatus status. Cokeville has been unresponsive to any attempts to reach out and no participation, due to lack of staff or board members. The board recommended a letter of notice to Cokeville contact for them to indicate continued interest or removal from the program will be official.

Other general updates were given regarding Certified and Affiliate programs, including events and projects currently going on.

Kayla gave an update on interested communities that have been reached out regarding initiating Main Street in their communities – these communities include Riverton, Pinedale, Dubois, Lander, Guernsey, and more.

Kayla showed the final peer visit report given to Lander to the board and outlined some of the recommendations to Lander. One of the recommendations included WYDOT partnerships, which sparked a conversation between board members of advocacy and the role of Wyoming Main Street in working with WYDOT at the state level to influence their policy within downtowns. Several board members suggested using this report as a template for future visits to other communities.

The board also mentioned options or opportunities for interested communities and how to serve them with Main Street without fulfilling the requirements of the more stable communities in Certified. Main Street Lite is an ambiguous idea right now but will be discussed more in the future.

Kayla provided an update to the two internal teams working on both a WMS refresh and 2023 Best Practices Workshop. With that, Jenn brought up the topic of better communications surrounding WMS to the rest of the WBC and the parameters in which WMS staff can operate.

ACTION ITEM: Matt and Derek will connect with Kayla and WBC leadership to establish official roles and responsibilities of board members, official written role of advisory board, and communication strategies amongst the different groups and roles.

Jenn made the motion, David seconded, and the board unanimously approved this action item to move forward.

Kayla updated the board on initial conversations about transformation strategies within each community – Matt suggested approaching transformation strategies refresh with the idea of allowing a “lighter version” of strategies within communities that don’t need the full process or are not ready for it.

The board reviewed the presentation to the WBC board happening on Thursday September 8, to update the WBC board on initiatives and outcomes within the WMS program. The FY22 legislative report was also shown.

Lunch break at 11:58 PM, and the board reconvened at 1:05 PM.

Kayla reviewed the current WMS allocation plan for July 1 2022 to June 30 2023 and discussion was had regarding past funding opportunities with WMS funds and how it can be utilized in the future. Conversation between board members regarding the HAAF grant in its previous existence led to ideas in funding for architect services to local communities, and leveraging grant funds from other organizations or agencies. The Alliance for Historic Wyoming was identified as a potential partner or leader to initiate some of these historic preservation projects.

Jenn suggested to coordinate better going forward, Kayla should share the budget/allocation plan and advisory board workplan. The board also had a conversation on meeting frequency for the Main Street advisory board and decided to increase the number of meetings per year to have a better connection and more hands on role with the Wyoming Main Street program. After some debate, it was decided that shorter “sprint” meetings of an hour would happen every other month focused on specific topics, while there would be three to four longer meetings each year in person if possible. This schedule works out to be a sprint meeting in November 2022, April, June, and November of 2023. Longer meetings are tentatively scheduled for February 2023 (virtually), May 2023 (location to be determined), and September 2023 in coordination with the WBC board meeting. Kayla offered to coordinate a doodle poll for exact dates of board meetings.

The conversation of filling the last vacant position of Wyoming Main Street’s board was also discussed with potential candidates, and having board members sit down with a potential candidate.

Before virtual meeting in November, board members should review their board member packets and come ready to discuss additions or changes.

Meeting adjourned at 2:47 PM. Motion was made by Jenn, seconded by David, and unanimously approval to adjourn.

Minutes submitted by Kayla Kler