

Main Street Advisory Board Agenda | Wednesday, May 17, 2023

1:10 PM to 4:50 PM

Location: 521 E Arapahoe St, Thermopolis WY & by Zoom webinar:
<https://us02web.zoom.us/j/83280941011>

Attendees: Kayla Kler, David, Jenn, Matt Ashby, Carly Ann Carruthers, and online attendees Bruce Heimbruck and Derek Smith

Guests: Meri Ann Dorman, Suzanne Samelson, Howie Samelson, (Main Street Thermopolis) Amber Power, Kristin Fong (WBC) and online attendees, Kiley Ingersoll (WBC), Megan Stanfill (Alliance for Historic Wyoming)

1:10 PM – Meeting convened

Main Street Thermopolis Welcome – Meri Ann and Suzanne

- Overview of organization’s history, recently completed and upcoming projects.
 - Mural on old fire house approved for \$15,000 funding, split between town and Main Street Thermopolis. Clean-up day was scheduled May 12, well attended. Brew Fest scheduled in June, usually 500-600 people attend during the 4 hour timespan. Have done several improvements to the downtown Main Street area since the organization was founded and affiliated in 2015, most recently the National Park Service Façade Grant, which was approved, funded, and completed. It is now designated on the Historic Registry.

1:15 PM – Review minutes from February and April

- Carly Ann Carruthers requested that a typo in February minutes be corrected to 2023 instead of 2022. Dave made a motion to approve with that requested change, and Bruce seconded. All approved, motion carried.

1:20 PM – Review WMS levels problem statement – Kayla and Jenn

- “Can we better align state levels with national levels?”
 - Concerns that when we don’t uphold the standards universally, we dilute the effects and quality of organizations elsewhere. Matt agreed that it’s different without distinct clarity/communication is ineffective. We should clarify the differences and then communicate clearly. Carly Ann added that the lack of clarity is also a resource conservation problem. Dave agreed that clear messaging is key. Bruce added that there’s confusion around unclear expectations, especially for the aspiring communities in determining who is responsible for what and how to complete the pre-requisites.
- “Why does it matter?”
 - WY Main Street can’t want it more than the aspiring communities, or it creates a crumbling the house effect. Pulling out elements but not looking at outcomes, causes a lack of ownership in the community. Matt added that we want to stay relevant, but if we’re too hard-nosed we won’t maintain relevancy. If we aren’t effective than you deplete relevancy, resources, and you run the risk of eroding the higher performing

communities. Jenn stated, “WY is a WE effort” in Wyoming we can tend to be resource hoarders but we need to encourage a collaborative effort that models best practices for aspiring communities.

- “To whom does it matter?”
 - WBC, WMS, advisory board, state (for economic impact), communities (main street and not), local government, and the long-timers with vested interest.
- “Who needs to care more?”
 - Communities that are just into it for the \$ and not the movement. Local governments and other community partners that need buy-in, and the advisory board.
- “If problem is solved, what would it look like?” Clear expectations of WMS levels that align or complement National Main Street’s levels. Clear ownership of the MS program within the community with an understanding of how to drive them and make it work. Self-selection candidates and accountability to determine what’s right for their own community program.

1:45 PM – Proposed solutions – Plan of action

- Bruce suggested that we create a one-pager, and Jenn reminded us that there are national resources available—we do not need to reinvent the wheel. The group continued the conversation around tiers in names, conventions, and requirements. Aspiring communities must discuss pre-requisites, milestones, and timelines. Group will continue to look at aligning National and State titles from WY certified to National accreditation, then affiliate, then aspiring/candidate communities.

2:35 PM – Break for historic walking tour

3:10 PM – Reconvene Meeting

- Amber Power: Overview of Leadership ad community engagement resources that WBC offers throughout the state. Offset costs to facilitate a community process (Train the trainer, then replicate and repeat). How can Main Street best utilize and market Amber’s services?
- Reviewed Aspiring level – develop milestones and checklist. Reviewed 2021 aspiring program onboarding document, took suggestions, and discussed. Will plan to share resources more actively from state and national Main Street program to increase awareness. Pre-first year work should include a review of national resources. Start to write down your workplan, adjust strategy to be less resource intensive and less customer-service based or time intensive. Can we consider this as a deliverable like a consulting process on a tight timeframe? Frame it with more structure so they leave the process ahead of where they started.
- Working committee assignments:
 - Redevelop/outline aspiring candidate program (using internal services funnel)
 - Jenn, Kayla, Bruce, and regionals
 - Review Budget allocation for FY 2023-2024 during sprint meeting on June 8th
 - Development of accreditation visits (scorecard)
 - Matt, Kayla, Derek
 - Alignment of certified/accredited main street communities

- Kayla, CarlyAnn, David
- Overview of Best Practices Tour
- Kayla will share survey responses to advisory board. 2024 Best Practices and National Main Street Conference is scheduled in Birmingham, AL and planning will begin this fall.
- Wyoming Working Together conference will be in Lander, September 20-22, 2023.
- Jenn motioned to adjourn, Derek seconded, all agreed.

4:50 PM – Meeting Adjourned.

Minutes submitted by Kristin Fong