

Main Street Advisory Board Agenda | Thursday, February 27, 2025

9:00 am to 4:00 pm

Board: Jenn Ford, Matt Ashby, Carly-Ann Carruthers, Bruce Heimbeck, David Tate, Bonnie Gregory, Derek Smith (present at 9:45 am)

Staff: Kayla Kler, Amy Grenfell, Brandon Marshall, Kristin Fong

Sep. 10, 2024 minutes

Action: Approval of minutes

Jenn Ford made the motion with Matt Ashby seconding. The motion passed unanimously with no discussion.

Main Street America Agreement Review

Kayla reviewed program agreement points for future discussion - offering services and historic preservation education to the network. There were suggestions made to include date and clarity on membership to Main Street America in the MOU with programs for designation.

Jenn talked about accountability and the board's responsibility to effect leadership, emphasizing progress over perfection. A suggestion was made to spend one of the next advisory board meetings working more on the program agreement.

Memorandum of Understanding Review

Suggestions were made to add information about the change in levels/designations between Affiliate and Accredited, and adding and referencing program guidelines document & program acceptance policy into the MOU. Discussion about an annual / 2 to 5 year renewal of the MOU in order to get the document in front of elected officials; keeping the responsibilities at the front of mind for all parties involved.

Election of Officers for 2025

Jenn disclosed personal plans for relocation, while Bonnie indicated she would be interested in continuing on her role on the board.

Action: Consideration that the Chair and Vice Chair remain the same as current term; Bruce Heimbeck as Chair and Carly-Ann Carruthers as vice-chair.

David made the motion for consideration of elected offices, with Matt seconding. The motion passed unanimously, with Derek Smith excused.

Removal of Programs

Steve Sanger, the board chair for Rawlins DDA/Main Street was present to provide public comment on the forthcoming decision for designation. He requested an extension of the status decision of Rawlins DDA/Main Street in order to work with partners and determine the best option for the program.

Bruce commented on the inflexibility that Wyoming Main Street has in reporting community status to Main Street America, stating the deadline for the state organization to report was coming up quickly. Because of this inflexibility in postponement, he shared an idea how to keep

Rawlins in the program at a different level, suggesting that the community could be placed under the Candidate level for the upcoming year as a way to reorient their organization and provide foundational guidance.

Jenn discussed her philosophy on keeping integrity in participation in the program, noting that the program did not submit the documentation requested by Wyoming Main Street staff by the indicated deadline, and that Main Street programs has a series of expectations to uphold in order to be designated and services provided by Wyoming Main Street.

(Derek joined at 9:45 am)

Discussion ensued on how the city is supporting the Rawlins Main Street program, and how the city and Rawlins DDA are working on the contractual agreement to provide services downtown. The board discussed the intent of the new processes and procedures of Wyoming Main Street, ensuring that designated communities are practicing the Main Street approach and have legal and appropriate policies and procedures in place as organizations. Matt shared a comment regarding the long-term status of Rawlins Main Street and the legacy of the program, noting that Rawlins DDA/Main Street is a former Great American Main Street Award winner and has practiced the Main Street approach for a number of years.

Kayla made a comment in support about designating Rawlins as a Candidate program moving forward.

Steve Sanger shared comments about the value and benefits of Wyoming Main Street back to communities, and feeling that there is not an apparent benefit currently when the requirements from the state level feel increasingly stringent. Mr. Sanger commented on his belief that the program from the state to local levels should be a transactional relationship and receive equal benefit to the reporting and other requirements that Wyoming Main Street asks.

The board asked Mr. Sanger to share his thoughts on the alternative option for Candidate designation in the upcoming year, to which he answered that he would need to review it with the rest of the Rawlins DDA board before making a decision. Kayla asked Mr. Sanger to clarify their next board meeting date, to which he confirmed March 17, 2025 as their next meeting. The board then discussed the course of action in which to allow Mr. Sanger enough time to discuss with the local board of directors and municipality, and asked for a decision in moving forward to be communicated to Wyoming Main Street by March 24.

Action: Motion to remove Accreditation status for Rawlins, extend the deadline for Candidate status contingent on the Rawlins DDA/Main Street board meeting on March 17, and final decision communicated to Wyoming Main Street by March 24.

Jenn Ford made the motion; Derek Smith seconded.

Discussion: Carly-Ann asked to clarify on the possibility of moving from Candidate to Accredited, and Kayla clarified that a program could jump to Accredited status if they meet the score and baseline requirements for Accreditation.

Matt asked about the services we are providing as Wyoming Main Street and encouraged further thought from board members on how we can more strategically and effectively deliver benefits to communities. Further discussion at a later date was encouraged regarding WMS's value and services, reflective of Mr. Sanger's comments.

Motion carried unanimously.

Break at 10:37 am.

Meeting reconvened at 10:55 am.

Kayla gave history on the interaction and involvement of Cheyenne in the Main Street program.

Action: Consideration to remove community from designation with Wyoming Main Street.

David made a motion, Carly-Ann seconded.

Jenn made a comment about Main Street being a capacity building tool, and wishes Cheyenne the best as they explore other tools for their community.

Motion passed unanimously.

Kayla gave history on the interaction and involvement of Platte County in the Main Street program.

Bonnie made the motion, David seconded.

Bruce and Kayla clarified that the county structure was no longer an option,

Motion passed unanimously.

Kayla gave history on the interaction and involvement of Riverton in the Main Street program.

Matt made the motion, Derek seconded.

Discussion: Matt made a comment on giving the community time to come back into the program when they are ready. By having engaged communities, we are able to invest more in our existing programs.

Motion passed unanimously.

Amy Grenfell made a comment complementing Kayla in creating guidelines and being stringent in standards for programs.

Work Plan and Budget review for 2025

Kayla reviewed the work plan and priorities for the year; quality over quantity being the biggest focus. Technical assistance means workshop-format training, increasing know-how within the community, and fostering accountability within the local leadership.

Matt asked to later discuss on communicating the value of WMS; with many services being received for free or being intangible efforts, it can be difficult to see the monetary value of the services they receive.

Jenn suggested that WMS detail the successes - whether it be monetary investment in the community and celebrations of what we've done.

Bruce talked about our successes being leveraged as examples to other communities. Brandon asked about the biggest pain points from communities, and how that ties into the services that we provide as WMS.

Various board members talked about the responses to past surveys about the program, and how to seek feedback going forward. This discussion also led into the value of the Main Street framework and how it's been proven for the last 45 years.

Lunch break - 11:47 am
Reconvened at 1:00 pm

Afton Application Review

Amber Hyde, chairwoman of Afton Main Street Alliance & owner of Salt River Soapworks, started the presentation, introducing current efforts and overview of the organization. Violet Sanderson, town administrator, was also present virtually to provide some historical context and support in the presentation. In 2020, Afton had applied and participated in the Aspiring level (at the time). The presentation included historical information on Afton as a community and detailed some of the initial events through the Main Street Alliance. Some revitalization efforts have already been made privately, and they are looking for specific assistance in design for their downtown. The program is being funded with about \$10,000 from general funds with the city, but hopes that the Afton Main Street Alliance will be able to establish itself as a 501(c)(3) in order to stand alone. The program established a connection with another nonprofit organization in order to take donations and generate funds through that collaborative relationship.

The meeting then transitioned into questions from the board; Bruce asked about the longevity of the current city funding and whether that funding stream is maintained long-term. The representatives of Afton ensured that the city would continue to support the program long-term, and spoke about their interest in placemaking and the impact that physical design has on visitors and residents.

Action: Consideration to approve Afton Main Street Alliance as a Candidate program.
Matt made the motion; Derek seconded.
No discussion. The motion passed unanimously.

Cody Application Review

Barry Cook, city administrator for the city of Cody, spoke about the timing being right to form and enact the Main Street approach. There are several community organizations that play into the potential Main Street program regarding public art and wayfinding signage.

The meeting then transitioned to questions from the board in regards to their application. Jenn asked about the expectation from the community for funding vs other resources, as well as how the program will be structured and led. Leaders from various other organizations and departments within the community have shown interest in being a part of the board. The city is in the process of restructuring height ordinances and other design standards; they are interested in preserving and encouraging a historic Western identity in their downtown. Matt asked about how they would engage business owners, while Bruce asked about engaging local residents and how they would utilize downtown. The community expressed interest in providing programs and activities in the off-season, particularly through the local Chamber of Commerce and the Park County Travel and Tourism board.

Action: Consideration to accept Cody as a Candidate community.
Jenn made the motion; Matt seconded.
The motion passed unanimously (Bonnie excused).

Glenrock Application Review

Grace Anderson, board chair of Glenrock Main Street, provided historical context of the program over the last few years, and highlighted some big projects in their future, as well as highlighting their 7 person board and part-time director.

The meeting then transitioned to questions from the board in regards to their application. Matt asked about looking forward as a program and how the work plan will reflect that. Derek asked about what the program had learned so far in going through Wyoming Main Street in its newest format and programming; the community would like to see more online accessibility for resources and continuing to provide templates and examples.

Action: Consideration to accept Glenrock as an Affiliate community.

Derek made the motion; Jenn seconded.

Discussion: Carly-Ann provided kudos to the program in keeping up with the milestones and even surpassing them. The motion passed unanimously (Bonnie excused).

Designated Programs of 2025

The board discussed some of the lacking quality of some community documentation, and deferring to community

Action: Motion to accept the staff recommendation of Affiliate programs.

Jenn made a motion, Carly-Ann seconded.

No discussion from the board. The motion passed unanimously (Bonnie excused.)

Action: Motion to accept the staff recommendation of Accredited programs.

Matt made a motion; Carly-Ann seconded the motion.

No discussion from the board. The motion passed unanimously (Bonnie excused).

Matt asked about Best Practices Workshop details, and Kayla shared potential communities, as well as future ideas for the workshop format. The board discussed alternative options for the Best Practices workshop. Kayla also mentioned

With no further business on the agenda, Carly-Ann made a motion to adjourn the meeting; Matt seconded it. The motion passed unanimously, and the meeting was adjourned at 2:40 pm.