

Main Street Advisory Board Minutes | Sep. 10, 2024

9:00 am to 12:00 pm

Location: Laramie Plains Civic Center, Laramie

Attendees:

Board: *Matt Ashby, David Tate, Jenn Ford, Bonnie Gregory, Bruce Heimbeck, Carly-Ann Carruthers, Derek Smith*

Staff: *Kayla Kler, Patrick Edwards, Josh Dorrell, Brandon Marshall*

Guests: *Erick Arens*

Chair Bruce Heimbeck called the meeting to order at 9:07 am.

The minutes from the June 19, 2024 advisory board meeting were reviewed.

Action: Consideration of approval of minutes. David made a motion to approve the June 19 minutes and Derek seconded the motion, with no further discussion. Motion carried unanimously.

Kayla Kler presented an overview of Wyoming Main Street in preparation for the WBC board meeting, touching on celebrating 20 years of Wyoming Main Street and the structure of the program. This included reviewing the number of communities, how the Main Street Approach works with 4 areas of focus, and reviewed a cumulative summary of 20 years of reinvestment information. This includes 740 new businesses, 2,300 jobs created, and 300,000 volunteer hours; for every \$1 invested into Wyoming Main Street programs, \$26 is invested downtown by the private sector. Kayla also reviewed the current status of the Wyoming Blocks pilot program and the work completed by Rock Springs in the program so far. Last was a reflection and review of the Best Practice Workshop hosted in Alabama in May of 2024.

Jenn Ford commented on the presentation of the statistics and provided feedback to the board on it. The board discussed how to best present the statistics to the WBC board; Matt Ashby offered ideas of tying metrics to the overall goals of Main Street.

Kayla then presented the updated Main Street designations of Candidate, Affiliate, and Accredited with new guidelines and milestones. Jenn pointed out that the 4 year guideline is self-paced and is only suggested progress for communities to follow. Derek Smith recommended that the suggested milestones be clarified as suggested in the documentation, and asked about the requirements and documentation for the Affiliate level, asking if they should require either monthly or quarterly reporting, instead of giving the option. Bonnie Gregory asked about succession and planning for communities who lose a director.

Kayla clarified about onboarding new directors and the role of Wyoming Main Street staff in assisting programs with the guidelines.

Matt mentioned that there should be a formal process for removal of programs, and other board members supported the idea. Kayla proposed that all Main Street programs complete the Candidate pre-qualifications by the end of 2024 and prepare to submit documentation.

Action: Adopt Candidate and Affiliate level changes with adjustments made by staff. Matt made the motion to adopt and Jenn seconded the motion; discussion included Jenn thanking Kayla for the hard work, and Matt mentioned that this change provides structure and accountability to help programs succeed. With that, discussion concluded and the motion passed unanimously.

Action: Affirm existing Affiliate and Accredited programs meet the requirements as described in the outline by December 31, 2024. Matt made the motion to affirm, Derek seconded the motion, and discussion included Jenn asking if there would be any concerns or shock from the programs with the December 31 deadline, with Kayla answering that there would be no issues with keeping this deadline as it had been communicated with Main Street programs already. With discussion concluded, the motion passed unanimously.

Action: Examine progress of programs in the new structure at the fall 2025 meeting. Matt made the motion, Derek seconded, with discussion about clarification that the goalposts for levels is not being moved, but that it will be a status update. With discussion concluded, the motion passed unanimously.

The fall meeting of the Wyoming Main Street advisory board adjourned at 12:01 pm.

