

Main Street Advisory Board Agenda | Wednesday, May 7, 2025

9:00 am to 11:00 am

Board: Bruce Heimbuck, David Tate, Matt Ashby, Jenn Ford, Carly-Ann Carruthers, Derek Smith

Staff: Kayla Kler, Heather Tupper, Kaley Holyfield

Bruce called the meeting to order at 9:05 am.

Board reviewed the Feb. 27, 2025 minutes.

Action: Approval of minutes.

Derek motioned to approve the minutes, with a second from Matt. The motion passed with no discussion.

2025 Best Practices Workshop Review

Kayla reviewed the workshop agenda, highlights, and the feedback heard from participants. Jenn asked about whether the timing of the workshop in conjunction with the national conference was still beneficial, and whether the board and staff should consider separating the two events. The consensus was that Kayla would put together a feedback form to determine what programs might want in the future.

The board also talked with Kayla about possibilities for her to attend the coordinator's meeting on Saturday morning while the workshop is held, with leadership from a board member for the Saturday communities.

Current Projects Review

Kayla reported on current projects underway with Wyoming Main Street. A video series highlighting 20 years of Wyoming Main Street and individual communities is currently being filmed. Kayla also shared the visits to Gillette and Sheridan in regards to developing new Transformation Strategies, and shared the next steps for communities. Board members emphasized the importance of demonstrating value of the visits to communities by capturing a few quotes from individuals who participated in the initial visits. Kayla shared her intent to fund another round of visits for Affiliate programs, and asked Main Street America for a menu of services to supplement some education to the network through the existing contract. The board received a brief update on Kayla's work to draft a request for proposals for technical assistance work with third-party contractors, indicating that a full review would be on the agenda for June's board meeting. Several resources are also being developed for local programs through a third-party marketing entity, which Kayla is supervising and working with the staff on; this will also be on the June board meeting agenda.

Kayla then asked the board to share any top-of-mind desires or needs for board development, to which board members shared that the program felt well-supported by Wyoming Business Council leadership, especially through participation at previous board meetings. The board also supported Kayla's sentiments about continuing to open doors for non-Main Street communities for resources and education, and "taking care of everybody".

The public was given the opportunity to provide any comment, to which Marty Carollo shared a few words. He introduced himself as a co-owner of the Tomahawk Hotel in Green River, shared preservation efforts, and offered positive comments about Main Street support in Wyoming.

Matt motioned to adjourn the meeting, and adjourned at 10:30 am.

Minutes submitted by Kayla Kler