

Main Street Advisory Board Agenda | Wednesday, October 15, 2025

Staff: Kayla Kler, Cortney Sutcliffe

Board: Bruce Heimbeck, David Tate, Bonnie Gregory, Carly Ann Carruthers, Derek Smith

Bruce called the meeting to order at 9:34 am, with Derek and Carly-Ann being absent until later in the meeting.

Action Item: Bonnie moved to approve the minutes, seconded by David. No discussion. Motion passes unanimously.

Kayla shared an update on where the appointment process was at and an estimation of when to expect new board members. She also shared that with support of other WBC staff the new board members would receive a formal onboarding.

Kayla then went on to share the plans underway for the Support Local campaign, including a proclamation request for Small Business Saturday, creating a media toolkit for communities to publish about Support Local, and plans for engagement through a booth at the Governor's Business Forum in mid-November.

Kayla asked for the support and assistance of the Main Street advisory board in checking in with Main Street programs, helping to determine their needs for 2026 and progress in the Main Street approach over the course of 2025. Board members selected which communities they'd like to check in with, and Kayla will provide a guiding document with the program assignments and additional notes by the November meeting.

The board discussed regular cadence for a monthly check-in meeting, and determined that the third Wednesday of each month at 10 am would be ideal. Kayla indicated she would send a calendar invite to board members to hold it on the calendar each month. The board also determined that the November check-in would consist of an update on community check-ins, the process to get a wyboards email, and an update on nametags for board members.

Bruce asked about how the Main Street can tie better into the WBC, with Derek answering by speaking about the current direction of the Wyoming Business Council board and the work that the agency is doing to help communities be more sustainable.

Lastly, Kayla spoke about the grant programs currently open and being utilized by Wyoming Main Street programs, and how project management is changing internally to create a better landscape for everyone involved in Main Street projects.

Derek made a motion to adjourn the meeting at 10:55 am.

