Main Street Advisory Board Minutes | Thursday, February 26, 2026

8:30 am to 4:30 pm

Location: Wyoming Business Council Office (214 West 15th St, Cheyenne, WY) and via Zoom - https://us02web.zoom.us/j/83458406064

Meeting ID: 834 5840 6064

Staff: Kayla Kler, Cortney Sutcliffe, Kaley Holyfield
Board: Kyle Brost, Carly-Ann Carruthers, Bonnie Gregory, Bruce Heimbuck, Derek Smith, David Tate, Jen Womack
Other: Jessica Seders via Zoom

Bruce called meeting to order at 8:38 am.

1.21.25 Board Minutes Review
Action Item: Carly-Ann made a motion to approve minutes as submitted, seconded by Bonnie; motion carried unanimously.

Nomination and Election of 26-27 Officers
Reviewed board officer responsibilities and terms.
Chair: David moved to nominate Carly-Ann, seconded by Jen; motion carried unanimously.
Vice-chair: Carly-Ann moved to nominate Bonnie, seconded by David; motion carried unanimously.
Secretary: Jen moved to accept nomination, seconded by Derek; motion carried unanimously.
Liaison to WBC Board of Directors: Derek

Advisory Board Handbook
Board members reviewed the final handbook: travel reimbursement process, communication policy, and being mindful of social media use as representatives of the program.

Bruce made a motion to approve the updated Advisory Board handbook, seconded by Derek. Motion carried unanimously.

Details on Best Practices and the Conference
Staff shared details about the Best Practices locations and itinerary and conference details
Registration is open and 10 community members are currently registered
Staff confirmed travel arrangements for board members attending the conference

Program Strategic Planning Session

Board members report out on community check-ins

What have we been doing/providing that is beneficial?
What needs improvements?
What are new asks or needs from communities?

Gillette: Bonnie shared that they feel supported and have record attendance and fundraising and have strong relationships with the city and county. They are focusing on the 250th celebration for this summer and have an ambitious three year goal for the Great America Main Street Award (GAMSA). Appreciative of a strong and active board. They would like to work on story telling and marketing for continued visibility.

Sheridan: David shared that they completed the Transformation Strategy, which brought focus back to the board. The community is overall supportive but they have some concerns about funding. They have appreciated the check ins with directors and staff of Wyoming Main Street and find it helpful for communication.

Laramie: Bonnie shared that they have strong city support with their mature and established program. They are well staffed and have offices. They used the self-assessment as a board tool. They are not sure of what comes next for them or what support there is for them as a program at their level. They expressed interest in more connection with Wyoming Main Street and would like to revisit funding and technical assistance from the state.

Rock Springs: Derek shared that they utilized the self-assessment as a board tool and tied it in with their Transformation Strategy and process about what comes next for a mature program. Appreciative and interested in the possibility of the Block Grant coming back with a clear path for funding and opportunity moving forward. They have community support and a strong board. The Story Telling Workshop with Wyoming Main Street was helpful and would be interested in more opportunities like this.

Evanston: Carly-Ann shared that they utilized the self-assessment as a board tool and made strides with finance supports which are in place and stable. Deeply involved in Evanston’s 2050 Master Plan. Appreciative of marketing grants and will be participating in 250th celebration events. Found the Storytelling Workshop to be helpful. Concerned about WBC funding with the Legislature. They are struggling with building vacancies.

Douglas: Derek shared that their relationship with the City of Douglas has been the best it’s ever been and has an active board. Their community knows about Main Street and events. They feel well supported by Wyoming Main Street staff and board. Pursuing accreditation program level and working on Transformation Strategies.

Torrington: Did not respond to outreach, board members will continue to reach out even with the self-assessment due dates have passed.

Glenrock: Carly-Ann shared that they have an active board and the community is rallying around the program and they are focused on two main projects: joint travel welcome center and Veteran’s Park project. They are happy with support from the state program and appreciate the check-ins. They would like to see

Thermopolis: Did not respond to outreach. The community has elected to drop out of Main Street. We would still like to host an exit interview to discuss what worked, what didn't, and what's next.

Afton: Kayla shared conversations with Amber and are talking about going to the community round-table May 7, meeting with board members, and providing a framework. Want to know what their capacity is like, where they're struggling, what the town pulse is.

Cody: Not interested in continuing; they did not accept our invitation to participate. No formal action is required.

No requests for public comment.

Kayla reviewed the 2026 Main Street America Coordinating Program Membership Agreement and upcoming changes at the Main Street America level in regards to this agreement.

The board and staff had a discussion around support for communities, growing and adding new communities to Wyoming Main Street, and aligning with the upcoming changes from Main Street America Coordinating Program Guidelines:

- Demonstrate Strong Leadership and Organizational Health
    - Recommended staff-to-community ratio (1 FTE per 10-15 communities)
    - Maintain adequate annual funding appropriate to CP context (minimum $150-200K exclusive salaries plus an additional $20k per Local Program)
    - 503(C)(3) partner or state-approved mechanism that allows direct receipt of private contributions

- Balance a Welcoming Approach with High Standards
    - Grow designation of new communities via MSA's Affiliate Designation, even if Accreditation is not the goal
        - Should an additional designation be put in place to support communities that are unable to meet this? "Friend of" or "Supporters of"
        - "Great Ideas for your Downtown" list or something like it for individuals or communities that care about their downtown
    - Maintain a Lower tier exclusive to the CP for local programs that are not operating at MSA's Affiliate or Accredited standards.

- Communicate and Promote theValue of Main Street
    - Educate policymakers, funders, and the public on Main Street's positive economic and cultural impact through case studies, best practices, and accurate data
        - Continue to share the story and be mindful
            - Publish annual report and share with Legislature (Sept 1st to Minerals Committee)

- Host or co-host with nearby CP, a conference for local programs, tiered programs, etc.
    - Host state Best Practices or retreats?
    - Board members are supportive of getting people together on an annual basis

- Main Street America Academy
    - Kayla will share access with board members (local programs have access)

Staff and board discussed the following questions to identify priorities and focus for 2026 - 2027
How can our program reach and assist more rural communities?
How can WMS create value and recognition for rural communities that cannot meet designation?
How can this board help our staff person in achieving these goals?

- Strategic planning (develop theory of change) process as a board with third party
    - Revisit mission and vision
    - 3 year timeline
    - Guiding document to refer back to
    - Actionable steps

- Explore 501(C)(3) status (Research phase - check in at next quarterly meeting)
- Opportunity for all comminutes to have a 'seat at the table' (address at planning session)
- Delivery of services/benefits to interested communities. What does this look like? (address at planning session, table based on Legislative budget outcomes)
- Ensure businesses know about grant opportunities outside of our purview (but in our awareness) (Kayla will report back at March check-in with ideas)
- Reestablish MS program learning and relationship building mentorship program (Discuss at March check-in)
    - Phase 1 - is accredited to affiliate/candidate
    - Phase 2 - is affiliate to interested/non Main Street
    - List of veteran practitioners
- Advocacy and recruitment campaign (Regroup in May, after MSA Conference)
    - Print materials: success stories, testimonials
    - QR codes linked to videos
    - Go places we don't always go
    - Build community!
    - What is the cost of doing nothing?
    - What do communities gain? (Proven process/organizational structure, grant opportunities and leverage, statewide peer/community network, etc)

Follow-Up Items:
Board members will work through scheduling monthly check-ins and quarterly meetings.
Derek and Kayla will provide Legislative Updates with WBC and Main Street
Kayla will update MS handout and add a back side with testimonials/QR code to link to videos

WMS Advisory Check-in April 22nd at 10:00 to share out and report back about Best Practice and Conference

Derek moved to adjourn the meeting, Kyle seconded; meeting adjourned at 3:58PM.