Main Street Advisory Board Minutes | Thursday, May 14, 2026

Board Meeting 10:00 AM - 4:00 PM
Location: Glenrock Town Square 500 W Aspen St, Glenrock, WY 82637

Staff: Kayla Kler, Cortney Sutcliffe
Board: Bonnie Gregory, Carly-Ann Carruthers, David Tate, Derek Smith, Kyle Brost, Jen Womack
Other: Chad Banks, Nicholas Nix, Tresha Cancino

Carly-Ann called the meeting to order at 10:02 AM.

The board reviewed April 22, 2026 minutes.
Action Item: Derek made a motion to approve minutes as submitted, seconded by Jen; motion carried unanimously.

Current Program Impact
Kayla shared background on current Wyoming Main Street impact and support for programs and communities for awareness. Programs provide monthly reports to WMS both qualitative (successes, challenges, changes in staffing, news articles, etc) and metrics (businesses, jobs, volunteer hours, construction, budgeting) information. Kayla and Derek shared about the greater Business Council vision and work with the Legislative Interim Committees of Joint Minerals and Joint Appropriations. The Board of Directors will continue this work with the Legislature throughout the interim. Derek encouraged continuing to focus on doing what is best for Main Street and is confident that it will continue to align with the greater picture. The board expressed a willingness to put out statements or education with MS data, as needed. The board discussed a desire to look into the best way to cascade information to ensure board members for awareness, support, and participation.

Expanding Main Street Network
The board discussed expanding Wyoming Main Street's impact by positioning it as a broader downtown development entity, while also addressing capacity issues and prioritizing designated programs. Key ideas include creating connections for individuals and communities outside the existing Main Street network by providing tools and resources for community development. Board members emphasized the importance of cross-sector collaboration, engaging elected officials, and showcasing successful Main Street programs to inspire others. The goal of Main Street to be more than a designated program but as a comprehensive approach to community revitalization that anyone can adopt. Board members also expressed a potential need for internal expansion to support these efforts at a local level. Board members discussed the need for connection, especially if they don't have a local contact or program, and can find that through

events like Best Practices. Kayla asked questions about whether the Main Street program should be engaging with smaller communities that won't meet designation, and Kyle shared about creating tangible solutions for communities to implement.

Lunch break from 12:00 pm to 1:31 pm.

Advocacy Toolkit
Board members brainstormed printed materials that can be used to share about Main Street with stakeholders. Kayla will work on a mock up of materials using information from '2026 Program Guidelines'

1-pager/ rack card/ post card or multiple cards
Flyer format to post in windows and to share
- What is Wyoming Main Street
- Impact (including testimonial and numbers)
  - Why it does or could matter for their community
  - Data on how it impacts other businesses
- How to get started (QR code to direct to website)

Audience: Economic Officials/Elected Officials
- What is Main Street?
- What is the Approach?
- Bullet point data/numbers

Audience:Customer or interested community (member)
- Call to action: Support Local
- Why supporting local matters and the heart of Main Street
- High point data/numbers

Multiple cards or phases to share different information with different stakeholders.
Phase 1: Information for board members and programs (talking points)
Phase 2: Local programs connecting with their community members

Main Street Mentorship Program
The board discussed establishing a mentorship program to provide support and structure for communities, especially those not yet affiliated or accredited and to encourage deeper engagement with the Main Street program. They considered offering a mentorship as a quick win, with a defined one-year timeframe and incorporating multiple check-in avenues to ensure progress. Concerns were noted about a potential lack of interest and the need to address stagnation in established programs. The board explored recognizing communities and individuals that participate on a project level through a tiered pathway, potentially naming them "Main Street Explorers" and the importance of acknowledging success at various levels.
for onboarding and ensuring progress for communities in a peer-to-peer relationship structure. Currently there is one committed mentor. Board members agree this was a worthwhile endeavor to provide the opportunity for communities to engage and gain support. The next step will be to collect a list of interested participants and draft and outline including a time frame.

Capacity and Staffing
The board discussed capacity and staffing as they explore ways to expand and add initiatives. Board members raised concerns about staff capacity and needs for additional support with the National program recommendation of 1 staff for each 10 programs. Adding another staff would allow for a divided focus of strategy and project deep dives while the other could be the daily management and community visits/support. Additional staff and support could come as contractors from the Main Street budget at this time. Kayla shared that the FY 2027 budget is $235,000 which includes grants, travel for the conferences, etc. Funds could also be used for initiatives or additional special projects for Main Street programs. Funds will also be used for each community to attend the Best Practices and National Conference.Communities could apply for reimbursement up to $2500 for registration, flights, and hotels.

Further discussion on a potential “Better Together” or “Support Local” grant program, inspired by a successful model where local businesses partner on collaborative projects to boost the local economy. This initiative would provide funding to Main Street programs, encouraging unique collaborations and community engagement. The vision is to create a statewide initiative that supports local businesses, ties into the support local campaign and avoids funding operational expenses, focusing instead on specific project costs. Summer or the holiday season would be the most effective timeframes for implementation.

Funding Diversification check-in
The board discussed various options for managing private funds, including the Community Foundation, the Alliance for Historic Wyoming, and state agency trust accounts. The Alliance for Historic Wyoming may be a potential option for holding private funds with a service fee. State accounts may have potential limitations and downsides that could still need to be explored. The Community Foundation typically only manages funds for a short period. Concerns were raised about the optics and management challenges of setting up an extra fund as well as statutory limitations and the potential impact on the board’s work. Advice from the AG’s office on the feasibility and structure as well as Main Street America as a resource to learn more about the options available and ways that other state programs navigate.

Strategic Planning check-in
The board discussed engaging in a strategic planning session with a facilitator. The board leaned toward scheduling work sessions focused on project based initiatives, with individual members contributing their expertise to specific tasks outlined in a work plan. The goal is to move forward with current projects, assess their impact, and re-evaluate the need for a strategic plan after the next 12-24 months. Kayla will outline project deliverables and tasks for board members to support based on their interest and expertise with the plan to spend the summer working on these projects.

Bonnie moved to adjourn the meeting, seconded by Kyle; motion carried unanimously. The meeting adjourned at 3:21PM.