

WESTERN ERIE CANAL MAIN STREET PROGRAM
Main Street Advisory Board: Meeting Minutes

8th Floor, Conference Room C
50 West Main Street, Rochester, NY

Wednesday, March 12, 2008
9:15 AM – 11:00 AM

Attendance:

Jayne Breschard, Main Street Program Coordinator
Tom Kicior, assistant to Main Street Program Coordinator
Dave Zorn, Director, G/FLRPC (ex officio)
Joe Eicheldinger, Keybank - Community Development Lending
Steve Yantz, First Niagara Bank
Andrew Meier, Webster, Schubel & Meier, LLP
Sharon Lilla, Wayne County Planning Department
Marty Busch, WECA Board
Kal Wysokowski, WECA Board
Joan Delaro, WECA Project Manager (ex officio)
Corrine Kleisle, Village of Lyons Mayor
Andrea Rebeck, Architect

Goals, Objectives, and Overview

- Coordinate three (3) pilot communities as Main Street Programs – one village/small city from Wayne, Orleans, and Niagara counties
- Create application and lead a selection process
- Provide technical assistance throughout the heritage corridor
- 2-year program, with the hope to expand the pilot communities to Monroe and Erie counties
- Find funding to continue program and hire design consultant
- 1st National Trust Main Street Center (NTMSC) Program in New York State
- 1st “regional program” for the National Trust Main Street Center

Process of becoming the Western Erie Canal Main Street Program

- WECA receives the NYS Quality Communities Grant in May, 2007
 - WECA decides to contract with the NTMSC and use their Main Street Four-Point Approach™
- WECA contracts with G/FLRPC for Main Street Program Coordinator services
- Main Street Advisory Board is created to oversee and develop the Western Erie Canal Main Street Program

**Since we are using the Main Street Four-Point Approach™, certain criteria and standards must be met.

Main Street Advisory Board

- Refer to pages 21 - 23 in *Program Design and Assessment* report
- Q: Does this program come with money from the NTMSC? A: No, funding is derived from Quality Communities Grant. This program is NOT part of the New York Main Street Program (NYS Division of Housing and Community Renewal (DHCR)—as it is not a comprehensive main street program, which is why the NTMSC model is being implemented.

New Members

- Welcome to Joe Eicheldinger, Keybank - Community Development Lending
- Need to find representation from Erie and Niagara Counties for the Advisory Board. Suggestions: Joe can contact Tonawanda Community Development. Kal said that she will get back to Jayme with some Tonawanda contacts
- Find representation from utility company. Joe recommended that National Grid has a Main Street Program (Brian Smith is the representative in Syracuse)
- Jayme passed around sample ex officio letter. Representation of partner agencies as ex officio members – refer to pages 13 - 14 in *Program Design and Assessment* report

Committees

- Need to start thinking about organizing committees, especially the selection committee for the three (3) Main Street communities

Elect Chair and Vice Chair

- The Chair would assist in decision making between the Coordinator Staff and the Advisory Board, such as meeting agendas, coordination of meetings, etc. Responsibilities on pages 21 - 23 in *Program Design and Assessment* report.

Follow-up to NTMSC Basic Training

- PowerPoints are online at:
<http://www.gflrpc.org/ProgramAreas/Canal/BasicTrainingWorkshop.htm>
- Organization Committee Presentation (online) – contains list of stakeholder benefits of the Main Street Program
- WEC Main Street Program does not necessarily have to follow the NTMSC *Program Design and Assessment* report. Some items are optional, and we have some freedom to customize for our program. This report is merely recommendations and guidelines, with the actual NTMSC criteria listed as Appendix B.

2008 (Draft) Community Application & Guidelines

- G/FLPRC had a conference call with Kathy LaPlante from NTMSC. Questions 35 - 56 (pages 11 - 13) were reviewed (questions deal with the

requirement of collecting data by the communities). G/FLRPC has suggested moving the data collection section out of the application and making it a requirement only if the community is selected for assistance. We think that this will help get more eligible communities to apply. We also suggested that maps not be too technical—it should NOT be expected that villages/small cities will have access to GIS. Otherwise, not too many problems with the other application questions, some wording that can be changed.

- G/FLRPC does not have Niagara County data. Jayme will contact Niagara County Planning and Economic Development.
- Application can only be given out at the application workshop—**not before!** Workshop is scheduled for Tuesday, May 13th at the Ebenezer Watts Conference Center in Rochester from 9AM – 4PM. Q: Who needs to go to the training? A: At least two people, but should have three. Definitely need representation from the public AND private sectors. It would also be good to send someone from a Main Street/Business Program.
- Need to start presenting at village/small city board meetings and advertising
- Mailings – Need to be sent to the mayor, village/small city boards, chambers of commerce, etc. Presentation could be put on an agenda, not too much information though—entice them to come to the workshop and find out more. Q: Can anyone apply or just the village? A: Anyone, but will need to have coordination and cooperation from public-private and have municipal resolutions passed in support.
- Q: How to deal with application revisions? Everyone should send ideas to Jayme and she can compile. Selection committee can have that draft to work from, if a selection committee is formed in time. Application needs to be done sometime before the application workshop so that NTMSC can review and incorporate it into their presentation.
- Applications are due by July 25th—at this point
- Add suggestions into application on where the village/small city can find the requested information (i.e. “to answer question #2, go to (source/website) to find the answer”)
- Q: Is there going to be enough time to get the application done in the time period? Are we flexible on time frame? Municipalities are going to have to approvals, it might take a month just to approval for program application, then only one month to complete it. A: Not really flexible, we need to do our best to make everyone aware of the program as soon as possible. There is a certain sense of urgency that we as the Advisory Board must convey. Could present to the business community, then to the government.

WEC Main Street Program Website

- WECHC Management Plan
- NTMSC Basic Training PowerPoints
- NTMSC Books Catalog – Library will be available at G/FLRPC. Q: Does Landmark Society have any of these books? A: Some. Fairport Village

Partnership has many. Q: Could we have some books in each municipality? A: This is something we can strive for, like the small business section in the Fairport Public Library.

- Grant Opportunities – Erie Canal National Heritage Corridor Grants (need to keep in mind that some are matching grants)
- Agendas and the meeting minutes
- Anything else that the Advisory Board would like to post

WEC Main Street Program Logo

- Jayme passed around examples of other state Main Street Programs. Advisory Board liked Tom's logo (See Attachment A)
- Tom to create two logos with the same theme for the next meeting

National Trust Main Street Conference

- Jayme passed around the NTMSC conference brochure. The conference is May 30th – April 2nd in Philadelphia, PA
- Registration available for two to attend, as per Coordinator Package
- Jayme is going to the Coordinators Meeting and to the National Conference, so one of the Advisory Board members could have their registration paid for—with exception to costs for hotel, food, travel, etc.

WEC Main Street Program Brochure

- Jayme passed around example of New Hampshire's Main Street Center brochure
- Advisory Board agreed to go with only a one-page description of the program in order to shorten the process of producing it
- Brochure can be created in the future, if need be
- Articles about the program will be included in G/FLRPC newsletters and Eblasts
- One-page description can also be Eblasted and mailed to all eligible communities and interested parties

WEC Main Street Program Official Name

- Advisory Board would like to change the name of the program FROM **Western Erie Canal Heritage Corridor Main Street Program** TO **Western Erie Canal Main Street Program**

Action Items

1. Jayme to contact National Grid – Main Street/Commercial District Revitalization Program (Brian Smith) and Niagara County Planning and Economic Development
2. Joe to contact Tonawanda Community Development
3. Kal to give Jayme some Tonawanda contacts
4. Jayme to create one-page advertisement (general summary that can be given to communities and interested parties)
5. Jayme and the Advisory Board should plan to visit all eligible communities (presentations on why they should apply for the pilot program)

6. Everyone should send 2008 Draft Community Application revisions/suggestions to Jayme and she can compile for the NTMSC to make edits
7. Jayme to mail ex officio letters
8. Tom to create two versions of the WEC Main Street Program logo for the next Advisory Board meeting
9. Jayme to schedule next Advisory Board meeting, as the first Wednesday in April she'll be attending the National Main Street Conference and the second Wednesday she'll be at the New York State Wetlands Forum Conference

Attachment A

