
Jayme Breschard, Regional Coordinator

Genesee/Finger Lakes Regional Planning Council

50 West Main Street – Suite 8107

Rochester, New York 14614

585-454-0190 x 12 (t)

585-454-0191 (f)

jbreschard@gflrpc.org



*A program of the Western Erie Canal Alliance and
Genesee/Finger Lakes Regional Planning Council*

Main Street Advisory Board: Meeting Minutes

8th Floor, Conference Room C

50 West Main Street, Rochester, NY

Wednesday, April 1, 2009

9:00a.m. – 11:00a.m.

Main Street Advisory Board Members:

- Andrew Meier, Attorney, Webster, Schubel & Meier, LLP
- James Whipple, Director of Operations, Orleans Economic Development Agency
- Josephine Matela, Small Business Owner, Red Bird Tea Shoppe
- Corrine Kleisle, Mayor, Village of Lyons
- Andrea Rebeck, Architect
- Steven Yantz, VP, First Niagara Bank
- Joseph G. Eicheltinger, Keybank - Community Development Lending
- Kal Wysokowski, Executive Director, Fairport Industrial Development Agency (WECA Board)
- Martin Busch, Code Enforcement Officer, Village of Medina (WECA Board)
- David Richards, Chief Finance Officer, Wayne County Industrial Development Agency
- Chuck Bell, Economic Development Coordinator, Lumber City Development Corporation
- William Evert, Director, Greater Lockport Development Corporation
- Jack Martin, Business Owner, J. Fitzgerald Group

Staff:

- Jayme Breschard, Regional Coordinator
- Tom Kicior, Assistant Regional Coordinator

Ex officio:

- Joan Delaro, WECA Project Manager
- Todd Lippa, New York State Canal Corporation
- Dave Zorn, Executive Director, Genesee/Finger Lakes Regional Planning Council
- Kelly Kiebala, Executive Director, Orleans County Chamber of Commerce (WECA Board)

Guests:

- Jim Barber, Special Assistant, NYS Department of Agriculture & Markets
- Peg Churchill, Executive Director, Wayne County Industrial Development Agency, WECA President
- Jerry Ashley, Main Street Program Manager, Lyons Main Street
- Heather Peck, Main Street Program Manager, Lockport Main Street, Inc.
- Michael Bonafede, Chair, Albion Main Street Alliance

Action Items:

No action items from Wednesday, February 25, 2009 (no March meeting).

Agenda:**1. Discussion of Resource Team Visits**

- Lockport Main Street, Inc. (March 10 – 12, 2009)
 - Seventy-five people attended the interviews. The time allotment was too short, but everyone found them to be beneficial. The interviews provided a great opportunity for business owners and various community members to meet and converse.
 - There was a public reception held in the Historic Post Office that 85 people attended.
 - The visit was helpful in promoting Lockport's program. They had good attendance and press coverage. The community is beginning to understand the program better and more citizens/small

businesses are becoming interested in it. This should help with fund raising and garnering more broad-based community support.

- Thursday public presentation was detailed and specific to Lockport.
- Recommendations
 - Lockport – Set-up a conference call with the Economic Restructuring consultant (Matt Wagner) before the Resource Team Visit because the Chair of their ER committee wasn't going to be in town for the visit. This was very helpful, as it better informed the consultant of the conditions before he arrived.
 - Lyons – Ask people directly to get involved. Advertising in newspapers, etc. has not been as successful as “making the ask.”
- Resource Team Reports
 - Albion should receive their report the week of April 13. If any local programs have any concerns/questions about recommendations coming out of the RTV reports, voice them as soon as possible to Elise Tinsley or Teresa Lynch from the NTMSC.
 - The Resource Team Visit Reports are public reports, as they have been paid for via state monies. It is possible for the Program Managers and their Boards to view the report for a short time before making it available to the public. A summary with bullet points may be a good way to get the information out to the public.
 - Some Advisory Board members raised the viewpoint that New York State has the Freedom of Information Law (FOIL), so the NTMSC should be careful in how they present their overall findings. Other board members believe that the document should not be “sugar-coated” and be as straightforward as possible.
- Other Issues
 - 501c3 status is still an issue. Lyons' and Lockport's paperwork has gone through at the federal level (IRS), but not the state level (Attorney General). The Attorney General's office cannot decide if the organization should be considered a chamber of commerce. Lyons based their application on the Binghamton Downtown, Inc., as they were successful in obtaining their 501c3 status. All the *general issues* in Albany are likely slowing the process down. Albion Main Street Alliance is currently under the umbrella of their chamber of commerce (501c6), but they are changing to a 501c3 soon. It is possible to use WECA as a 501c3 to collect funds if the process continues to be delayed and the organization is in need of the nonprofit status for fund raising purposes.
 - Financial support may be an issue for Lockport. Albion and Lyons have a complete budget, while Lockport does not. They are halfway to their budget of 50K per year/3 years (min).
 - Albion and Lyons financing is roughly 1/3 business community, 1/3 residents, and 1/3 municipal.
 - Q: Did the other two communities have membership campaigns? Should Heather begin one of these? Membership campaigns were done in Albion for the Main Street application. They are waiting to fund raise again. Anyone who donated is a member of AMSA. Albion sent out informational and thank you letters and also contacted people personally.

2. Introduction of Mr. James Barber, NYS Agriculture and Markets. Discussion about the 2009 Farmers' Market Promotion Program (FMPP) of USDA/Agricultural Marketing Service (AMS).

- State grants are for farmers' market structures, while the federal grant (i.e. 2009 FMPP) is for the promotion of farmers' markets.
- State funding exists for the EBT (electronic benefit transfer) program.
- NYS Ag and Markets grant has not been totally formalized yet – Jim will keep us updated.
- The definition of a farmers' market is that it must have 2 or more produce vendors. To consider a vendor, they need to sell fresh produce (for example, not jams).
- Lyons Farmers Market is sponsored by the chamber of commerce not the Main Street program, but they are in the process of creating a co-op that will sell all products made in Wayne County in one of the storefronts in the target area.
- More and more winter farmers' markets are being created. If the Lyons co-op was also used as a market in the winter, they may be able to qualify for some of the NYS grant money.
- The NYS programs do not include money for rent assistance, only for construction of the structure. Funds may be available for renovation as opposed to “new build” money, but Jim is not certain.
- The federal program (FMPP) is a 2010 program and starts in October.
- A resource for growers is the NY Farm Viability Institute (NYFVI). Call (315) 453-3823.

- The Massachusetts Ave Project (urban farm on the Westside of Buffalo funded by USDA Growing Green) has a program where you can meet a farmer at their location and contract with them to have product delivery.
 - Grants for farmers' markets do not necessarily have to be retail; they could be wholesale.
 - Jonathan Thompson from NYS Ag and Markets works closely with the farmers' market programs. He can be contacted for more specific information. (518) 457-7076 or Jonathan.Thomson@agmkt.state.ny.us
3. NTMSC Technical Assistance Services
- Work Plan Workshops (likely to occur May/June 2009)
 - Last service from the NTMSC. It will be a one-day workshop in each of the three communities. The Boards as well as Four Point Committees should be involved in these workshops.
 - WECMSP should request potential dates for these services.
4. Regional Coordinator Report
- 2009 National Main Street Conference, Chicago / Spring Coordinators Meeting (March 1 – 4, 2009)
 - Jayme, Jerry, and Heather attended. Main Street Program Managers roundtable discussion was helpful. It was based on issues that the Main Street Managers reported on. Networking with other Main Street Managers and State/City Coordinators is one of the most beneficial aspects about attending the conference.
 - First quarterly Program Managers meeting/training and annual reinvestment statistics reporting. The meeting was held Wednesday, March 25, 2009 at the Fairport Public Library. After the meeting, the *free* training included a tour of the Seymour Rudin Small Business Resource Center and a reference librarian demonstrated how to use *ReferenceUSA*. Scott Winner of the Fairport Village Partnership met with the group afterwards for an informal dinner and provided further guidance/advice.
 - The Program Managers report for Quarter 1 only requires information on volunteer hours, cash/in-kind donations, and promotional events. The next report (due June 30) will include all of the reinvestment statistics, as well as Erie Canal visitor/boater counts and trail user counts. This data collection was formulated with the assistance of Parks & Trails New York, ECNHC, and NYS Canal Corporation.
 - The Erie Canal trail user count uses the same methodology as Parks & Trails New York count. Therefore, it will be in a format that can be used by both our organization and Parks & Trails New York.
 - New York State agencies/organizations update
 - The WECMSP is partnering and working together with many agencies. Everyone must understand that multiple entities strengthens successful funding outcomes for the program.
 - Regional Resource Guide
 - One general recommendation that came out of the Resource Team Visits was the need for a comprehensive document detailing all of the available federal, state, NFP, and regional resources available to the three local Main Street programs. This guide was started last year, but was put on hold. Tom will start developing it again.
 - Other
 - Q: How is the WECMSP going to work with regional promotion? A: Jayme is awaiting clear directives regarding regional promotion from the WECA board, as this service needs to be weighed with other services. A draft 2009 work plan was submitted by Jayme to the WECA Board in December, 2008.
5. WECA Board Report
- Function of Advisory Board
 - WECA contracts with the NTMSC and with G/FLRPC for the Regional Coordinator. WECA met recently to discuss authorizing Joan and Jayme to apply for a series of grants (i.e. Preserve NY, NY Main Street (*next year*), USDA grants, etc.) This resolution was passed so that WECA meetings don't need to be called as often to approve/disapprove WECMSP issues.
 - Efficiency – The Main Street Advisory Board was set up to advise WECA as well as the development and review of the Main Street applications. Although there has been some talk about the Advisory Board becoming a 501C3, this will not be pursued. WECA would like to have the Advisory Board meet quarterly or every other month alongside the WECA Board meetings. The Main Street Managers and Advisory Board Members will be invited to come as often as possible

to the WECA meetings so that board members can better understand the program. This will help the program have one voice rather than many. WECA Board meetings rotate around the five-county region.

- The Regional Resource Guide is important and has been on the work plan. It can become a priority.
- WECA programs – “Connect to the Canal Villages” is coming up in May.
- Minutes may be posted to the Western Erie Canal Alliance website. WECA should advise Jayme of this process.

Action Items:

1. WECMSP should request potential dates from the NTMSC for the Work Plan Workshops.
2. Advice from the NTMSC about how to publicly disseminate and educate about the findings in the Resource Team Visit reports.
3. Dates that the Resource Team Visit reports will be delivered to the three local Main Street programs.

The next WECA Board meeting will be at the WECA office:
Alling Coverlet Museum
122 William Street, Palmyra, NY 14522
at 3:30p.m. on Wednesday, May 27, 2009.

**The Main Street Advisory Board meeting
will be held at the WECA office just prior to the WECA Board meeting
at 1:00p.m. on Wednesday, May 27, 2009.**