

Western Erie Canal Main Street Program

Main Street Advisory Board: Meeting Minutes

8th Floor, Conference Room C
50 West Main Street, Rochester, NY
Monday, April 7, 2008
9AM – 10:30 AM

Main Street Advisory Board Members:

- Andrew Meier, Attorney, Webster, Schubel & Meier, LLP
- James Whipple, 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. Eicheldinger, Keybank - Community Development Lending
 - Kal Wysokowski, Fairport Industrial Development Agency (WECA Board)
 - Sharon Lilla, Wayne County Planning Department
 - Martin Busch, CEO, Village of Medina (WECA Board)
 - David Richards, Wayne County Industrial Development Agency
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- Jayme Breschard, Program Coordinator
 - Tom Kicior, Assistant Program Coordinator

Ex officio:

- Joan Delaro, WECA Project Manager
- David Zorn, G/FLRPC

Main Street Advisory Board Action Items from March 12th:

- Jayme to contact National Grid – contacted, haven't heard back
- Jayme to contact Niagara County Planning and Economic Development - contacted, haven't heard back
- Joe to contact Tonawanda Community Development - Joe met with Jim Sullivan from Lumber City Community Development in North Tonawanda – We would like Jim to take an active role on the board
- Kal to give Jayme some Tonawanda contacts – done
- Jayme to create one-page project description for eligible communities and interested parties –National Trust was contracted to create this. It was completed and mailed. The application workshop flyers were mailed out to all of the mayors in the area as well as the presidents of all of the local chambers
- Jayme and the Advisory Board should plan to visit eligible communities (presentations on why they should apply) - Phone calls have been made and seem to be effective.
- Send draft application/suggestions to Jayme - done
- Jayme to mail ex-officio letters – done, sent to:
 - NYS Canal Corp. – Erin Agans, Carmella Mantello
 - NYS Ag and Markets – Jim Barber
 - USDA Rural State – James Walfrand (cannot serve in member capacity, but can provide assistance)
 - Orleans County Planning – Wayne Hale, Jr., Director
 - Greater Lockport Development Corp. – William J. Evert
 - Chamber of Commerce of the Tonawandas – Joyce Santiago (considering)
- Tom to create two versions of the logo

Agenda:

1. 2008 draft community application and guidelines – some think it is still too long
 - Kathy LaPlante, NTMSC removed questions 37 - 51 which were socio-economic related, and they can be completed as a requirement after selection.
 - Kathy asked if we wanted to reduce the amount of maps.

- The board wants to keep the 1st floor vacancies map, but not the upper floors vacancy map. The maps can be hand drawn.
- The National Trust will make up a list of things that are being excluded from the application, but will still need to be done by those communities that are chosen to participate in the program.
- Could we do our own chart on the county unemployment rate/population numbers? If so should we take out questions 16, 17, 22, and 23?
- The Board needs to make sure that all communities have the same chance in this process and that no one is favored
- Who has the final say in the selection of communities, the selection committee or the National Trust? Probably both, but what if there is a conflict? We think the board has the final decision.
- Delete question 53
- Fix question 52 – change “what does your program” to “what does your community” expect to achieve.
- Fix question 58 – change “where are your Post Office and Town Hall” to where are your Post Office and Town Hall or Village Hall”
- Delete either question 13 or 14. They are the same.
- Communities could use bullet points to fill in many parts of the application
- Could we create some sample answers?
- We should request that the counties be available to help the communities with the application if need be
- Answers on the application should have space limits. This can be done by having answer boxes for the applicants to type into. We can allow a total of one page extra for any answers that take up more than the given amount of space.
- Send any further application comments to Jayme

3. Selection committee

- Get an ex-officio member to serve on the selection committee
- The selection committee may also include someone from WECA, and one or two members of the advisory board (only those who do not have an affiliation with the eligible communities).
- Roughly 5 people for the selection committee

4. Community presentations

- Jayme is starting with phone calls to mayors and chambers and then determining if presentations are necessary
- Contact Jayme if anyone thinks of other agencies or people that should be contacted
Tonawanda contact – Christopher Schoepflin, President, USA Niagara Development

5. Advisory Board positions are still available (chair and vice chair)

6. Coordinators Meeting/National Trust Main Street Conference

- At the Coordinators Meeting/National Trust Main Street Conference, Jayme went to training sessions and met with other coordinators.
- Other coordinators have made themselves available to us for questions.
- Information on the sessions she attended is available online.
- Jayme met Roberta Lane from the Northeast office of the National Trust for Historic Preservation

7. Logo

- Board chose ‘rounded’ bridge logo
- Colors should be changed: darker green, darker red, keep the same blue

Main Street Advisory Board Action Items for April 7th:

- Jayme to follow-up Application Workshop invitation letters to public/private entities (Jayme)
- Joe to Follow-up with USA Niagara Development Corporation
- Jayme to ask Kathy to provide sample answers for application
- Jayme to provide a contact list of Main Street Advisory Board members
- All – Provide to Joan Delaro small museum contacts on the canal for WECA program