

## **MAIN STREET ADVISORY BOARD AGENDA**

8<sup>th</sup> Floor, Conference Room C (Suite 8106)  
50 West Main Street, Rochester, NY  
Wednesday, June 4, 2008  
9:00AM – 10:30 AM

### **Action Items from May 7<sup>th</sup>:**

- Jayme and Tom to complete edits to the application/guidelines and make any further changes, if necessary, after Kathy LaPlante sends all final documents. **Done.**
- Jayme and Tom will print hard copies of the application and make CDs available for attendees at the Application Workshop. **Done.**
- Jayme/Tom to create a matrix for the Selection Committee based on the selection criteria in the community application guidelines. **Done, draft matrix attached.**
- Jayme to follow-up with potential Selection Committee members. **In process.**

### **Agenda:**

1. 2008 Main Street Application Workshop held Tuesday, May 13<sup>th</sup>
  - Over 45 local government and private sector representatives from 10 of the 11 eligible communities!
  - Applications due by 4:00PM on Friday, July 25<sup>th</sup>.
  - Forms available online at: <http://www.gflrpc.org/WECMainStreetProgram.htm>.
  - Presentations to Medina Business Association and Albion Rotary. Orleans Manufacturers Council and Albion Business Association, scheduled.
2. Development of Selection Committee
  - Joe Eicheldinger and Steven Yantz
  - Hannah Blake, Erie Canalway National Heritage Corridor
  - Jan Pisanczyn, SUNY Brockport Small Business Development Center
  - Robert Corby, Mayor of Village of Pittsford
    - o 1st meeting, Thursday, June 19<sup>th</sup> at 3pm.
    - o 2nd meeting, by early August.
    - o 3rd meeting, soon after 2nd meeting—if necessary (before September 3rd).
3. Development of Selection Criteria
  - \*Draft\* criteria matrix and scoring guidelines, attached. Be prepared to discuss today.
  - All final comments to be supplied to Tom Kicior by Monday, June 16<sup>th</sup>.
  - Final selection criteria to be provided at Wednesday, July 2<sup>nd</sup> Main Street Advisory Board meeting (with Selection Committee comments).

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

4. *Assessing the Economic Impact of Heritage Tourism in the Erie Canalway NHC:*

Volunteer Training

- Friday, June 20<sup>th</sup>, Fisher Meeting Room, Town Library, Pittsford.
- More information at: <http://www.eriecanalway.org/survey08.asp>.

5. 2008-2009 EPF LWRP Grant Program

- Applications are due Monday, June 30<sup>th</sup>.

**Next Main Street Advisory Board meeting is Wednesday, July 2<sup>nd</sup> at 9:00AM,  
8th Floor, Conference Room C (Suite 8106), 50 West Main Street, Rochester, NY.**

**Draft Matrix**

**Based on Application, Application Guidelines - Selection Criteria, some EPF Selection Criteria**

Individual points can be determined by the selection committee, Section points are permanent since they are in the application guidelines

		possible ranking?				
		N/A?	Does not meet criteria?	Low?	Medium?	High?
<b>Section I Community Characteristics (25 Total)</b>						
1	Community History and Demographics					
2	Quality of Community Assets					
3	Community Liabilities					
4	Quality of Target Area Assets					
5	Target area Liabilities					
6	Employers, Businesses, Financial Institutions					
7	Other programs/organizations present					
8	Involvement of other revitalization organizations					
<b>Section II Downtown Characteristics (Target Area)</b>						
9	Selected Target Area Size					
10	Target area					
11	Recognizable target area?					
12	Architectural/Historical significance of Buildings?					
13	Any greenspace present?					
14	Businesses present in target area?					
15	Ground Floor Vacancies?					
16	Zoning					
17	Assessed Value					
<b>Section III Historical Identity (75 pts)</b>						
18	Any Public or Private Historic Preservation in past, (or attempts)					
19	Any Public or Private Historic Preservation planned for future					
20	Any Historic or Architectural Surveys					
21	Any Historic Districts or National Registered Properties or Districts					
22	Any Historic districts, commissions, guidelines, board, plans					

<b>Section IV Program Goals (125 pts)</b>						
23	Needs					
24	Are goals reasonable and attainable?					
	Will goals address:					
25	-Filling building vacancies					
26	-Creating a sense of place					
27	-improving area aesthetically					
28	-enhancing community character					
29	-increasing tax base					
30	Are goals based on preserving and improving what is present rather than demo and new construction?					
31	Are goals custom fit to this community rather than "cut and paste" types of goals?					
32	Do goals fit into any previously written plan?					
33	Will program goals positively affect areas outside target area (community as a whole, neighboring communities)?					
34	Are any program goals canal related?					
35	Does zoning allow downtown housing and upper floor housing?					
36	Any recent housing development in target area?					
37	Any recent housing development in community?					
38	Housing goals and objectives (any goals of creating downtown housing and upper floors housing)?					
39	Are commercial development goals present?					
40	Government buildings downtown?					
<b>Section V (125 pts) Readiness to Participate,</b>						
43	Does the downtown seem like it would have a successful program (was the 4 point approach used to argue why it would)?					
44	Is the organization incorporated, will it be a 501c3?					
45	Proposed board					
46	Application contributions					
47	Role of Main Street Manager					
48	Marketing					
49	Future marketing plans/public awareness plans					
50	Volunteers who have been to Main St training					
51	Methods to share information					

<b>Section VI (125 pts) Support and Funding: Public,</b>						
	Will the local government take a strong role in supporting the program?					
52	Letter of support present and convincing?					
53	Are key players involved?					
54	Is the local government pledging funding support?					
55	Municipal Support Resolution passed?					
	Will the private sector take a strong role in supporting the program					
56	Letter of support present and convincing?					
57	Are key players involved?					
58	Is the private sector pledging funding support?					
	Will citizens take a strong role in supporting the program					
59	Letter of support present and convincing?					
60	Are key players involved?					
61	Are citizens pledging funding support?					
62	Past Main Street activities/projects?					
63	Future Main Street Activities/Projects					
64	Income sheet					
65	Budget expenditures					
66	Funding mixture					

<b>Criteria Guidelines:</b>	
	What application questions the selection criteria should be based on, and in some cases an explanation of the criteria
<b>Section I Community Characteristics (25 Total Points)</b>	
1	Q 1-14, 15-17, 27-30, pg 3, All questions Complete? (Not sure if its possible to give ratings to these questions, lets discuss)
2	Q 18, Will the assets present, help this program to be successful?
3	Q 19, Will liabilities be a detriment to this program, or do they have the potential to be improved upon?
4	Q 20, Will the assets present, help this program to be successful?
5	Q 21, Will liabilities be a detriment to this program, or do they have the potential to be improved upon?
6	Q 22-23, Are questions complete? (Not sure if its possible to give ratings to these questions, lets discuss)
7	Q 24, 26 - The more, the better? Should we take points away from villages that don't have these? Perhaps not.
8	Q 26, Are any present and willing to be involved in this program
<b>Section II Downtown Characteristics (Target Area) (25 Total Points)</b>	
9	Q 31(32, 33, 34, 35), Does it seem to include too much/too little? Do borders seem natural?
10	Q 32, Has the area traditionally been a historic commercial area? Does it excludes strip mall/sprawl development?
11	Q 32
12	Q 32
13	Q 32
14	Q 34, pretty much a yes or no question (not sure how points would reflect this)
15	Q 36, vacancies can be bad, but they could allow for potential redevelopment, so I don't know how this question should be rated
16	Q 37, Does the zoning allow for mixed use? upper floor housing?
17	Q 39,either filled out or not, not sure that we can rate the village based on how high their assessments are

	<b>Section III Historical Identity (75 Total Points)</b>
18	Q 40
19	Q 45
20	Q 41
21	Q 42-43, do we want to give points to communities with this or just points for filling out?
22	Q 44, Based on how many checkmarks in the "yes" column
	<b>Section IV Program Goals (125 Total Points)</b>
23	Q 46, Will this program address some of the area's needs? Can it have a significant positive impact?
24	Look at the overall section IV
25	Look at the overall section IV
26	Look at the overall section IV
27	Look at the overall section IV
28	Look at the overall section IV
29	Look at the overall section IV
32	Look at the overall section IV
33	Look at the overall section IV
34	Look at the overall section IV
35	Q 48
36	Q 49
37	Q 50
38	Q 50-51
39	Q 52, Do goals involved business retention/attraction and job creation?
40	Q 53, either filled out or not, not sure that we can rate the village based on where their gov buildings are. If they are D.T. they are positive because they draw people, but negative because they don't contribute to the property tax bas in the area.

	<b>Section V Readiness to Participate, Willingness to Share (125 Total Points)</b>
43	Q 54
44	Q 56
45	Q 57, Will there be enough members? Is there a mix between public and private? Do they have the right people at the table?
46	Q 58, has there been a large amount of cooperation, is there buy-in from different groups, public and private
47	Q 59
48	Q 60, Have they advertised the program to try to get support for application and program?
49	Q 61
50	Q 62
51	Q 63
	<b>Section VI Support and Funding: Public, Private Commitment (125 Total Points)</b>
52	See attached letters of support
53	Q 62, 64
54	Q 64, 69-71
55	Q 65
56	See attached letters of support
57	Q 62, 66
58	Q 66, 69-71
59	See attached letters of support
60	Q 62
61	69-71
62	Q 67, Are there any? What impact have they had?
63	Q 68, Are there any? What impact might they had?
64	Q 69-71, Mixture of public/private? 3 years of support? Could support last more than 3 years?
65	Q 69, Budget Expenditures sheet, complete?, realistic?, anything missing or underestimated?, too many in-kind not enough cash?
66	Q 71, Is there a mix of local government, citizens, and Downtown Business Owners and Property owners pledging money to the program? (Business outside Downtown, and "other" financial sources are helpful too)