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*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, June 4, 2008

9AM – 10:30 AM

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. Eicheldinger, Keybank - Community Development Lending
- Kal Wysokowski, Executive Director, Fairport Industrial Development Agency (WECA Board)
Sharon Lilla, Director, Wayne County Planning Department
- Martin Busch, Code Enforcement Officer, Village of Medina (WECA Board)
- David Richards, Chief Finance Officer, Wayne County Industrial Development Agency

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

Ex officio:

- Chuck Bell, Economic Development Coordinator, Lumber City Development Corporation
- William Evert, Director, Greater Lockport Development Corporation
- Jim Soufleris, Business Advisor, SUNY Brockport Small Business Development Center

Guests:

- Jack Martin, Small Business Owner, J. Fitzgerald Group
- Bill Clifford, NYS Canal Corporation

Main Street Advisory Board Action Items from May 7th:

- Jayme and Tom to complete edits to the application/guidelines and make any further changes, 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.**
- Jayme to follow-up with potential Selection Committee members. **In process.**

Main Street Advisory Board Agenda:

1. 2008 Main Street Application Workshop held Tuesday, May 13th
 - Over 45 local government and private sector representatives from 10 of the 11 eligible communities!
 - Applications due by 4:00PM on Friday, July 25th.
 - Forms available online at: <http://www.gflrpc.org/WECMainStreetProgram.htm>
 - Presentations to Medina Business Association and Albion Rotary. Orleans Manufacturers Council (Wednesday, June 18th) and Albion Business Association (Tuesday, June 17th), scheduled.

Kelly Kiebal, Executive Director of Orleans County Chamber of Commerce, has helped *tremendously* in coordinating presentations throughout Orleans County. The Advisory Board should let Jayme know if there are organizations in Wayne and Niagara counties that should be contacted and presented to.

- Discussion of how communities are coming along in the process.
 - Chuck – North Tonawanda is able, currently, to acquire some of the funding from the public sector. One concern is that some private companies do not want to fund a salaried position.
 - Bill – Similar issues in Lockport. They can definitely get some of the money—but not all just yet.
 - Andrea – Albion is having a meeting tonight.
 - Andrew – Things are coming along in Medina, but funding is an issue.
 - Corrine – Report from the Wayne County village mayors that none of the eligible communities are applying.
- Perhaps the County IDAs can provide funding assistance. The counties could pledge to fund whichever community is selected. Chuck will approach Niagara County, Andrew to Orleans County, and David to Wayne County.

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
 - Jim Soufleris from SUNY Brockport Small Business Development Center, who is here today, would like to take Jan’s position on the Selection Committee as Jan cannot attend the first meeting of the Selection Committee. The Advisory Board agrees.
- Robert Corby, Mayor of Village of Pittsford
 - 1st meeting, Thursday, June 19th at 3pm.
 - 2nd meeting, by early August.
 - 3rd meeting, soon after 2nd meeting—if necessary (before September 3rd).

3. Development of Selection Criteria

- *Draft* criteria matrix and scoring guidelines discussion:
 - Matrix and guidelines should be combined into one so that they are more understandable.
 - Sections I and II can be scored as “complete” or “incomplete” rather than grading each question.
 - Many other questions can be scored as “complete” or “incomplete” rather than scoring them.
 - See revised matrix for all specifics (attached).
- All final comments to be supplied to Tom Kicior by **Friday, March 13th**.
- Final selection criteria to be provided at Wednesday, July 2nd Main Street Advisory Board meeting (with Selection Committee comments).

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

- Friday, June 20th, 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 30th.
- Jayme is submitting an application that would keep the regional coordinating program in operation after the two-year DOS Quality Communities funding is complete. The 2008-2009 EPF-LWRP funding would sustain years 2010 – 2011 of the regional coordinating program. Wayne County has agreed to be the lead applicant. Sharon Lilla has been coordinating the county efforts.
- The grant is a 50/50 match. We are using the cash fundraised at the local level for the local Main Street Programs to provide the 50-match.

Action Items:

- David Richards to request in-kind/cash from Wayne County IDA for local Main Street Program.
- Andrew Meier to request in-kind/cash from Orleans County IDA local Main Street Program.
- Chuck Bell to request in-kind/cash from Niagara County IDA for local Main Street Program.

- Josephine Matela to provide Jayme Breschard Holley contact for program outreach.
- Tom Kicior to revise criteria matrix. Send comments to Tom no later than **Friday, June 13th**.
- Jayme Breschard to continue outreach with eligible communities.
- All – Send Jayme suggestions on various interest groups to present to—especially in Niagara and Wayne Counties.

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

DRAFT Application Selection and Criteria Matrix							
<i>Based on 2008 Community Application, Application Guidelines, Selection Criteria, and some EPF Selection Criteria</i>							
Individual points can be determined by the Selection Committee. Section points are permanent, as they are stated in the application guidelines.							
			<i>Possible Ranking?</i>				
			N/A?	Has criteria been met?	Low (1-5 pts.)	Medium (5-10 pts.)	High (10-15 pts.)
Section I – Community Characteristics (25 total points)							
1		Determine points on the section's completeness. (A fully-completed section should receive all points.) Based on Questions 15 – 30.					
Section II – Downtown Characteristics (Target Area) (25 total points)							
2		Determine points on the section's completeness. (A fully-completed section should receive all points.) Based on Questions 31 – 39.					
Section III – Historical Identity (75 total points)							
3		Are historic buildings present? Based on Question 32, 40 – 45. An answer that indicates the presence of historic buildings and photographs, if available. (Any comments? I think that if communities do not discuss historic buildings in Question 32, which is worded "architecturally significant buildings," we should give credit if historic buildings are identified in the photographs that have been submitted.)					
4		Any public or private historic preservation in past or attempts? (Historic surveys, architectural surveys, nationally-registered properties, local historic districts, commissions, boards, guidelines, plans, etc.) Based on Questions 40 – 44.					
5		Any public or private historic preservation planned for the future? Based on Question 45.					
Section IV – Program Goals (125 total points)							
6		Needs. Will this program address some of the area's needs? Can it have a significant impact? Based on Question 46.					
7		Are goals reasonable and attainable? Based on Section IV as a whole:					

	Questions 46 – 53.					
	Will goals address:					
8	° Filling building vacancies. Based on Section IV as a whole: Questions 46 – 53.					
9	° Creating a sense of place. Based on Section IV as a whole: Questions 46 – 53.					
10	° improving area aesthetically. Based on Section IV as a whole: Questions 46 – 53.					
11	° Enhancing community character. Based on Section IV as a whole: Questions 46 – 53.					
12	° Increasing tax base. Based on Section IV as a whole: Questions 46 – 53.					
13	Are goals based on preserving and improving what is present rather than demo and new construction? Based on Section IV as a whole: Questions 46 – 53.					
14	Do goals fit into any previously written plan? Based on Section IV as a whole, Questions 46-53					
15	Are any program goals canal-related? Based on Section IV as a whole: Questions 46 – 53.					
16	Does zoning allow downtown housing and upper floor housing? Based on Question 48.					
17	Any recent housing development in target area? Based on Questions 49 – 50.					
18	Housing goals and objectives (goals of creating downtown housing and upper floors housing should score higher). Based on Questions 50 – 51.					
19	Commercial development goals (goals involving business retention / attraction and job creation should score higher). Based on Question 52.					
20	Is the post office and/or city/village hall located downtown? Based on Question 53.					
	Section V – Readiness to Participate, Willingness to Share (125 total points)					
21	Does the downtown seem like it would have a successful program (was the Four- Point Approach used to argue why it would)? Based on Question 54.					
22	Is the organization incorporated, will it be a 501c3? (Community should receive points just for completing this question, not for answering “yes.”) Based on Question 56.					
23	Proposed board. (Does there appear to be enough members? Is there a mix between public and private? Are the right people at the table?) Based on Question 57.					

24	Who was involved in completing the application? (Was there a mix of public and private? Has there been a large amount of cooperation?) Based on Question 58.					
25	Role of Main Street Manager. Based on Question 59.					
26	Marketing. Has the program been advertised to gain support? Based on Question 60.					
27	Future marketing plans / public awareness plans. Based on Question 61.					
28	Volunteers who have attended Main Street training. Based on Question 62.					
29	Methods to share information. Based on Question 63.					
	Section VI – Support and Funding: Public, Private Commitment (125 total points)					
30	Will the local government take a strong role in supporting the program?					
31	Are letters of support from local government present?					
32	Are key local government players involved? Based on letters of support and Questions 62, 64.					
33	Is the local government pledging funding support? Based on Questions 64, 69 – 71.					
34	Has a municipal resolution in support of the program been passed? Based on Question 65.					
35	Will the private sector take a strong role in supporting the program?					
36	Are letters of support from private sector present?					
37	Are key private sector players involved? Based on Questions 62, 66.					
38	Is the private sector pledging funding support? Based on Questions 66, 69 – 71.					
39	Will citizens take a strong role in supporting the program?					
40	Are letters of support from citizens present?					
41	Are key citizen players involved? Based on Question 62.					
42	Are citizens pledging funding support? Based on Questions 69 – 71.					
43	Past Main Street activities / projects? (Do they exist, have they had an impact?) Based on Question 67. (If discussed elsewhere in the application, points should be given.)					

44	Future Main Street activities / projects. (Are any planned, would they have a positive impact?) Based on Question 68. (If discussed elsewhere in the application, points should be given.)					
45	Income sheet. (Mixture of public and private? 3 years of support? Could these funds extend beyond the 3 years?) Based on Questions 69 – 71.					
46	Budget expenditures. (Are budget sheets complete and realistic? Is anything missing or underestimated?) Based on Question 69.					
47	Funding mixture. (Is there a mixture of local government, citizen and business, and property owner spending? Donations from outside the target area are helpful as well. Applications with actual funding pledges should score higher than plans on where to find funding). Based on Question 70.					