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

MAIN STREET ADVISORY BOARD**AGENDA**

8th Floor, Conference Room C (Suite 8106)

50 West Main Street, Rochester, NY

Wednesday, July 2, 2008

9:00AM – 10:30 AM

Action Items from Wednesday, June 2nd:

- David Richards to request in-kind/cash from Wayne County IDA for local Main Street Program. **Please be prepared to discuss today.**
- Andrew Meier to request in-kind/cash from Orleans County IDA local Main Street Program. **Please be prepared to discuss today**
- Chuck Bell to request in-kind/cash from Niagara County IDA for local Main Street Program. **Please be prepared to discuss today**
- Josephine Matela to provide Jayme Breschard Holley contact for program outreach. **Incomplete.**
- Tom Kicior to revise criteria matrix. Send comments to Tom no later than **Friday, June 13th.** **Complete, find final draft Selection Matrix attached with Selection Review Committee revisions.**
- Jayme Breschard to continue outreach with eligible communities. **Report during agenda.**
- All – Send Jayme suggestions on various interest groups to present to—especially in Niagara and Wayne Counties. **Ongoing.**

Agenda:

1. Selection Review Committee

- Met on Thursday, June 19th. Revisions to *final draft* Selection Matrix, attached, along with *Sample Scoring Sheet (Main Street Application Scoring)* document provided by NTMSC.
- Committee awaits further revisions from the Advisory Board. If none, the Selection Matrix becomes FINAL.
- 2nd meeting, by early August (TBD).

2. Program Coordinator Report

- Presentations to Medina Business Association (6/5), Albion Business Association (6/17), Orleans Manufacturers Council (6/18), Lockport Common Council (6/18), and Macedon Village Board (6/25).
- Discussion of shared applications and existing municipal employee/Main Street Program Manager.

3. 2008-2009 EPF LWRP application

4. WECA Board Report (meeting on 6/18)

- Subcommittee formed to review WECA contracts with NTMSC and G/FLRPC.

Next Main Street Advisory Board meeting is **Wednesday, August 6th** at 9:00AM,
8th Floor, Conference Room C (Suite 8106), 50 West Main Street, Rochester, NY.

Selection Matrix						
Based on Community Application, Application Guidelines, and Selection Criteria						
<i>Points Available</i> for each matrix question are determined using the <i>Total Points</i> per <i>Section</i> , in addition to the Selection Review Committee's desire to have certain application questions weighted differently. As each matrix question will receive a specified number of points, the ranges (<i>i.e. 1-8 for Low</i>) are to be used merely as guidelines.						
Section I Community Characteristics (25 total points)		Points Available	N/A	Low	Medium	High
1	Determine points based on how comprehensive the answers are. (Complete and well-described answers should receive more points than brief or incomplete answers.)	25	0	1-8	9-17	18-25
	Based on questions 15-30.					
Section II Downtown Characteristics (Target Area) (25 total points)		Points Available	N/A	Low	Medium	High
2	Determine points on how comprehensive the answers are. (Complete and well-described answers should receive more points than brief or incomplete answers.) Based on questions 31-39.	25	0	1-8	9-17	18-25
Section III Historical Identity (75 total points)		Points Available	N/A	Low	Medium	High
3	Historic buildings present? Based on question 32, 40-45 as well as photographs (if available) and any answer that indicates that historic buildings are present. Significant historic buildings should receive more points.	45	0	1-15	16-30	31-45
4	Any public or private historic preservation in past, or attempts? (i.e. historic surveys, architectural surveys, National/State Register/locally landmarked properties/historic districts, commissions, boards, guidelines, written plans, etc.) Based on questions 40-44.	15	0	1-5	6-10	11-15
5	Any public or private historic preservation projects/activities planned for future? Based on question 45.	15	0	1-5	6-10	11-15
Section IV Program Goals (125 total points)		Points Available	N/A	Low	Medium	High
6	Needs. Will this program address some of the area's needs? Can it have a significant impact? Based on question 46.	10	0	1-3	4-7	8-10
7	Are goals reasonable and attainable? Based on Section IV as a whole, questions 46-53.	10	0	1-3	4-7	8-10
8	Will goals address:	25	0	1-8	9-17	18-25
	°Filling building vacancies. Based on Section IV as a whole, questions 46-53.					
	°Creating a sense of place. Based on Section IV as a whole, questions 46-53.					
	°Improving area aesthetically. Based on Section IV as a whole, questions 46-53.					
	°Enhancing community character. Based on Section IV as a whole, questions 46-53.					
	°Increasing tax base. Based on Section IV as a whole, questions 46-53.					

9	Are goals based on preserving and improving what is present rather than demolition and new construction? Based on Section IV as a whole, questions 46-53.	15	0	1-5	6-10	11-15
10	Do goals fit into any previously written plan? Based on Section IV as a whole, questions 46-53.	10	0	1-3	4-7	8-10
11	Are any program goals canal-related? Based on Section IV as a whole, questions 46-53.	15	0	1-5	6-10	11-15
12	Does zoning allow downtown housing? Zoning that allows upper floors housing can be given extra points. Based on question 48.	5	0	1-2	3	4-5
13	Any recent housing development in target area? Based on questions 49-50.	10	0	1-3	4-7	8-10
14	Housing goals and objectives. (Goals of creating downtown housing and upper floors housing should score higher.) Based on questions 50-51.	10	0	1-3	4-7	8-10
15	Commercial development goals. (Goals involving business retention/attraction and job creation should score higher.) Based on question 52.	10	0	1-3	4-7	8-10
16	Are post office, city/village hall, or library buildings located downtown? Based on question 53.	5	0	1-2	3	4-5
Section V (125 total points) Readiness to Participate, Willingness to Share						
		Points Available	N/A	Low	Medium	High
17	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.	15	0	1-5	6-10	11-14
18	Is the organization incorporated, will it be a 501c3? (Community should receive points just for filling this question out, not for answering "yes.") Based on question 56.	9	0	1-3	4-6	7-9
19	Proposed board. (Does there seem like enough members? Is there a mix between public and private? Are the right people at the table?) Based on question 57.	15	0	1-5	6-10	11-14
20	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.	15	0	1-5	6-10	11-14
21	Role of Main Street Manager. Based on question 59.	17	0	1-6	7-11	12-17
22	Marketing. Has the program been advertised to gain support? Based on question 60.	15	0	1-5	6-10	11-15
23	Future marketing plans/public awareness plans. Based on question 61.	15	0	1-5	6-10	11-15
24	Volunteers who have been to any Main Street training. Based on question 62.	9	0	1-3	4-6	7-9
25	Methods to share information. Based on question 63.	15	0	1-5	6-1	11-15

Section VI (125 total points) Support and Funding: Public and Private Commitment		Points Available	N/A	Low	Medium	High
26	Will the local government take a strong role in supporting the program?	25	0	1-8	9-17	18-25
	°Letter(s) of support present?					
	°Are key players involved? Based on letters of support and questions 62, 64.					
	°Is the local government pledging funding support? Based on questions 64, 69-71.					
	°Municipal Support Resolution passed? Based on question 65.					
27	Will the private sector take a strong role in supporting the program?	25	0	1-8	9-17	18-25
	°Letter(s) of support present?					
	°Are key players involved? Based on questions 62, 66.					
	°Is the private sector pledging funding support? Based on questions 66, 69-71.					
28	Will citizens take a strong role in supporting the program?	25	0	1-8	9-17	18-25
	°Letter(s) of support present?					
	°Are key players involved? Based on question 62.					
	°Are citizens pledging funding support? Based on questions 69-71.					
29	Past Main Street activities/projects? (Do they exist, have they had an impact?) Based on question 67. (If this is discussed elsewhere in the application, points should be given.)	10	0	1-3	4-7	8-10
30	Future Main Street activities/projects. (Are any planned, would they have a positive impact.) Based on question 68. (If this is discussed elsewhere in the application, points should be given.)	10	0	1-3	4-7	8-10
31	Income sheet. (Mixture of public and private? Three years of support? Could these funds go on longer than three years?) Based on questions 69-71.	10	0	1-3	4-7	8-10
32	Budget expenditures. (Are budget sheets complete and realistic. Is anything missing, or underestimated?) Based on question 69.	10	0	1-3	4-7	8-10
33	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.	10	0	1-3	4-7	8-10

Main Street Application Scoring

Community _____

I. Community Characteristics (25pts)

Strong Points

Weak Points

Additional Information Needed

Questions

Score

0

II. Downtown Characteristics (25 pts)

Strong Points

Weak Points

Additional Information Needed

Questions	
Score	0
III. Historical Identity (75 pts)	
Strong Points	
Weak Points	
Additional Information Needed	
Questions	
Score	0
IV. Program Goals (125 pts.)	
Strong Points	
Weak Points	

Questions	
Information Needed	
Score	0
V. Readiness to Participate/Willingness to Share Information (125 pts.)	
Strong Points	
Weak Points	
Information Needed	
Questions	
Score	0
VI. Support and Funding – Public/Private Sector Commitment (125 points)	
Strong Points	

Weak Points	
Additional Information Needed	
Questions	
Score	0
Total	0