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**Jayne Breschard, Program Coordinator**

*Genesee/Finger Lakes Regional Planning Council*

50 West Main Street – Suite 8107

Rochester, New York 14614

585-454-0190 x 18

Fax 585-454-0191

[jbreschard@gflrpc.org](mailto:jbreschard@gflrpc.org)



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

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**Main Street Advisory Board: Meeting Minutes**

8th Floor, Conference Room C

50 West Main Street, Rochester, NY

Wednesday, July 2, 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, 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
- Chuck Bell, Economic Development Coordinator, Lumber City Development Corporation
- William Evert, Director, Greater Lockport Development Corporation  
Jack Martin, Agency Principal/Owner, J. Fitzgerald Group
  
- Jayme Breschard, Program Coordinator
- Tom Kicior, Assistant Program Coordinator

**Ex officio:**

- Jim Soufleris, Business Advisor, SUNY Brockport Small Business Development Center
- Todd Lippa, New York State Canal Corporation
- David Zorn, Executive Director, Genesee/Finger Lakes Regional Planning Council

**Action Items from June 4<sup>th</sup>:**

- David Richards to request in-kind/cash from Wayne County IDA for local Main Street Program.
  - The IDA has voted to support the application through a financial contribution that would be awarded to the selected community in Wayne County. The dollar amount has not been decided yet. It may be a year-by-year commitment instead of a three-year commitment at this time.
- Andrew Meier to request in-kind/cash from Orleans County IDA local Main Street Program.
  - An official IDA meeting is not scheduled to occur until after the applications are due. The IDA is unofficially in favor of the application and may be able to give \$5,000 – \$10,000 in support. It may be a year-by-year commitment instead of a three-year commitment at this time.
- Chuck Bell to request in-kind/cash from Niagara County IDA for local Main Street Program.
  - The IDA is not going to contribute. An official request of \$10,000 has been given to the County Legislature. The request has been met with positive feedback but has not been officially approved. It may be a year-by-year commitment instead of a three-year commitment at this time.

## Agenda:

### 1. Selection Review Committee

- Met on Thursday, June 19<sup>th</sup>. Revisions to *final draft* Selection Matrix, attached, along with *Sample Scoring Sheet* (Main Street Application Scoring) document provided by NTMSC.
  - Matrix changes were based on point emphasis determined by the Selection Review Committee to certain application questions.
- The Committee awaits further revisions from the Advisory Board. If none, the Selection Matrix becomes final.
  - Advisory Board has no more comments, thus the Selection Matrix is final.
- 2nd meeting scheduled for Wednesday, August 20<sup>th</sup> from 9:30 AM until noon (longer, if needed).
  - The Selection Review Committee will score the applications on their own and come to the meeting ready to discuss their matrix scores.
  - Scores can be changed at this meeting during discussion with other Selection Review Committee members.
  - Selection Review Committee was concerned about the part of the application that states “Applications will be rejected if not complete.” (Pg. 12 of the Application Guidelines.) They have requested that WECMSP staff review the applications and, if need be, return them to the communities in 1-2 days to fix any problems before being sent to the Selection Review Committee.
  - The Advisory Board has decided to keep the current deadline of Friday, July 25<sup>th</sup> and not allow any “extensions” to fix applications. They have decided instead to relax the requirement of an application being *fully completed* to apply to the WECMSP. Now, contrary to the Application Guidelines, questions that are **not** filled out completely will simply receive “0” points rather than the entire application being thrown-out. If something such as a signature on the application is missing, a correction can be made without penalty.
  - The Selection Review Committee will need to receive the Work Plan from the DOS Quality Communities Program contract. The NTMSC requirements of a designated Main Street community are listed on pgs. 11 – 12 of the Application Guidelines. Both contracts should be referred to so as to address questions regarding sharing a local Main Street Program Manager with an existing municipal/business position and joint community applications.

### 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), Macedon Village Board (6/25), and Lyons Village Board (7/2).
- Discussion of shared applications and existing municipal employee/Main Street Program Manager.
  - Jayme is not in the position to make any executive decisions regarding whether a community should or should not submit an application to the WECMSP. The community must refer to both the NYS DOS Quality Communities and NTMSC contracts and program requirements.
  - Some Advisory Board members believe that a shared position between two communities would be beneficial—others do not.
  - The DOS Quality Communities Grant Application Work Plan states “Three canal communities, one in each of the three partner counties, will be selected to receive intensive revitalization planning assistance...” and “The Regional Program Coordinator will reach out to the villages/small cities...”
  - The NTMSC criteria states, “In small sized communities (populations of less than 5,000), national experience shows that an Executive Director of Program Manager can work part-time (a minimum of 25 hours per week), while larger communities need a full-time manager (minimum of 40 hours per week). Eligible communities must commit to hire a paid Executive Director or program manager according to these guidelines.”
  - The Advisory Board believes that the current DOS Quality Communities contract should remain “as is” and will not seek any amendments until the Selection Review Committee can make their decisions based on the NYS DOS Quality Communities and NTMSC contracts and program requirements.

#### Further contract issues

- WECA has created a subcommittee to look into contract issues with NTMSC and G/FLRPC.

- A possible solution, should any of the three partner counties fail to submit or submit an application that does not meet program standards, would be to amend the DOS Quality Communities contract to allow more than one from a county (I.e. select the next best application from either of the other two counties). This discussion would occur should that problem arise, after the application deadline of Friday, July 25<sup>th</sup> and/or after the Selection Review Committee selects the three communities on Wednesday, August 20<sup>th</sup>.

### 3. 2008-2009 EPF LWRP application

- Jayme submitted the grant proposal on Friday, June 27<sup>th</sup>.
- The award announcement occurs in about 6 months. The contract arrives much later.
- Application specifics:
  - For years 2010-2011
  - 50/50 program. \$240,000 with \$240,000 match – the local program budgets have been established as the match.
  - Continuation of services with three (3) selected communities and a new round of applicant communities.
  - We are not bound by the NTMSC. The EPF LWRP application supports the use of local consultants for local program services, training, activities, etc. The designated communities can expect to see this grant award being used to directly support their local programs.
- Thank you to Sharon Lilla for facilitating Wayne County in serving as the lead municipal sponsor for the application and to Jayme for writing it.

### 4. WECA Board Report (Meeting on 6/18)

- Subcommittee formed to review WECA contracts with NTMSC and G/FLRPC.
  - WECA has had change in staff (Program Manager). They would like to look into all contracts to make sure they suit all program needs and to amend/revise, if necessary.
- WECA has approved Chuck Bell, Bill Evert, and Jack Martin as official Advisory Board members. The Advisory Board welcomes and congratulates them!
- WECA would like to know if anyone else is needed to serve on the Advisory Board. If so, give Kal their names.
  - Joe Eicheldinger suggests Sara Linda Hooker as ex-officio. She is a consultant in Canandaigua who does market studies / market research.
- Peg Churchill is going to step down as the Chair of the WECA Board. Vice Chair Marty Busch is not interested in filling the Chair role. There will be a change of leadership soon.

### 5. Other

- Todd Lipka from NYS Canal Corporation joins us today. Todd is from the Buffalo office and can come to the Advisory Board meetings to represent that NYS Canal Corporation views. His contact info is below:  
 Todd Lipka  
 (716) 635-6257  
[Todd\\_lipka@canals.state.ny.us](mailto:Todd_lipka@canals.state.ny.us)
- Question: Can we have a section on the WECMSP website that serves as a frequently asked questions and answer area?
- WECMSP Brochure – Tom has created a brochure that can be used for community outreach. Please get him any comments.
  - Iowa statistics will be changed to National economic statistics.
  - Out-of-town photographs can remain until the next round where we can show accomplishments of the WECMSP.
- Communities are asking questions about how to find/hire a local Program Manager
  - Jayme has done some research and forwarded information/publications about this topic to those interested parties.
- Hope VI Main Street Grants is a HUD grant program for affordable housing. This financing/initial funding only available to official Main Street Programs. Deadline is August 29<sup>th</sup>. Although none of our communities will be able to apply this year – it should be noted that becoming a designated Main Street community opens many doors to these kinds of incentives and assistance.

**Action Items:**

- David, Andrew, and Chuck to keep the Advisory Board posted on any IDA/County Legislator funding news.
- Tom to revise the WECMSP brochure and send it to the Advisory Board in case they would like to use the final draft for further program outreach.
- Tom will send the Selection Review Committee the DOS Quality Communities Program contract.
- Jayme/Tom to get 2008 Community Application Q&As onto the WECMSP website.
- Jayme to look into NTMSC Board Member Handbooks.
- All – Relay news about County/IDA contribution to the eligible Main Street communities.
- All – Send Tom any comments regarding the WECMSP brochure.

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