



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

**Western Erie Canal Alliance's
Main Street Program
Advisory Board Meeting Minutes**

Historic Post Office
1 East Avenue
Lockport, NY 14094
Wednesday, July 29, 2009
2:00 – 3:30 PM

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 (WECA Board)
- Kal Wysokowski, Executive Director, Fairport Industrial Development Agency (WECA Board)
- 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

Staff:

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

Ex officio:

- Joan Delaro, WECA Project Manager
- Todd Lippa, New York State Canal Corporation

Guests:

- Maureen Palumbo, Community Developer, NYS Office of Community Renewal Division of Housing and Community Renewal
- Peg Churchill, Executive Director, Wayne County Industrial Development Agency (Chair of WECA)
- Jerry Ashley, Main Street Manager, Lyons Main Street
- Heather Peck, Main Street Manager, Lockport Main Street, Inc.
- Michael Bonafede, Interim Main Street Manager, Albion Main Street Alliance
- Michael Tucker, City of Lockport Mayor (WECA Board)
- Maarit Vaga, Chair, Albion Main Street Alliance
- Tom Callahan, Lockport Cave and Underground Boat Ride

1. Can the Advisory Board be of assistance with the following?

- Suggestions and insights for Lyons' Program Manager to re-energize the Board?
There is concern regarding clarification of Jerry's responsibilities and those of the Board. The Board expects Jerry to do all the work and the committees are totally dependant on him. He needs to keep the Board on target and rejuvenated so that they get to where they need to be. The Board may not understand their roles and may need a "refresher." Board bylaws may help. Michael and Heather can send Jerry their bylaws for example. The NTMSC work plan development session may be able to address some Board

functions. Jerry may have an open position on his Board. Peg attended the Economic Restructuring Committee meeting. Jerry would still like to request a refresher on Board roles and responsibilities.

- Suggestions on hiring a Program Manager for Albion Main Street Alliance?

Peg is concerned that Albion does not have a Manager because it is possible that it could affect their National Trust Main Street designation. Michael explains they've interviewed a candidate four times and they are planning to hire. Michael believes there is no area where the program is lacking because of not having a Manager. The Board is doing a great job, evidenced by the Board's detailed notes and correspondence documenting its progress toward designation. Boards and committees are doing all on-the-ground work. They had high attendance at all NTMSC trainings and meetings and as a group will be able to pass this knowledge on to the new Manager. Heather and Jerry commend Albion for accomplishing so much without a Manager. Andrea believes that because they are keeping-up, AMSA should still get the National Trust designation. In terms of funding, they only have 8% left to collect and have saved a lot of funding by not having a Manager and utilizing an active volunteer Board.

- Insights and suggestions in how Lockport Main Street, Inc. might diversify its funding base?

Heather explains that she has secured a \$75,000 grant for operation (\$25,000 per year for three years). Peg advised Heather to seek a more diverse range of funding. Heather explained that she needed to find a significant chunk of money to literally "keep the doors open." Heather explained that she has spent a lot of time fundraising and now has time to focus on the actual program, but she can continue to work on getting a more diverse group of funders. Her plan to increase private funding includes personally delivering the 'Business Survey' to her downtown businesses, creating an opportunity for better communication. She emphasized that she will solicit the businesses for funds while conducting the survey. Joe E. thought that the tactic seemed a good, thorough way to get the funding issue in front of the private sector folks.

2. Expectations for the Work Plan Development Sessions: September 21 – 25, 2009. In order to maximize our time with the last service delivery by the National Trust Main Street Center, it would be good for the three Main Street programs to provide a written "brainstorming" work plan that shows their current/future activities for their Four-Point committees. During the work plan sessions, we will want to integrate the program's current projects with the recommendations and objectives that came out of the Resource Team Reports.

- Because the workshops are only one-day long, a brainstorming session with the Board and committee members will help focus the actual NTMSC work plan development session.
- Examples of work plans are available for reference on the NTMSC website.
- Please submit draft work plan to Jayme **two weeks prior** to the work plan development sessions. (Jayme has provided a template work plan form to all Managers on August 6.)

3. Executive Summaries to be provided by Program Managers for the Resource Team Reports?

- Communities should create an Executive Summary of the NTMSC Resource Team Report for distribution to interested parties.
- Please provide this one-page summary to Jayme by **mid-October**.

4. NYS DOS EPF-LWRP 2009-2010 grant cycle. See: http://www.nyswaterfronts.com/grantopps_EPF.asp.

Are there similar "demonstration projects" for the three Main Street communities that came out of the Resource Team Reports, which can be administered regionally?

- NYS Department of State is interested in demonstration projects. Resource Team Reports may reveal ideas for types of projects. This *could* be a regional venture between the three Main Street programs. Application deadline is **September 16, 2009**.

5. Discuss a strategy for interfacing with NYS DHCR. (Especially in regards to the NY Main Street Grant Program.) Please review the minutes of Wednesday, May 27th at:

<http://eriecanalheritage.com/content/Generic/View/1:field=documents:/content/Documents/File/59.pdf>.

- The DHCR NY Main Street program applications are probably due in April.
- NYS DHCR has other funding opportunities as well.

6. Input from Advisory Board regarding the 2009 Work Plan for submission to NYS DOS?

- Joe, Jayme, and Dave Zorn will discuss it. (Conversation occurred July 30, 2009.)

7. Other

- Year-End Assessment will occur in December along with submittal of Reinvestment Statistics to NTMSC (current contract for Regional Coordinator services between WECA and G/FLRPC began January 1, 2008 and ends December 31, 2009).

Next meeting: To be determined.