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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, September 3, 2008

12PM – 1:30 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
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, Business Owner, J. Fitzgerald Group

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

Ex officio:

- Todd Lippa, New York State Canal Corporation
- David Zorn, Executive Director, Genesee/Finger Lakes Regional Planning Council
- Joan Delaro, WECA Project Manager

Guests:

- Kathy LaPlante, Program Officer, National Trust for Historic Preservation's Main Street Center
- Peg Churchill, Executive Director, Wayne County Industrial Development Agency, WECA President

Action Items from Wednesday, August 6th:

- Get your comments in to Jayme re: Part II Application, 2008 Selection Rounds (Q. 14 and 18 – 20) for finalization. **Final application (in Microsoft Word and Adobe Acrobat formats) posted to:**
<http://www.gflrpc.org/WECMainStreetProgram.htm>
 - The Board had agreed early on in the application process that the socioeconomic questions would be removed from the original application and put into a Part II and answered only by the three selected communities. Hannah Blake from the Erie Canalway National Heritage Corridor helped Jayme include data collection questions pertaining to the Erie Canal into Part II.
- Contact Tom if you would like to have some of the high-quality WECMSP brochures.
- Get your ideas to Jayme re: Main Street topics for the Fall 2008 Local Government Workshop.
 - G/FLRPC's Local Government Workshop (LGW) is a great venue to educate municipal professionals/officials and the public about various Main Street issues. Jayme will be presenting on, "Developing a Downtown Plan." The Fall 2008 LGW will be held on Friday, November 14th at the Genesee River Hotel and Conference Center. For more information, visit:
<http://www.gflrpc.org/Fall2008.htm>
- Get your links/articles to Jayme for the WECMSP e-newsletter and/or distribution lists. See newsletter at:
<http://www.gflrpc.org/ProgramAreas/Canal/Newsletter/Newsletter.htm>

- The e-newsletter will be sent to the WECMSP Advisory Board members, Ex Officio members, and to the Erie Canalway Alerts.

Agenda:

1. Selection Review Committee (SRC)

- Some communities were selected for the WECMSP at the 1st Selection Review Committee meeting, which was held Wednesday, August 20th.
- Niagara County – SRC voted that the City of Lockport, being the only applicant from Niagara County, met the requirements of the WECMSP and would be the selected community from Niagara County.
- Wayne County – SRC voted that the Village of Lyons would be the selected community from Wayne County. An oral presentation was not needed as the Village of Lyons received higher scores on the selection review matrix from all members of the SRC over the other applicant community from Wayne County, the Village of Macedon.
- Orleans County – SRC had a split vote: two members were in favor of Albion and two members were in favor of Medina. The ex officio member had both communities scoring equally. None of the SRC members had either community scoring higher by a large margin. The decision was made by the SRC to request that the two Orleans County communities give oral presentations on certain aspects of the application, such as program goals and readiness to participate, in order to allow the SRC to adjust their matrix scores accordingly and get a better feel for which community should be awarded the services of the WECMSP and NTMSC.
- Oral presentations for Albion and Medina were held today, Wednesday, September 3rd from 9 – 10:30 am. SRC agreed that both communities did an **excellent** job preparing their applications and soliciting their communities to participate and endorse the local Main Street program. SRC voted unanimously that the Village of Albion would be the selected community from Orleans County.
- The Advisory Board needs to vote to accept the community selections made by the SRC. WECA will affirm the Advisory Board's selection.
 - David Richards motions to accept the City of Lockport, Village of Albion, and Village of Lyons as the inaugural Western Erie Canal Main Street Program communities. Marty Busch seconds. Andrew Meier, Jim Whipple, Steve Yantz, and Joe Eicheldinger are in favor. Andrea Rebeck, Corrine Kleisle, and Bill Evert abstain.
 - WECA will vote via email and have a press release and announcement ready by this Friday, September 5th.
- Draft of comments and guidance for all applicant communities.
 - Jayme will provide comments from the SRC to each applicant community regarding strengths and weaknesses in their applications and also provide suggestions for the future.
- Letter of Agreement.
 - SRC recommends to the Advisory Board that a piece be included in the Letter of Agreement to the selected communities about sharing technical assistance services with the non-selected applicant communities.
 - The Advisory Board agrees with this concept.

2. Special Guests:

- WECA Board has been invited to attend today's Advisory Board meeting to provide feedback regarding the Selection Review Committee's choice for the three inaugural WECMSP communities.
 - Peg thanks the Main Street Advisory Board and the Selection Review Committee.
 - WECA includes entire counties, so it would be possible to branch out to non-canal communities in the future. The program may also need to expand in terms of staff.
- Kathy LaPlante of the National Trust Main Street Center. Kathy has participated in the application and selection process. We invite Kathy to attend today's Advisory Board meeting to discuss how the NTMSC will structure the *Start-up Consultation*, *Basic Training*, *Manager Orientation*, *Resource Team Visits*, and *Work Plan Workshops* and follow-up with implementation.

- The application process prepares the communities since it requires a great deal of community effort and cooperation to complete. Part II will help to continue this collaboration. Part II Application will need to be completed in the next 90 days (deadline is Tuesday, December 2nd).
- Start Up Visits – One day visit. The NTMSC will look at each local program’s organizational structure and talk to organization members. In the “Start Up” training, the NTMSC can assist in hiring the program manager by providing job descriptions, putting the job posting on their website, etc. There is a specific selection process. Certain timelines for advertising, conducting interviews, etc. should be followed. Potential dates for Start Up Visits are the last week in September or some other possible weeks in October are available (should have all three in one week).
- Basic Training Sessions – These will include 2 days of Main Street 101 training. Half a day on each of the Four Points. Available dates are November 12-13 and 19-20. Some dates are available in December. The program managers need to be hired by this training session. This training will be done by two NTMSC individuals.
- New Manager Orientation Training – This is a one day training on how to organize and manage volunteers, how to report data that has been collected, how to work with the NTMSC, work plan facilitation, dealing with stress and burnout, etc.
- Resource Team Visits – These visits will be the most intense. The visits will consist of three consultants and Jayme (WECMSP) spending 3 days of interviewing focus groups, doing tours, and then offering direct recommendations for a 3-5 year period of goal. Resource teams can be matched with the specific needs of each community. There will be a public presentation after the visit is done which could take place between January – March. The community will get a document (about 50 pages) with recommendations about 60 days later.
- Workplan Workshop – (April/May) This workshop would occur after the Resource Team Visits. The workshop presenters will work with the community and determine if there are other goals/recommendations from the community that were not included in the Resource Team report. Then a very specific work plan will be created from the document as well as the other public input. Each goal will have specific steps laid out in order to get to the goal. The work plan will have a timeline, budget, and assigned volunteers to each task.
- An early work plan might be created at the beginning of the whole process to deal with topics related to finding committee members, finding an office, finding a Main Street program manager, etc.
- Peg asks if it would be possible to rearrange the contract to take some resources from one training session and put them in another, if necessary. Kathy says that this would be possible, if need be.
- Andrea Rebeck requests that the communities receive some sort of guidance on how to share with the non-awarded communities. Kathy – Cooperation is key. Communities will have to learn and implement the Four-Point Approach in their respective downtowns. However, Main Street basic training can be attended by non-selected applicant communities. Another option is if a selected community brings in an outside consultant, they may invite another community to be involved. Newsletters and quarterly meetings with the program managers is another possibility. Communities could also offer a public presentation to a potential future Main Street applicant. At the beginning, it may be difficult to help others until the selected communities themselves have gained enough experience.
- Jayme will do her best to allow other communities to be involved (either in attending basic training workshops or via “shadowing”). We look to the Advisory Board to help us create and advocate for that partnership and help everyone work together.

3. Program Coordinator Report

- General grant reward from Wal-Mart, Inc.
 - Possibility for one-to-two-year memberships to the National Main Street Center for the three inaugural WECMSP communities (valued at \$250 per year).
 - Ancillary costs of the regional coordinating program (i.e. NTMSC publications).
- Training session at G/FLRPC Fall Local Government Workshop: Friday, November 14.
- 2008 NYS Canal Conference, Grand Island: Sunday, October 5 – Tuesday, October 7.
- Fall 2008 Program Coordinators Meeting: Sunday, October 19 – Thursday, October 23.

- Jayme informed the Advisory Board that Sharon Lilla is stepping down from the board due to increasing work commitments from the Wayne County Planning Department. The Advisory Board has certainly valued Sharon's insight and experience. Sharon will continue forward in an ex officio position.
- Update on ex officio letters of invitation and resource guide (Tom).
 - Letters have gone out to organizations that the WECMSP would like to invite as ex officio members. We have also requested that these organizations supply us with a list of any services that they could provide the WECMSP or to the selected communities.
 - Advisory Board members and current Ex Officio members will be receiving a similar letter requesting services that their organizations could provide the WECMSP.
 - Tom will be attending the *2008 Destination Downtown Conference* on Tuesday, October 21, 2008. For more information, visit: <http://www.geneseo.edu/~alliance/calendar/calendar.htm> He is looking for an Advisory Board to join him, as he will be conducting education and outreach about the WECMSP at this conference.

4. WECA Board Report

Action Items:

- WECA will affirm the Advisory Board's selection via email and have a press release/announcement ready by this Friday, September 5th.
- Jayme will compile application comments from the Selection Review Committee and provide them to the five applicant communities in an official letter from the WECMSP.
- Kathy will provide template *Letter of Agreements* to Jayme. Jayme will revise those agreements to reflect sharing of services concept.
- Kathy will provide template Program Manager job descriptions. Jayme will share with the three selected communities.
- Kathy will provide dates that the NTMSC is available for the upcoming services. Jayme will share with WECA and distribute at the next Advisory Board meeting.
- All – anyone interested in attending the *2008 Destination Downtown Conference* with Tom, please let him know.

Next Main Street Advisory Board meeting is Wednesday, October 1st at 9:00AM, 8th Floor, Conference Room C (Suite 8106), 50 West Main Street, Rochester, NY.