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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, October 1, 2008

9 AM – 10:30 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)
- 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, Small Business Owner, J. Fitzgerald Group

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

Ex officio:

- Todd Lippa, New York State Canal Corporation
- Joan Delaro, WECA Project Manager
- John Marino, Branch Manager, United States Small Business Administration (Rochester Branch)

Guests:

- Ron DeMena, Trustee, Village of Macedon

Action Items from Wednesday, September 3rd:

- WECA will affirm the Advisory Board's selection via email and have a press release/announcement ready by this Friday, September 5th. **Announcement made September 9th**
- 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. **Done, distributed September 12th.**
- NTMSC will provide template Letter of Agreement to Jayme. Jayme will revise the agreement to reflect sharing of services concept. **WECA will rework the template LOA.**
- NTMSC will provide template Program Manager job descriptions. Jayme will share with the three selected communities. **Done, distributed September 17th.** They haven't been distributed to other communities. Contact Jayme for more information.
- NTMSC 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. **To be discussed today.**
- All – anyone interested in attending the 2008 *Destination Downtown Conference* with Tom, please let him know. **Still available.** Being hosted by the Alliance for Business Growth. If anyone would like to accompany Tom, let him know.

Guests:

- John Marino, Branch Manager, United States Small Business Administration (SBA), Rochester Branch
 - SBA has a loan guarantee program that Main Street communities could find beneficial. Like other guarantees, it enables banks to give loans to small businesses that they otherwise could or would not be able to receive. The SBA also has business counseling available—free of charge—through SCORE Councilors to America’s Small Business, which is a SBA resource partner.
- Ron DeMena, Trustee, Village of Macedon
 - Ron was invited by Jayme in order to meet Advisory Board members and keep abreast of the program. Jayme has recommended to WECA that he be nominated to the Advisory Board. This would help Macedon stay involved with the program and informed since they are the only applicant community without representation on the Advisory Board.

Q: If Macedon is invited to the Advisory Board, should other canal villages who were not Main Street applicants also be invited?

A: WECA has a set number of Advisory Board members.

- Macedon hired Marcy Frey a few months ago to be their Main Street Program Manager regardless of whether they were selected as a Main Street community.
- The Village of Macedon is interested in being involved in the program, but does not want to interfere with the services that Lyons is receiving from the NTMSC. Macedon would, however, like to receive some educational opportunities.

Agenda:

1. Letter of Agreement

- Jayme has received draft templates from the NTMSC (on Sept. 5), but they are representative of state coordinating programs. WECA received the draft LOAs on Sept. 17 and is going to make changes and return to Jayme. The Letter of Agreement is a written document that states what the selected communities and the coordinating program responsibilities are. It should be completed and signed in time for the first delivery of NTMSC services to the selected communities on Oct. 14, 15, and 16. If anyone would like a copy of those draft documents, please contact Jayme.

2. NTMSC Technical Services: staff/consultant, dates, and locations

- Start-up Consultation Visit
 - Teresa Lynch is the NTMSC staff person conducting this training from 9am to 4pm on Oct. 14, 15, and 16. Opportunity for the new Main Street program volunteers to receive organizational training and ask questions of the NTMSC. Agenda for Start-up Consultation Visit has been distributed to Main Street communities on Sept. 26. It may be customized per community. Contact Jayme if you would like any of the agendas.
- Sharing between the selected communities and the applicant communities has to be defined.
 - Should all communities be invited?
 - Should only the awarded community be invited?
 - Would a shadowing process be appropriate?
 - Some Advisory Board members think that sharing does not necessarily include being invited to the training sessions.
 - All previous Advisory Board discussions and Selection review Committee discussions have concluded in the invitation of non-awarded communities to the trainings.
 - At this point, methods of sharing must be defined by the selected communities themselves until the Letters of Agreement are in place.
- Main Street Basic Training / New Manager Orientation
 - To be held at the Ebenezer Watts Conference Center on December 1, 2, and 3.
 - Scott Day (NTMSC consultant) and Kathy LaPlante (NTMSC staff) will be presenting at the Main Street Basic Training on Day 1 and Day 2.
 - Day 3 will be for New Manager Orientation.
- Resource Team Visits and Work Plan Workshops are still being worked out. Dates have not been set, but can be discussed at the November 5th meeting.
- Training agendas will be sent by invitation and may be sent to the Advisory Board members.
- We need recommendations as to which local consultants should attend the trainings to learn more about the Main Street Four-Point Approach, so that we may be able to hire locally in the future.

3. Development of Board of Directors

- Communities should be developing their Board of Directors. The Boards will be making the executive decisions, not the Program Managers.
- Creating the Board of Directors usually comes first in order to make the decisions to hire, etc.
- People who were involved with the applications should also be involved on the Board, but others should be invited for participation as well—especially broad-based stakeholder groups.
- This is a **working** board made-up of approximately 9 to 13 members.
- Executive Board consisting of Chair, Vice Chair, Secretary, and Treasurer.

4. Program Coordinator Report

- Timetable for National Trust Main Street Center services distributed.
- General grant reward from Wal-Mart, Inc.
 - Perhaps this award can provide for the NTMSC Standard Membership for the selected communities? One- to two-year memberships?
- Training session at G/FLRPC Fall Local Government Workshop: Friday, November 14.
 - At Mount Morris, Jayme will have a presentation on creating a downtown plan.
- 2008 NYS Canal Conference, Grand Island: Sunday, October 5 – Tuesday, October 7.
 - In 2010, the World Canal Conference is coming to Rochester. In 2000, it took place in Rochester and 400 people from around the world were in attendance.
 - Jayme, Joe Eicheldinger, and Kevin Millington from DOS will be discussing the WECMSP.
- Fall 2008 Program Coordinators Meeting: Sunday, October 19 – Thursday, October 23.
 - Jayme will be attending. Good opportunity to network with other citywide and statewide coordinators.
- Genesee/Finger Lakes Regional Planning Council will be presenting to the Monroe County Mayors Association about main street/downtown issues on Oct. 16.
- Update on ex officio letters of invitation and resource guide
 - We would like to welcome our four new ex officio members. They are:
 - John H. Percy, Jr., President & CEO, Niagara Tourism and Convention Corporation
 - John J. Marino, Branch Manager, U.S. Small Business Administration (Rochester)
 - Paul A. Johnson, Planning Manager, Monroe County Department of Planning and Development
 - Peter A. Lombardi, Policy Analyst, University at Buffalo Regional Institute
 - We have received responses pertaining to the services available for the Resource Guide from about nine organizations. The Resource Guide will eventually be available online, but will first issue a draft for Board review.
 - Advisory Board members should contact Tom with service information.

5. WECA Board Report

- The new Chair is Fred K. Heinle. Peg Churchill is stepping down in January.
- WECA applied for a “Walk the Villages” grant. The concept was developed in Niagara County. The grant would help to organize and create this type of program/event.
- Canal NY wants to create a list of amenities/resources along the canal (bathrooms, showers, stores, shopping, hotels, dining, gas, etc.)

Action Items:

- No meeting on December 3rd because of the Main Street Basic Training. Possible opportunity for holiday get-together instead. To be discussed at next Advisory Board meeting.
- Post the timeline for National Trust Main Street Center services on the WECMSP website when finalized.
- Finalize Letter of Agreements in time for the next Advisory Board meeting.
- Submit suggestions for local consultants (Design, Economic Restructuring, Promotion, and Organization) to attend Main Street Basic Training to Jayme for WECA Board approval.
- Advisory Board members should contact Tom and provide descriptions of what services their organizations may be able to provide to the WECMSP and provide suggestions for other organizations and their services.

Next Main Street Advisory Board meeting is **Wednesday, November 5th** at 9:00AM,
8th Floor, Conference Room C (Suite 8106), 50 West Main Street, Rochester, NY.