

MINUTES

WINCHESTER FIRST BOARD

MARCH 14, 2023

Attendees:

Jennifer Wilson
Cameron Correll, Director
Dianna Layne, Deputy City Clerk
Jon Paul Martin

Robert Blanton
Chardon Hisle
Kitty Strode
Mike Flynn

NEXT MEETING – Tuesday, April 11, 9:00 AM, in the Training Room.

MINUTES – Jennifer called the meeting to order. Megan was not present so there were no minutes for approval. We will submit those at next month's meeting.

INTRODUCTIONS – Jennifer introduced the newest Winchester First board member – Chardon Hisle, Created By You. Chardon worked with Jennifer on last year's Shop Hop and Sweetest Day of Summer events. Jennifer also introduced Cameron Correll, Marketing & Events Director for Winchester First. Cameron was on the radio with Jennifer last week. She has been on the job for three weeks, and she has greatly increased our social media presence. She would like to develop some social media guidelines for Winchester First, possibly turning off comments on the page and just make it an informational page.

FINANCIAL REPORT – Kitty noted that Beer Cheese money will begin coming in soon, and we need to make sure it goes in a separate account.

DDIF UPDATES

Brenda Salyers, 24 North Main – Roof Stabilization Grant. Everything required was submitted. The estimate to complete the project is \$20,000 so 25% would be \$5,000. Ms. Salyers is also looking to apply for Upper Story Residential and Lower Story Retail Grants. Kitty made a motion to approve her Roof Stabilization Grant; Jon Paul seconded. Motion was approved.

SHOP HOP – Chardon spoke about this event, which will be April 8th, from 11:00 AM to 1:00 PM. It will mimic last year's event. They will be handing out eggs. There will be an Easter bunny and games in the parklet, food trucks. Last year was the first time we did this event and it was a huge turnout, and it was held on a day when there were other egg hunts. Bart from Eklectic Academy will do some wooden cutouts for people to put their heads in and take pictures. We will need volunteers to hand out eggs at other places besides businesses. There will be three golden eggs that will get three kid baskets. The week prior there will be punch cards for people to make three purchases downtown and they will be turned in for raffle tickets for three adult prize baskets. We want our businesses to get repeat customers. When people turn in their cards, we need to ask them to tag Winchester First with the three businesses where they made their purchases. Chardon will reach out to Chris the balloon guy. If any board members are available that day, we will need volunteers.

BEER CHEESE – The first meeting was last week. We have some new people helping with the planning this year. Event is June 10th. Jenny Bailey is helping again this year, and we are hoping to document her process so other people can handle it in the future. There is an anonymous

sponsor who is paying \$12,500. Let Cameron or Kitty know if you know of someone who wants to help sponsor the event. MiraTwin is coming back on board as a vendor. There will be another one in the parklet or on Broadway. We are hopeful that the Town Branch project on Broadway will be done except for the blacktop. The set-up will go down to Washington Street and Wall Alley will be closed. There is a pre-construction meeting for the Wall Alley side next week, and that project should be underway by the time of the festival. We will be giving the arts and crafts people \$3,000. Kim Bugg is handling a lot of the festival this year, and we are going to help compensate her. Jenny will not be compensated.

NEW BUSINESS

Stage - Gator and Kitty have ordered a 15' x 15' stage, which is identical to what they have in Lexington. Chamber gave \$2,500; Tourism \$2,500; Legacy Grove \$5,000; Labor Day \$1,000 and possibly another \$1,000. The full cost is \$18,700. The stage was shipped to Public Works, and they will be the only ones who will put the stage up and take the stage down. Everyone will have to have their own liability insurance. In order to use the stage, first priority will be given to people who have contributed to the purchase. Brian and Gator are looking for a tent to put over the stage. People who have not contributed will have to pay to use it: \$300 for non-profits; \$500 for others. A special account will be set up for rental income. Kitty requested Winchester First give \$2,000. Jon Paul made a motion to contribute \$2,000 toward the purchase; Chardon seconded. Motion carried.

TIF Fund – We did the calculations for the 2022 calendar year. We have approximately \$50,000 which will be deposited into the fund. The auditor checked the calculations. We plan to use these funds for the Main Street High Side project, which will benefit everyone downtown.

DDIF Committee – Jennifer would like to have a separate DDIF Committee with two board members (Robert and Ben), Meredith Guy, one representative from Clark County Community Foundation (Danny Neeley or Lisa Johns) and one other person. Would like to have a 5-person committee. People could present their grants to the committee, which would meet on a quarterly basis.

PARKLET CLOSURE REQUESTS

1. Leeds Theater Scooped event, May 20, 10:00 AM-3:00 PM. Kitty made a motion to approve; Jon Paul seconded contingent upon them providing the certificate of liability insurance. Motion carried.
2. Shop Hop, April 8th, 10:00 AM-2:00 PM

BYLAWS WORK SESSION – The City Commission is interested in having a work session with the WF Board to consider the Bylaws. The WF Board will need to meet and agree on those Bylaws first. Cameron will send out the current Bylaws to the Board members.

LIGHTS OVER MAIN – Lights have been ordered to go across Main Street. We have a donor who is going to help with the cost. Kitty is talking to the vendor to see if they will give us a discounted rate. It will be the little lights like we have in the parklet. The Fire Department, Public Works and the County Road Department will put the lights up. Mike pointed out that the City had upgraded the lights on Main Street. They are much brighter.

FY2024 BUDGET – Cameron passed out the proposed FY2024 Budget. Some additions include replacing downtown banners, graphics for vacant buildings, educational materials for DDIF Grants, welcome baskets for new businesses, etc. Robert suggested that businesses who have received a DDIF grant put before and after pictures on social media saying “This is what my DDIF Grant helped facilitate.” Chardon suggested doing a business spotlight on a routine basis. Cameron and Mike discussed eliminating the 420 General Fund accounts and including them under the Special Projects. Mike and Cameron will clean up the accounts. Cameron’s priorities this year is to get events done that we normally do and get a handle on the organizational structure. Cameron is suggesting using First Impressions at UK to do a Secret Shopper program to see what Downtown Winchester has to offer. They compile the notes from the experiences and send them to us. We could check about partnering with Tourism or the Chamber. This is to provide an update of sorts to the 2015 Main Street Master Plan.

ADJOURN – Chardon made a motion to adjourn; Kitty seconded. Meeting was adjourned.