

Tuesday, April 12, 2022

MAIN STREET WINCHESTER

Monthly Board Meeting – April 2022, City Hall

Summary:

- Jenny Bailey gave updates on Beer Cheese Festival.
- Ed Burtner presented an idea to create street banners for school sports accomplishments.
- The board reviewed and approved FY2023 budget.
- The board appointed Juliann Jones Irwin to the DDIF Committee.
- The board shifted the Welcome Basket responsibility and budget to the Executive Director.
- Jennifer Wilson reviewed upcoming event: Shop Hop.
- Rebecca Campomanes reviewed Crosswalk progress.

Full Notes

In Attendance: Adam Kidd, Jenny Bailey, Donna Harris, Robert Blanton, Joseph Miller, Rebecca Campomanes, Kitty Strode, Jon Paul Martin, Juliann Jones Irwin, Ed Burton, Mike Flynn, Jennifer Wilson, Tim Smith

I. Comments, Presentations, or Requests from Public

A. Beer Cheese Update / Jenny Bailey

Good Committee

Mirror Twin Brewing – \$8,000 Sponsor

Largest sponsor ever.

Announcement on Friday

\$12,000 total in sponsors at this time

107 Craft Vendors; room for 30 more

15 – 18 Food Vendors; full

6 Beer Cheese Vendors; hoping to double that

WTVQ Channel 36 Media

\$3,500 – Sponsorship Package

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Winchester Art Guild

Collects \$5,000; anything after is split between MSW 50% Art Guild 50%

Craft, non-profit, and political vendors

Not food or beer cheese vendors

Joseph will confirm with Chad Walker

Volunteers can sign up on website.

Adam Kidd: Recommends looking into Smiley Pete Publishing as additional advertising.

Other Media: WWKY \$2,500 sponsorship not included on sponsor dollars

B. High School Sports Banners / Ed Burtner

Brought up at last City Commission by Comm.. Shannon Cox

Banner program that celebrates recent and historical sports

Needs to be well researched to ensure not to leave anyone out; needs to limit scope.

Look at: Deatra Newell - historical African American person banners that are currently up.

Blanton: consider working with Board of Education; could they pay for it?

"Year of Excellence" Parade - Parade for all the kids who excelled this year; doing something for all those kids (includes more than the sports teams)

Ask: for volunteers, for organization

Banners could be unveiled at the sports complex, and then paraded/brought back down.

Interested in helping: Donna Harris, Adam Kidd, Joseph Miller

Joseph Miller will write a letter to the school superintendent that MSW at the request of Shannon Cox will request comprehensive list of sports teams, and if they are interested in the idea.

II. Approval of Minutes

Juliann Jones Irwin motions to approve. Jon Paul Martin seconds. All in favor.

III. Review of Financial Report / Juliann Jones Irwin

Abbreviated version from the City.

Checking: \$71,973.32

Not all reports were available due to Rachael Boyd and Michelle being out.

DDIF Bluegrass Community Funds -

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Makayla / 39 N Main – Roof approx. \$8,000 roof;

Freeman / 1 South Main – Façade approx. \$1,000

DDIF Committee needs fifth committee member. Meets or emails as applications are received. Juliann Jones Irwin has interest; Adam Kidd is recommended, but cannot due to conflict of interest.

\$50,000 has been moved as discussed previous meeting.

Board Reviewed Financial Report

IV. President's Report / Joseph Miller

A. Has been checking in with City Hall. Dianne Layne has been helpful.

VI. New Business

A. MSW 2023 Budget

- a. \$5,000 Arts Crosswalk is this year, and is therefore not on this budget.
- b. Rock the Block – drop from \$2,000 to \$1,000
- c. Image Improvement Plan
 - i. Adam Kidd: Would like clarity what this project is.
 - ii. Mike Flynn: It is for the High Side redesign plans; a contribution to Palmer Engineering fee to draw up designs; 18 – 24 months timeline
 - iii. Rebecca Campomanes: The Image Improvement Plans that included the William's Agency, White Apartments, etc; Jason Stanfield's work.
 - iv. Tim Smith: It is MSW's contribution to the overall effort of Main Street; just writing a check to various projects.
 - v. Joseph Miller: Two different ideas presented here: larger plan contribution OR beautification. We will ask Rachael for clarity.
 - vi. Budget can be approved and amended later.
- d. Depot Street and Many Friends Parklette projects are also this year (2022), and therefore not on the 2023 budget.
- e. Beer Cheese Festival
 - i. MSW's contribution as "sponsor."

Jon Paul Martin motion approve budget. Juliann Jones Irwin seconds.

Amend: Lower Rock the Block form \$2,000 to \$1,000

All in Favor.

Donna Harris, Juliann Jones Irwin, and Jon Paul Martin have left.

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- B. Main Street Kentucky Award
 - a. Presented at the Capitol Thursday April 28, 11am
 - b. Robert Blanton will attend on MSW's behalf

C. DDIF Committee

Robert Blanton motions to appoint Juliann Jones Irwin to the DDIF Committee. Adam Seconds. All in Favor.

VII. Old Business

- A. Art Guild Beer Cheese Agreement / Adam Kidd
 - a. Adam Kidd reached out to Chad Walker – confirmed agreement with Winchester Art Guild is. Will forward information to Joseph Miller via email.

VIII. Committee Reports

Organization / Tim Smith

Meet this Thursday 5:15pm Engine House

Promotion / Jennifer Wilson

- A. Calendar in supplemental material
 - i. Clarifies "presented by" versus "sponsored by"
- B. Will submit paperwork for reimbursement soon for:
 - i. Winter Walkabout ~\$300
 - ii. St. Patrick's ~\$100
 - iii. Shop Hop ~\$300
- C. New Business Welcome Basket
 - i. Cannot take on this responsibility, recommends another committee or executive director

Adam Kidd makes a motion to move the Welcome Basket responsibility from Promotion Committee to Executive Director. Kitty Strode seconds. All approve.

- D. Shop Hop
 - i. Could use more volunteers
 - ii. Kids will be decorating flowers that will be put in windows
 - iii. WWKY is on Thursday
- E. Event Playbook and Social Media Training
 - i. \$1,000 goes with the program.

Design / Peggy McAllister

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A. Meeting tomorrow.

Going down Main Street identifying code enforcement issues and reaching out to individuals how to make improvements in an encouraging way.

B. Sign Posts - empty

Something to think on how to activate.

Tim Smith leaves.

Economic Vitality / Rebecca Campomanes

A. Crosswalk project is well underway thanks to partners at the RAC and Winchester Design Studio.

B. Meeting Tuesdays at 4pm at the Winchester Design Studio.

C. How to ask City Commission about what crosswalk(s) to paint downtown.

a. Flynn: Request to be on the agenda the working 4:30 Meeting; give several options to choose from. Recommends Highland and Depot. Recommends staying off Broadway.

Beer Cheese Committee / Kitty Strode

Nothing to add. Meeting monthly

Christmas Parade Committee/

MSW should appoint a board member to the committee.

Could change it to "Parade" committee for more spontaneous Parades

IX. Announcements

Achieving Recovery Breakfast - Thursday 8am - 9:30am

Main Street Clean Sweep - April 22 Friday

Next Meeting May 10, 2022.

Motion to adjourn Rebecca Campomanes. Joseph Miller seconds. All approve.

