

MAIN STREET WINCHESTER

Monthly Board Meeting - April

Summary:

- Juliann Jones Irwin reported on the past and current state of Main Street Winchester financial accounts, and changes moving forward.
- Rachael Boyd relayed updates from Beer Cheese Festival Committee, including the "Beer Cheese Tribute" set for June 11, 2021 for beer cheese vendors only.
- Joseph Miller gave a summary of the summit the board had April 1, 2021.
- Joseph Miller encouraged the board to revisit the Downtown Master Plan with three actionable steps.
- Rachael Boyd gave an update on the benches purchased early 2020.
- Board approved Remember When Cruiserz car show street closures for May 29, June 26, and July 31.
- Board approved budget for Landscaping Project for Washington and Maple Streets; pursuing financial partners to match MSW commitment.
- Board examined maps of Main Street Program Area, TIF District, Historic Overlay, Central Business District, and Renaissance Area (provided by GIS).
- Sherry Richardson reflected on Shop Hop's success.
- Board discussed revenue sources in conjunction with Main Street or other organization's events and festivals.
- Kitty Strode relayed Rock the Block dates for June 11 (The Ranahans), July 9th (Twig n' Berries), August 6th (Rifletown).
- Lisa Johns reserved the Browning Flower Truck for June 19th, 2021
- Kitty Strode relayed Pioneer Festival Street Dance date for Saturday, September 4.
- Chad Walker as Design Chair suggested MSW Board consider website updates.
- Board approved \$1,000 donation toward the purchase of sculpture.

Full Notes:

In Attendance: In Person: Joseph Miller, Katie Ledford, Chad Walker, Sherry Richardson, Mike Flynn, Robert Blanton, Lisa Johns, Kitty Strode, Rachael Boyd, Juliann Jones Irwin, Ed Burtner, Rebecca Campomanes; By Zoom:

I. Comments, Presentations, or Requests from Public

A. Lisa Johns

- Photo of Easter Bunny with child "This is Winchester"

B. Rebecca Campomanes

- Rifle City Record - Keen to participate in downtown festivals
- Mamma D's Food Truck - looking to participate in Sip and Stroll, other events

II. Approval of Minutes

Chad motions to approve. Juliann seconds. All in favor.

III. Financial Report / Supplemental Materials

A. Juliann Jones Irwin

- Met with Michelle Lucas, Mike Flynn, Rachael Boyd, and Joseph Miller on Friday, April 9th to review MSW accounts.
- "Fund 12" - Beer Cheese Fund will now be called Main Street Fund.
- Future Meetings will be a presentation of the balance according to the City of Winchester Cash Balance by Fund report; previously it was the checking account statement.
- Reported \$105,887.17 as current balance of Main Street Fund.
- Noted \$25,000 was paid on March 5, 2021 to the City of Winchester Capital Equipment Fund for sidewalk project.
- Finance department is rearranging accounts, so we won't have accurate numbers until July 1, 2021.
- "Department 16" - City's budgeted money for Main Street Winchester that includes salaries, advertising, communication, promo materials, etc.
- Presented the approved budget amendments that affect MSW from February 21, 2021 to June 30, 2021.
- The Bluegrass Community Foundation account is the DDIF Grant Fund; no income.
- Concern about revenue, as Beer Cheese Festival did not happen last year and the

Tuesday, April 13, 2021

account has dwindled. Subscription boxes are currently the only source of funds currently.

B. Beer Cheese Festival / Rachael Boyd

- Met with Jenny Bailey (Committee Chair), Becky Kissick, Mike Flynn, Anne __, Kitty Strode, Kathy Blikens
- Lack of time planning prevents a full festival for 2021; Plan on starting to plan a full festival for 2022.
- For 2021, "Beer Cheese Tribute" - selling beer cheese for the vendors in conjunction of Rock the Block, June 11, 5pm - 9pm, night market, no sampling

Sherry Richardson, What about the non-food vendors? Another year of no revenue.

Rachael Boyd, Beer Cheese Festival Committee needs new members. Please send Rachael an email if you have interest.

Chad Walker and others, Concerns that there was no presentation to the board for the committee. Who has ownership of the festival?

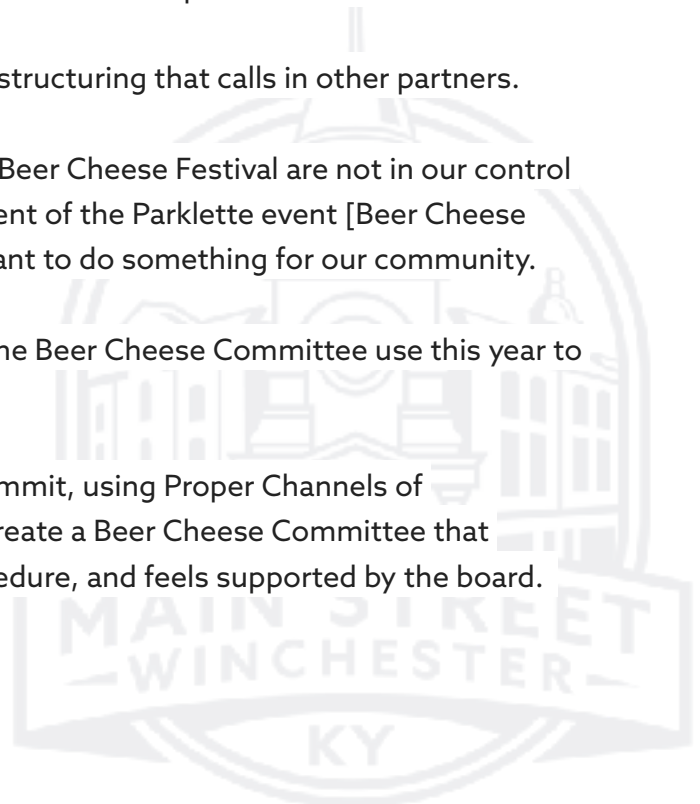
Rachael Boyd, What about a restructuring that calls in other partners.

Mike Flynn, Circumstances for Beer Cheese Festival are not in our control because of *everything*. The intent of the Parklette event [Beer Cheese Tribute] is to do *something*. Want to do something for our community.

Juliann Jones Irwin, suggests the Beer Cheese Committee use this year to reflect and recruit.

Joseph Miller, As said at the summit, using Proper Channels of Communication is essential. Create a Beer Cheese Committee that understands Process and Procedure, and feels supported by the board.

IV. President's Report / Joseph Miller



A. Summit Summary

- Too many irons in the fire
- Need too focus on internal fixes
- Clear up lines of communication
- Hierarchy of the MSW Board in the City
 - the board is an advisory board to the MSW Director
 - the buck stops at the city, MSW cannot do what the City does not support

B. Master Plan

- Board members need to go through the Master Plan and
 1. Identify and Celebrate what have been done
 2. Cut things that cannot be done due to financial or circumstantial feasibility.
 3. Identify and complete things we can do.

C. MSW Director Position is moving forward

Expect final recommendation April 20, 2021

V. Executive Director's Report / Rachael Boyd

A. Plastic Benches -

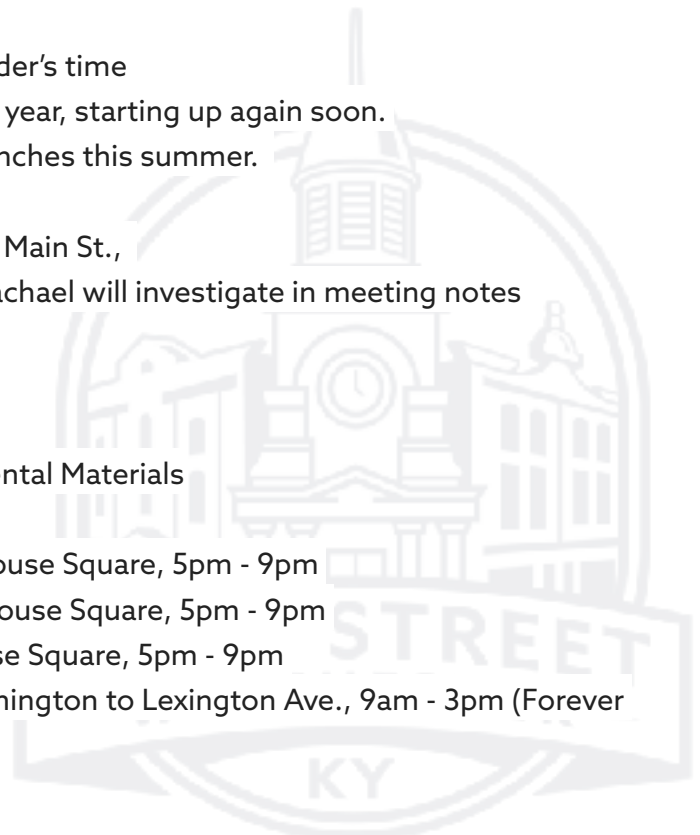
- Paid for during Rachel Alexander's time
- The factory closed down last year, starting up again soon.
- Should receive two plastic benches this summer.
- Locations
 1. Bus Stop - Court St. x Main St.,
 2. Unknown or TBD / Rachael will investigate in meeting notes
- Public Works will install

VI. New Business

A. Car show road closures / Supplemental Materials

Remember When Cruiserz

- May 29th - Main Street Courthouse Square, 5pm - 9pm
- June 26th - Main Street Courthouse Square, 5pm - 9pm
- July 31 - Main Street Courthouse Square, 5pm - 9pm
- Aug 21 - Main Street from Washington to Lexington Ave., 9am - 3pm (Forever 17)



Tuesday, April 13, 2021

- Commission already received forms, but suggested MSW look at it.
- No longer in conjunction with Rock the Block
- Flynn suggested using Depot Street as well, but construction will hinder

Robert Blanton makes a motion to support the May 29, June 26, and July 31 events; and MSW revisit the August 21 event at a future meeting (suggests location and time be reconsidered). Lisa Seconds. All in Favor. Please write the streets on the forms for the approved events, and look into getting a portajohn since it is not in conjunction with Rock the Block

B. Vote on landscaping / Supplemental Materials

- Washington and Maple Streets of the Image Development Plan
- Lisa Johns has spoken with Jen Algire of Greater Clark Foundation for potential partnership.
- Lowe's Grant that has been circulating.

Lisa Johns expressed that we should be taking advantage of grant opportunities and organization partnerships. Be sure to circulate grants, and approach with potential partners.

Robert Blanton

- would like a written guarantee that the plants are healthy for a year.
- comments that this needs to get done soon, or the plants won't do well.

Lisa Johns moves that MSW commit to pay for 50% of the landscaping proposal up to \$3,600; Lisa Johns approach Jen Algire/Greater Clark Foundation to match; and, pursue the Lowes Grant; in addition, Chad Walker will solicit another bid from Al's Landscaping. Kitty Strobe Seconds. All in favor.

C. Main Street Winchester Maps / Supplemental Materials

- Provided by Stephen Berry and Mason McCord (GIS)
 - TIF District (Draft, investigations ongoing)
 - Historic District (DDIF Grant areas)
 - Central Business District (By Code)
 - Renaissance Area / Main Street Winchester 2015 Program Area

VII. Old Business

- New Board member, Katie Ledford
- Petition Map
- Post Card
- Art Install

VIII. Committee Reports

A. Organization / Tim Smith

Not Present

B. Promotions / Sherry Richardson

1. Shop Hop

- Energetic Bunny (Eklectic Alchemy, Trent Conboy)
- Sales slim

2. Main Market Days - May 15 / Street Fair, Sculpture Unveiling

3. Rebecca Campomanes - Any potential Revenue from these events?

- Loft Tours, Admission Price

Project Lead: Jennifer Wilson

- Pub Crawl - idea / Rachael Boyd
- Alcohol Sales at events - idea / Chad Walker
- Civic Event - selling a spot to a vendor
- Must apply 30 days out
- Pioneer Festival - Booth

- A MSW Booth at all downtown events

Ornament, TShirts, Magnets, Stickers

4. Rock the Block / Kitty Strode

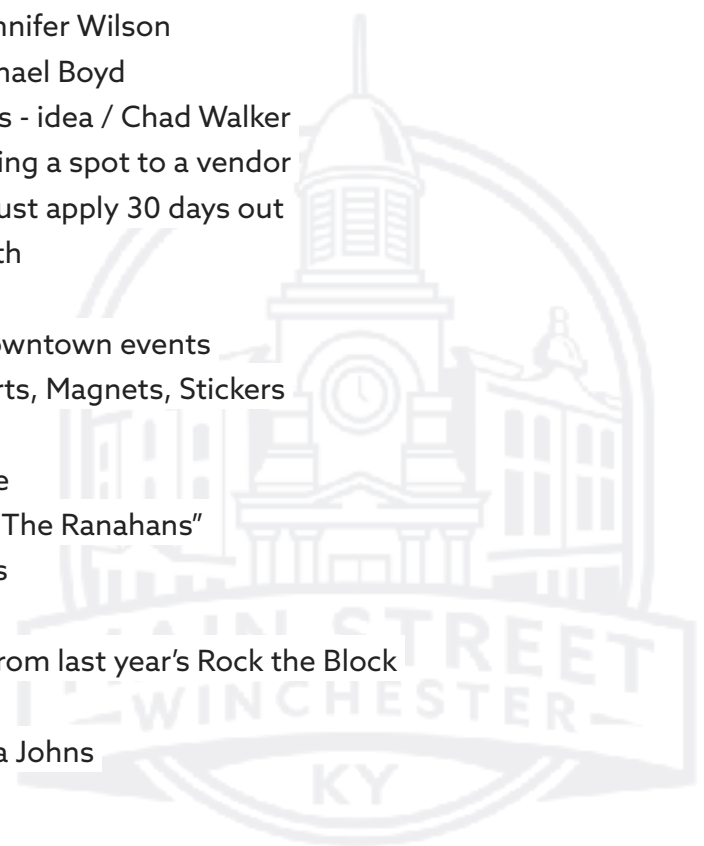
June 11 - Street Dance "The Ranahans"

July 9th - Twig n' Berries

Aug 6th - Rifletown

Some of the money is from last year's Rock the Block

5. Browning Flower Truck / Lisa Johns



June 19th, 2021

6. Pioneer Festival Street Dance / Kitty Strode
Saturday, September 4, 2021

C. Design / Chad Walker

1. Website -

Balance Creative 250 Walton Ave, Lexington, KY (same as Tourism)

- Sprucing up - Free
- Full Revamp - New \$3,700 - \$4,200
 - Negotiation could go down to \$2,000
- Who would be in charge? Suggestion: Design Committee
- Who would maintain after updates? Additional fees if Balance Creative updates it
- Currently the website serves mostly the board, or people already familiar with Main Street Winchester.
- Beer Cheese Festival has separate website- Where does it live?
- Toolbox
- Events
- Rebecca - Concerns about who the audience for the website is, who is audience for social media?

D. Economic Vitality / Rebecca Campomanes

We have not met, do not have plans to meet.

IX. Announcement & Rumor Mill

Sculpture Project Donation

Lisa Johns makes a motion to contribute \$1,000 to the downtown sculpture project. Kitty Strode Seconds. All in Favor

Chad Walker makes a motion to adjourn. Kitty Strode Seconds. All in favor.

Adjourn

