

Tuesday, March 8, 2022

MAIN STREET WINCHESTER

Monthly Board Meeting – March 2022, City Hall

Summary:

- Joseph Miller announced the resignation of Chad Walker.
- The Board approved \$100 in funds for the St. Patrick Day Block Party.
- Joseph Miller reviewed the Maternity Leave Plan.
- The Board approved \$500 to sponsor one of the Rock the Blocks.
- The Board approved \$5,000 for the Art Cross Walk Project.
- The Board approved \$4,000 for the Litter Pick Up Project.
- The Board approved \$1,000 of discretionary funds for Economic Vitality Committee.

Full Notes

In Attendance: Peggy McAllister, Jennifer Wilson, Alice Freeman, Donna Harris, Kitty Strode, Robert Blanton, Joseph Miller (left early), Rebecca Campomanes, Rachael Boyd, Mike Flynn, Tim Smith, tardy: Jon Paul Martin

I. Comments, Presentations, or Requests from Public

A. Joseph Miller/ Chad Walker Resignation

Chad Walker has resigned as board member and all committees due to burn out.

Joseph request everyone give Chad space.

B. Alice Melendez / St Patrick's Day Block Party March 17th at 5pm

Requesting \$100 for poster printing.

Limerick "Passport" Event and Block Party Poster

Separate from the MSW Event, separate funding than from promotions. MSW Logo is not on there.

Jennifer makes a motion to pay for poster and coins for St. Patrick's Day Block Party. Kitty seconds. All Approve.

II. Approval of Minutes

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Jennifer motions to incorporate the email from Chad Walker regarding the Many Friends Parklette Pole Project to amend the minutes. Joseph Seconds. All approve.

Tim motions to approve minutes. Joseph seconds. All approve

III. Review of Financial Report / Juliann Jones Irwin

Board Reviewed Financial Report

IV. President's Report / Joseph Miller

A. While Rachael is Out -

Rachael has an away message on her email redirecting to appropriate contacts.

Kat Johnson (City Hall Reception) will field phone calls.

Joseph Miller will field email and messages.

Field Messages - email, Kat, and Joseph Miller

Joseph needs to get to an event at the RAC. Tim Smith takes over running the meeting.

V. Executive Director's Report / Rachael Boyd

A. There will be changes in DDIF Committee due to Chad's absence. Meeting will take place immediately after the MSW Board meeting.

Jennifer Wilson / Are Board Members eligible for DDIF Grants?

Yes, Board Members are eligible for DDIF Grants

B. Felicia of Poohdies Palace Received her Welcome Basket

Future Welcome Baskets will come from Promotion Committee.

C. Fiscal Year 2023 Budget

i. Account 16's budget is done.

ii. Fund 12 still needs a few submissions from a few committee heads before it's budget can be finalized.

iii. \$50,000 for DDIF - is in Account 16, but is suppose to be in Fund 12

Peggy McAllister - What happens at the end of the year? Are the zeroed out?

Account 16 is zeroed

Fund 12 is not zeroed.

Peggy: Please ensure \$50,000 is moved appropriately.

D. Rock the Block Posters

- Printed; Please help distribute.

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- Rock the Block needs to be added to website.

E. Postcards

- Printed; Please help distribute.

VI. New Business

Kitty Strode/Rock the Block

MSW, Tourism and Chamber typically co-sponsor one of nights.

Jennifer Wilson makes a motion for \$500 for Rock the Block. Kitty seconds. All approve.

VII. Old Business

A. Parklette Lights - Rimar

See supplemental materials for quote.

Please get signed agreement to Dianne Layne.

VIII. Committee Reports

Organization / Tim Smith

Felecia Clark of Poohdies Palace has joined.

Meeting next Friday.

Work plan submitted

Will do some fundraising this coming year.

Tim attended a seminar and got some good ideas.

Quarterly parties.

Jon Paul Martin joins.

Promotion / Jennifer Wilson

Winter Walkabout - very popular.

Videoed drawings for the giveaway. Will get with Rachael on how to post.

St. Patty (not MSW)

Shop Hop (MSW)

Drawstring bags filled with kids eggs with three golden eggs.

Parklette: Doughnuts, coloring, Easter Bunny

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Rachael / A Parklette Closure Form needs to be filled out. Recommends filling out for future events as well.

Unseen Winchester (Loft Tour)

Ticketed event on a Sunday.

July – Sweetest Days of Summer

Liz Emmons suggested Ice Cream Social on a Thursday

More events coming later in the year.

New Member: Jennifer Kennedy

marketing background

Will set up a Zoom to help train folks.

Creating an event playbook.

Winchester Collective Instagram

Downtown businesses want to reactivate.

Tagging each other, or putting everyone's photos together.

Crossing posting, cross promoting area

Businesses will be posting as themselves, not MSW events.

Email list is expanding

Design / Peggy McAllister

Peggy is stepping up as Design Committee Chair

Working with Code Enforcement; how best to move forward.

Promote DDIF Grants

Rachael Boyd / In records, many DDIF Committee forwarded documents to Design Committee; looks like they worked more closely together.

Move towards Publicizing DDIF Grants

before and after images

Kitty Strode and Mike Flynn / Bump Outs for the crosswalks,

Possibly done in April.

Economic Vitality / Rebecca Campomanes

Art Walk Cross Walk Project

Partnering with the Winchester Design Studio (University of Kentucky) and the Rowland Arts Center (RAC)

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Project is focused more on mentoring the youth for professional development.

Something will be painted by the end of the project - whether it's a crosswalk or not.

Requesting \$5,000 for materials, paying the youth, facilitating fee, and celebration (such as pizza party).

Rebecca Campomanes makes a motion for \$5,000 for the Art Cross Walk Project to be spent before June 30, 2022. Jennifer Seconds. All approve

Litter Pick Up Projects

Requesting \$4,000 for incentives, sponsorships, and materials.

Intend to do four events in the next fiscal year. \$1,000 per event.

Focus on making it more of a fun event and incorporating more environmental education.

Rebecca Campomanes makes a motion for \$4,000 for Litter Pick Up Projects to be spent fiscal year 2023 (July 1 2022 - June 30, 2023). Jennifer Seconds.

Robert Blanton voices concern about education and prevention, rather than just doing clean ups. prevention.

Peggy when else are there littler pick-ups?

Kitty Strode / The jail has started to use inmates again. They have started out in the county.

Rachael Boyd / Shanda Cecil runs Main Street Clean Sweep

Rebecca - Understanding was that MSW historically contributed to Main Street Clean Sweep (run by Bluegrass Greensource), but has not for the past two years. These funds would cover that sponsorship fee for next year.

All approve

Request for discretionary funds for EV.

Rebecca Campomanes makes a motion for \$1000 of discretionary funds for the Economic Vitality Committee to be spent fiscal year 2023 (July 1, 2022 - June 30, 2023). Jennifer seconds.

Jennifer Wilson: You could do awards like "Best kept storefront," awards for most trash picked up.

All approve.

Robert Blanton: Whenever we have an event- do giveaway that collects name, address - who comes where folks come from.

Beer Cheese Committee / Kitty Strode

It's been tough.

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Small committee.

13 Vendors.

PayPal

Behind on Sponsors.

Please ask connections if they would like to donate.

Christmas Parade Committee

Added to regular agenda.

As December comes nearer, committee will have more to report.

IX. Announcements

Next Meeting April 12, 2022.

Motion to adjourn Robert Blanton. Peggy McAllister seconds. All approve.