

MAIN STREET WINCHESTER

March Board Meeting

Summary:

- Jason Epperson of Epic Films proposed to work with Main Street Winchester to promote downtown.
- Financial Report update and discussion as agenda item.
- Joseph Miller set date for MSW Board Visioning Day for March 25th 9am - 1pm.
- Joseph Miller and Mike Flynn gave updates on the hiring of MSW Director.
- Rachael Boyd gave updates on her conferences.
- Welcomed new board member Katie Ledford of Sugar Belle's Boutique.
- Updates on Changing Main Street from a State to a City Road Petition Map.
- Initiated Post Card Project.
- Sculpture updates including sponsorship bricks and installation date May 15th.
- Program Area discussion.
- Shop Hop set for April 3rd; Easter Bunny 11am - 1pm.
- Open Air Art Market set for May 16th in conjunction with Sculpture Unveiling.
- Design Committee now meets the Wednesday after MSW Board meetings.

Full notes:

In Attendance: Sherry Richardson, Rachael Boyd, Joseph Miller, Lisa Johns, Katie Ledford, Chad Walker, Jason Epperson, Mike Flynn, Kitty Strode, Tim Smith, Ed Burtner; via Zoom: Juliann Jones Irwin, Jen Klingsmith, Chris Pace

- I. Comments Presentations or Requests from Public

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A. Jason Epperson (Eppic Films)/ Introduction & Video Discussion

- Jason would like to offer his services to MSW and downtown businesses. He wants to help local businesses in a way he can (video spots).
 - He has submitted proposal of projects - Chad will forward it to the board members. These are a brainstorm of potential single spots. He could also be given a budget for a year and create one spot a month.
 - Recommends distributing via social media foremost. If wanting to broadcast on TV, he recommends local news hours for a whole month.
- Today he is here to learn more about MSW and what MSW/downtown businesses need or want.
- Juliann Jones Irwin and Sherry Richardson both have experience working with Eppic Films; both highly recommends, remarks on the professional quality.
- Rachael Boyd - sees this as a discussion after we go through our Vision Day, regarding budget and purpose.
- Joseph Miller - budget, cohesion, content consistency.
- Rebecca Campomanes recommends Jason review the Marketing Packet (Image Committee Marketing info).

Issue tabled until after the Visioning meeting.

II. Approval of Minutes

Lisa makes motion to approve. Sherry seconds. All in favor.

III. Approval of Financial Report

- Juliann Jones Irwin - City Revenue and Expense Report received Thursday. She had some questions, and set up meetings with Todd Denham to follow up.

Table approval of financial report until we get more information.

- Consider changing "Review and Report" rather than "Approval"
 - Sherry Richardson expressed reservations based on accountability.

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- Mike Flynn will follow up with City Attorney William Dykeman on his recommendations.

IV. President Report (Joseph Miller)

- Bi-Annual Summit Update
 - 5 Question Survey sent to all board members.
 - Purpose: Visioncasting, Goal Setting, Accountability, and Action Steps.
 - Date set: **March 25th 9am - 1pm at Engine House Pizza Pub**
 - Be on the lookout for prep material
- MSW Director Hiring - Description in the supplemental materials
 - First reading at Commission. Accepting applications through March 30th. Interviews to follow.

V. Executive Director' Report (Rachael Boyd)

- Attended Creative Placemaking Leadership Summit
 - Creating an Inclusive Downtown
- National Main Street Conference coming up April 12 - 14
 - Rachael is registered to attend, and welcomes any board members or other officials to join her.
- Beer Cheese Festival - waiting on questionnaire responses
 - Will disseminate information as soon as she knows it.

VI. New Business:

- Welcome new board member Katie Ledford of Sugar Belle's Boutique
- Changing Main Street from a State to a City Road Petition Map (Chad Walker)
 - Chad Walker has taken over the project from Meredith Guy

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- No one has said No to signing. Most of the missing signatures are from absentee landlords or folks that he hasn't been able to catch.
- Board member recommends not worrying about the absentee landlord signatures for now. As soon as he's able to get the signatures of people who have already agreed to sign, the petition should be presented to City Commission.
- Post Card (Chad Walker)
 - Would like MSW to create a postcard that downtown stores can hand out for free.

Lisa Johns makes a motion to move forward with the postcard project. Kitty Strode seconds. All approve.

- Sculpture Install (Chad Walker)
 - May 15th, 2021 - close the park or the install
 - Rest of the weekend will be an Arts Festival
 - Sponsor Bricks - \$100
 - Person/Group who donates the most gets to name the sculpture

VII. Old Business

- Program Area (Chad Walker)
 - TIF vs Historic District vs ?
 - Seeking resolution on what map(s) if any to use for Main Street Winchester matters.
 - Joseph Miller recommends using an overlay of the two (or all).
 - Ed Burtner - At least five maps exists, plus the ones in our minds

Encourage to use all maps, including National Register Map

Stephen Berry (GIS) can create an overlay map.

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DDIF / TIF - Dollars Involved
To Change Zoning: Work with Planning Commission + Board Vote to
Change the Map

VIII. Committee Reports

A. Organization / Tim Smith

No updates.

B. Promotion / Sherry Richardson

- Shop Hop -Saturday April 3rd
11am - 1pm / Easter Bunny driving the Golf Cart up and down Main Street
Eggs - Pennies, Gift Cards
- Open Air Art Market - Saturday May 16th
Vendors in the Parklette

C. Design / Chad Walker

Meeting the Wednesdays after MSW Board Meetings

D. Economic Vitality / Rebecca Campomanes

- Has not met yet, waiting for Board Visioning
- Committee will consist of: Chris Benevides, Ellie Miller, Josh Wood, Juliann Jones Irwin, Deanne Elmore, Ashley Comb, Jen Klingsmith

IX. Announcements & Rumor Mill

- Jen Klingsmith is going to Beattyville to help with flood relief. She can bring supplies if anyone would like to help
- Juliann Jones Irwin/ People Exchange Bank is matching donations raised from KYforKY T-shirt Sales: <https://kyforky.com/products/kentucky-is-my-land-flood-relief-t-shirt>

Adjourn

Lisa motions to adjourn. Sherry seconds. All in favor.

