
Recap of

***Williams Main Street Program
Board of Directors
Work Session***



Held on

***Monday, October 1, 2007
8:30 a.m. to 2:30 p.m.***

Presented by

***L.L. Consulting
Lani Lott, President
Phoenix, AZ***

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Background: The Williams Main Street Program is 501 C 6 non-profit organization that is an Arizona Main Street Program. The organization follows the Main Street Four Point Approach™, is governed by a Board of Directors and the President and CEO of the Williams-Grand Canyon Chamber of Commerce, Ms. Donna Eastman Little, provides the day-to-day management for the program. Each year the Board holds a planning session to review accomplishments, prioritize objectives for the upcoming year and discuss key initiatives or issues facing the Organization. Ms. Lani Lott, President of L.L. Consulting located in Phoenix, Arizona was contacted and asked to facilitate the work session, which was held Monday, October 1, 2007 from 8:30 a.m. to 2:30 p.m. at the City Council Chambers. The following recap summarizes the discussion that occurred during the work session and outlines the goals and objectives there were developed at that time. *(The agenda for the Board Work Session is located in the appendix for reference.)*

Summarization of Board Work Session: The session began with welcoming remarks from the President, an overview of the work session agenda and introductions. During introductions, consultant asked each attendee to also identify one key issue or question that they wanted to make sure was discussed during the planning session. Below are the responses as shared at the session:

Name	Role	Key Issue or Question that should be discussed
Al Richmond	Board Member	Survival of Main Street and the Board
John Hoist	Board Member; Design Chair	What is going to be the functionality of Main Street in Williams
David Haines	President	Survival of Main Street and the Board
Mia McCarty	Volunteer	How to best present Main Street, get people involved and calm their fears
Sue Atkinson	Chamber Events Coordinator	How to get people more excited about Main Street
Patty Williams	Board Member	How do you get people engaged in the vision and do something
Yvette Hudson	Historic Preservation Commission	How to get people more interested in preserving historic assets
Donna Eastman Liddle	CEO of Chamber; Main Street	Clear direction

After introductions, the consultant provided a brief overview of the National Main Street Four Point Approach, the Four Points and their role within the Approach and the eight guiding principles. Using the Board Member Handbook publication by the National Trust Main Street Center as a resource, the consultant then reviewed the roles and responsibilities of the Board as a whole, discussed individual expectations and explained the function of the committees within the overall organizational structure. After answering several questions, the consultant asked the Board to identify what had been

**Williams Main Street Program
Recap of Board Work Session
Monday, October 1, 2007**

accomplished within the Main Street project area as well as what the Organization had achieved over the last year. Below are the responses shared at the planning session:

2006/2007 DESIGN Accomplishments	2006/2007 PROMOTIONAL Accomplishments
<ul style="list-style-type: none"> • Worked with Arizona Land Use Planners and completed Phase I of the Urban Planning Process. • Provided input to the Clean and Beautiful Committee regarding the design elements in Linear Park. • Worked with the Historic Preservation Commission to develop mural standards and forwarded to City Council for review and adoption. • Provided input for informational kiosks. • Installed additional way finding signage at State Hwy 64 to better direct vehicles to Historic Downtown Williams. • Acted as a liaison to various groups or organizations regarding the Main Street Area and its vision. • Number of Building Projects: 40, \$581,262 • Public Improvements: 4, \$520,000.00 	<ul style="list-style-type: none"> • Focused on strengthening two events: <ul style="list-style-type: none"> ○ Memorial Day Rendezvous Days <ul style="list-style-type: none"> ▪ Over 30 entries ▪ 1300 individuals through Visitor Center ○ Mountain Village Holiday • Williams' events listed in the Grand Canyon Railway brochure and on their website. • Promoted Main Street in Arizona Territorial Times. • Featured on Today Show. • Assessed Chamber's website to look at overall effectiveness, ease of navigation and any gaps or additional areas needed. • Interviewed by Arizona Highways at the Governor's Rural Development Conference.
2006/2007 ECONOMIC RESTRUCTURING Accomplishments	2006/2007 ORGANIZATIONAL Accomplishments
<ul style="list-style-type: none"> • Updated reinvestment figures. • Completed building inventory and businesses data book and computerized information. • Created an accurate listing of all businesses located in the Main Street area. • Number of Property Acquisitions: 12, Value: \$5,031,200.00 • Net New Businesses: 8 • Net New Jobs: 18 	<ul style="list-style-type: none"> • 2007 Arizona State Main Street Award finalize for Large-scale project – Lodge on Rte 66. • Published and distributed a Main Street newsletter. • Maintained presence on the Chamber's website. • Main Street mentioned in William's relocation packages. • Maintained State Main Street status. • Maintained active Board of Directors. • Maintained two active committees. • Secured funding from City partner. • Received Arizona Main Street Grant. • Received funding from Clean and Beautiful Committee.

Board Member Chuck Coleman joined the group at lunch.

Summary of Lunch Discussion: During lunch, consultant was asked to provide an update on the recently approved State Main Street Legislative rules and the criteria that local Main Street programs will need to follow in order to maintain accreditation. Consultant reviewed the general requirements and explained that the State allows Main Street communities accredited **before** the effective date of the rules (which will be mid October) are eligible for continued accreditation only if they have done the following within the last 12 months before this effective date:

- θ Participated in at least two conference calls, retreats, or other events scheduled by the Department.

- θ Submitted an annual report that includes:
 - *Program operating budget for the upcoming year.*
 - *Goals and objectives for the upcoming year.*
 - *Schedule of Main Street related events for upcoming year.*
 - *Prior year accomplishments.*
 - *Current list of members of the board of directors for the Main Street program*
 - *Name, address and telephone number of Program manager.*

- θ Notified the Department regarding program changes.

- θ Attended at least one financial or economic development conference sponsored by the Department.

In addition, the Program manager of the community that is eligible shall provide to the Department **written notice of intent to continue participation within 45 days after the effective date of the rules.** The consultant explained that it will be a choice of the existing Main Street communities if they want to be “grandfathered” in as an accredited State Main Street program by their commitment to follow through with the above criteria. For those communities who do not fulfill the criteria, they risk losing their accreditation and would have to re-apply as a New Community when made available by the State and/or not be eligible at all because the rules not indicate that a community that has a population over 50,000 and/or are located within Metropolitan Phoenix or Metropolitan Tucson areas is NOT eligible to apply for accreditation.

The Board was in full agreement of their commitment to the Main Street Program and ensuring that they maintain their eligibility as an accredited Main Street Program. They asked Donna of the above referenced criteria what had not been completed. She indicated that Williams has participated in the conference calls, notified the Department of any changes and attended the required conference. The reinvestment figures are being

compiled and the annual report will be completed as soon as the consultant forwards the recap of today's planning session. The only outstanding item is the letter of intent to continue participation by the Board. As a result, below are the steps that were discussed at the planning session to follow through with the requirements by the State for Williams Main Street to be eligible for continuing accreditation:

1. **Finish reinvestment figures and forward to the State.**
2. **Complete Annual Report as outlined above and forward to the State.**
3. **Have the Board approve the Letter of Intent to Continue Participation as an Accredited Arizona State Main Street Program and forward to the City accordingly. (Consultant to forward the draft Letter of Intent for reference)**
4. **Ask that the City place on the October 11th City Council Agenda, Main Street's Letter of Intent to Continue Participation and request for a resolution of continuing support for Williams Main Street Program. (Request was made at the Planning Session to Harry, the City Planner who will make sure that the request is on the October 11th agenda.)**

Recommendation: Consultant would strongly recommend that once Williams Main Street is officially notified by the Department of Commerce as an accredited Main Street Program that a press release is distributed accordingly and that this new status is leveraged among the stakeholders, partners and community at large.

After discussing the rules, Mr. John Holst gave an update on the status of the Main Street Design guidelines and recommended next steps. He indicated that it would be imperative that in order to move the guidelines forward, Main Street will need the assistance of the City making it a priority of staff to work hand-in-hand with the Design Committee to help write the supporting ordinances and adopt the guidelines accordingly. Board agreed to make this one of the Organizations key priorities in 2007/2008.

After discussing the new Main Street Rules, the Design Guidelines and a great lunch from Pizza Factory, the consultant assisted the Board with identifying priorities for 2007/2008. Below is a summary the objectives as they were discussed at the work session along with several suggestions provided by the consultant for consideration.

Recommendation: Consultant would recommend that the s review the objectives, make any changes needed and then officially adopt them as part of their Annual 2007/2008 Program of Work.

William's Main Street Program
2007/2008 Goals and Objectives

Organization

Goal: Improve the overall organizational structure to be more effective.

2007/2008 Objectives:

- θ Change Board meetings to every other month or once a quarter.
- θ Utilize Ad Hoc committees versus standing committees to tackle specific projects.
- θ Have each Board member be responsible for providing a brief update of the status of their specific project to be used for reporting to the State as required as well as in the Main Street newsletter.
- θ Re-structure the Main Street Newsletter to include the minutes of meetings.
- θ Review the current bylaws and make changes as needed.
- θ Establish policies and procedures to support the bylaws.
 - Desired Board make up.
 - Reporting procedures.
- θ Complete all criteria required to retain Arizona State Main Street Accreditation.

Design

Goal: Continue to protect the character and integrity of the Main Street District and ensure that future development is compatible and compliments the District.

- θ Review the recommendations presented by Arizona Land Use Planners (Drakes) and prioritize next steps for moving the process forward.
- θ Provide periodic updates to the Historic Preservation Commission.

Goal: Enhance the overall way finding system to assist people with getting to and around Main Street.

- θ Continue to work with the Chamber's Clean and Beautiful Committee regarding the informational kiosks.

- θ Evaluate the effectiveness of all signage-leading vehicles to downtown from key points of entry and make recommendations accordingly.
- θ Work with the Historic Preservation Commission to update the Walking Tour

Promotion

Goal: Continue to work with the Chamber of Commerce to promote and market Historic Downtown Williams.

- θ Contribute input regarding the section about Main Street in the updated Williams brochure.
- θ Create and distribute a Main Street decal using the logo.
- θ Work with the Chamber of Commerce's Tourism Committee to provide input regarding information about Main Street as it relates to:
 - Discovery Map
 - Visitor Guide
 - And other fulfillment pieces
- θ Continue to strengthen and improve upon the two events:
 - Memorial Day Rendezvous Days
 - Mountain Village Holiday
- θ Form a "25th Anniversary of the By Pass" Sub committee to start plans for the 2009 celebration.
- θ Enhance the website.

Goal: Develop a promotional plan focused primarily on the retail segment of Main Street.

- θ Launch a merchants group to brainstorm on the types of activities they value and what they are willing to spearhead.
- θ Working with the merchant's group develop a seasonal promotional plan starting with fall.
- θ Secure a grant from the Clean and Beautiful Committee for a set of seasonal banners.

Economic Restructuring

Goal: Establish Main Street as one of the primary “go to groups” regarding business development, property acquisition and new business interest.

- θ Appoint a board member to officially represent the Main Street district at the Chamber of Commerce’s Economic Development Committee.
- θ Update the reinvestment figures for fiscal year July 1, 2006 to June 30, 2007.
- θ Promote the Property Profile and Business Data Book as a valuable resource.
- θ Promote the Babbitt-Polson Building as a key opportunity site
 - Put information on the website
 - Develop a Profile sheet

Communication/Outreach

Goal: Improve overall communication networks to educate stakeholders, partners and the community about the value of Main Street and increase their participation in the Program.

- θ Have a monthly column in the newspaper that highlights Main Street activities.
- θ Re-structure the Main Street newsletter and send it to ALL businesses located in the Project area (member or not.)
- θ Pump up Main Street’s presence on the website.
- θ Continue to utilize the email network for communicating with the Board, committees and Main Street members.
- θ Create regular press releases to leverage public relations opportunities about Main Street:
 - Reinvestment figures
 - State Main Street Accreditation
- θ Coordinate with the City and the Focus Future II process
 - Create a storyboard about Main Street to be used at public meetings.
 - Host several meetings with Main Street stakeholders.

**Williams Main Street Program
Recap of Board Work Session
Monday, October 1, 2007**

Ø Have the Board attend key City Council meetings to be more visual.

Ø Nominate projects for the 2008 Arizona Main Street awards.

In closing the consultant asked each attendee to identify one key action that they would be willing to complete prior to the upcoming Board meeting. Below is a listing of each attendee's response:

Name	Key Action to Complete Prior to Next Board Meeting
David	Determine Board meeting schedule and frequency
John	Kiosk signage
Yvette	Coordination with Main Street Board.
Chuck	Get with Jackie to launch Merchant's group
Sue	Better lines of communication between merchants, Main Street and Chamber
Harry	Put request for City Resolution supporting Main Street's continued participation as a State Main Street Program on the October 11 th City Council's agenda
Donna	Restructure the newsletter and get all businesses on the mailing list.
Lani	Prepare recap of work session and forward to Donna for Board review and approval

Appendix

AGENDA
Williams Main Street Program
Board of Directors Work Session
Monday, October 1, 2007
8:30 a.m. to 2:30 p.m.

8:30 a.m. Setting the Tone for the Day

Welcome by the President
Introductions and Expectations
Overview of the Main Street Four Point Approach™
Roles and Responsibilities of the Board

10:00 a.m. Break

10:15 a.m. 2006/2007 Accomplishments

11:00 a.m. Identifying Priorities for 2007/2008

Priorities for the Committees
Design
Promotion
Economic Restructuring

Priorities for the Board/Organization

Noon Working Lunch – Points for Discussion

- Arizona State Main Street Legislative Rules
- Update of Main Street Design Guidelines

1:00 p.m. Strategic Action Steps

2:00 p.m. Wrap Up