

**North Main Revitalization Initiative  
Steering Committee  
Minutes of Meeting**

Tuesday, December 16, 2008  
Trails End Motel

Attending: Dave DeBolt, Robin DeBolt, Amber Palm, Kay Rivers, Wendell Robison, and Jim Tyra

Support: Robert Briggs, Melissa Butcher (PB Consulting), and Brian Kuehl (The Clark Group)

1. The meeting came to order at 7:03 p.m.
2. Motion was made by Kay Rivers and seconded by Dave DeBolt to approve the minutes of the December 2, 2008 meeting as presented. Motion carried with none opposed.
3. **Old Business:**
  - a. **Organization Name** – Motion was made by Wendell Robison and seconded by Kay Rivers to adopt “North Main Neighborhood Association” as the official name of the organization. Motion carried with none opposed.
  - b. **Organization Purpose/Mission** – After some discussion, the Board asked that The Clark Group/PB Consulting (TCG/PB) prepare a draft purpose/mission statement for discussion at the January 6, 2009 meeting. The Board asked that TCG/PB to incorporate the four focuses of the Main Street program (organization, design, promotion, and economic restructuring), in addition to the priorities identified in the North Main public process (residential, recreation, and gateways).
  - c. **Other Old Business** – Chairperson DeBolt reported that the NMRI Look & Feel committee has forwarded a letter to WYDOT with specific requests and recommendations for streetscape enhancements on the North Main reconstruction project. A copy of the letter and supporting documents is available for review on the NMNA Central Desktop workspace ([www.centraldesktop.com](http://www.centraldesktop.com)). A short discussion followed regarding maintenance of trees to be planted in conjunction with the North Main reconstruction project. Wendell Robison suggested that the NMNA approach property owners at the tree locations and enlist their help in maintaining the trees during the critical first year. The NMNA could use incentives such as promotion to enlist property owner assistance. If a property owner isn't willing to help, then the NMNA could look to another source to conduct the maintenance program.

Chairperson DeBolt said some items are still undetermined, including the specific look of signing and lighting, the color of any colored sidewalk, and the location and color of crosswalks.

In other old business, the Board discussed selection of a domain name for the NMNA website. Motion was made by Jim Tyra and seconded by Dave DeBolt to reserve the following domain names:

- northmainassociation.org (primary website)
- northmainia.org (special promotion website to point to primary site)

**4. New Business:**

- a. **Strategic Work Plan** – Brian Kuehl suggested the Board consider developing a strategic work plan to guide their efforts going forward. The Board discussed the opportunity afforded to them at the completion of the NMRI process, which focused community attention, initiated momentum and established the groundwork for revitalization of the North Main area. The Board also noted Mayor Kinskey’s identification of the North Main revitalization and parks and pathways as top priorities during his second term in office as a significant asset to the NMNA. Brian described the potential economic stimulus package that will likely be coming down the pipeline early in 2009. He said all indications are that the funding will be directed to “shovel-ready” projects, including roads, bridges, lighting, pathways, etc., but that the projects must be ready to go. He suggested the NMNA prioritize its projects in order to tap into economic stimulus funds.

The Board asked TCG/PB to draft a spreadsheet to serve as a strategic work plan, beginning with the projects and priorities identified in the NMRI report as presented to City Council. Robert Briggs suggested that the work plan also include projects that have partial or complete funding that tie into the North Main initiative. This will help the Board identify which projects need a hard push and which need a booster.

- b. **Other New Business** – No other new business was presented.

**5. Next Meeting** – The following key meeting dates were identified for December and January:

- a. NMRI Look & Feel Workgroup – Thursday, December 18, 12:00 p.m. at City Hall
- b. City Planning Commission – Monday, December 22, 7:00 p.m. at City Hall (Wrench Ranch annexation on agenda)
- c. NMRI Steering Committee – Tuesday, January 6, 7:00 p.m. at Trails End
- d. WYDOT North Main Meeting – Thursday, January 22, 5:30 p.m. at Best Western