

North Main Revitalization Initiative
Steering Committee
Minutes of Meeting

Tuesday, December 2, 2008
Trails End Motel

Attending: Dave DeBolt, Robin DeBolt, Nancy Drummond, Deb Hirschman, Mayor Dave Kinskey, Tim Lenz, Amber Palm, Kay Rivers, Nancy Silla and Jim Tyra

Guests: Richard Bridger (City Parks & Recreation), Robert Briggs (City Planning), Edre Maier (Sheridan Heritage Center), Ben Herman (Clarion Associates), Craig Russell and Paul Mills (Russell + Mills Studios)

Support: Melissa Butcher, Brian Kuehl

The meeting came to order at 7:05 p.m.

- 1. Master Planning Process** – The creation of a master plan for the North Main area was identified as a top priority in the conclusions drawn from the NMRI public process. Mayor Kinskey said he asked Clarion Associates and Russell + Mills Studios to come to the meeting because they have expertise this type of master planning. Clarion has been working on the County comprehensive plan and with the City on comprehensive planning for the 1-mile area between City and County. The master plan would help the NMRI Steering Committee more clearly refine the vision for the North Main area and provide a framework for implementation of that vision.

Ben Herman of Clarion provided an overview of what master planning might entail. He said they might start with a few key elements, such as the creek, the railroad, and the potential realignment of the north interchange.

Herman said Clarion has conducted a series of listening sessions over the last two days to begin developing a view of what the community might want the North Main area to look like. Craig Russell and Paul Mills of Russell + Mills studios presented some visual representations of the vision expressed in the listening sessions. Russell said the visuals are intended to support the planning process so that planners can ensure that they are accurately capturing what the public had verbally expressed. He emphasized that the visuals being shown today were very preliminary and that typically they would be presented along with a series of other ideas for the community to choose from.

The Mayor reported that the City is continuing to work with WYDOT on leasing the old Port of Entry property for use as park space.

The Mayor emphasized the need for the Steering Committee to work quickly to identify funding priorities so that they may be considered for inclusion in the upcoming Capital Facilities Tax request.

- 2. Incorporation** – Edre Maier said she believes organization is critical to sustaining the momentum of a revitalization effort over time. She said the makeup of the Committee will change as volunteers come and go, but a solid master plan and organizational structure will carry the initiative forward.

Edre presented a brief overview of the 4-point approach used by the Downtown Sheridan Association in revitalizing the downtown area. The approach was created and

refined by the National Trust Main Street Center, a program of the National Trust for Historic Preservation. The four points are 1) Organization; 2) Design; 3) Promotion; and 4) Economic Restructuring. Edre said the Committee may wish to consider applying to the Main Street once incorporation has been completed.

Edre provided examples of articles of incorporation, bylaws, and a checklist for incorporation as a non-profit entity.

Edre concluded her presentation with a recommendation that the Committee approach the revitalization effort using the four-point Main Street approach, and that the Committee seek incorporation as a 501(c)3 organization.

The Committee asked Edre at what point the organization should consider hiring an executive director. Edre said they should wait until they have incorporated and have a clear vision for moving forward, including funding sources, etc.

The Mayor said the relationship between the City and the NMRI organization could end up being much like that between the City and the DSA or Chamber, where the NMRI organization is a recipient of one-cent optional sales tax dollars.

The Committee briefly discussed creating a subcommittee to work on incorporation. It was decided that for now the Committee will continue to meet as a whole.

3. **Proposed Request for Support to City** – Chairperson DeBolt asked that the Committee members review the draft request for support to the City and provide their comments no later than 5PM Thursday, December 4.
4. **Organization Name** – This item was tabled for discussion at the next meeting.
5. **Website Content and Domain Name Possibilities** – This item was tabled for discussion at the next meeting.
6. **Other New Business** – Melissa Butcher will set up a workspace for the Steering Committee at www.centraldesktop.com. The workspace will allow committee members to share documents, discuss ideas, share calendars, etc. Melissa will post all documents provided by Edre to the Central Desktop workspace for committee member review.
Nancy Silla encouraged Committee members to attend the December 22 meeting of the City Planning Commission, as the Commission will be considering annexation of a large portion of the Wrench Ranch into the City. Nancy asked that Planning Commission members be provided with a copy of the NMRI report prior to the December 22 meeting.
7. **Next Meeting** – The following key meeting dates were identified for December and January:
 - a. NMRI Steering Committee - Tuesday, December 16, 7:00 p.m. at Trails End
 - 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