

**Harrodsburg First Main Street Program
Board of Directors
March 15, 2018**

Members present: Greg Souder, Allen Goldie, Noel Turner, Goldie Goldsmith-Vigneri, Drew Hardgrove, Leslie Bosse and Julie Wagner. **Absent:** Elizabeth Dedman, Doris Bartleson, Lisa Morse and Kristya Coslow-Lewis.

Greg Souder called the meeting to order at 12:15 p.m.

January Minutes were approved by a motion from Leslie Bosse and seconded by Drew Hardgrove. January and February financial reports were presented by Allen Goldie. After questions were answered, a motion was given by Goldie Goldsmith to approve the reports. A unanimous vote of approval was given.

2018 officers and committee assignments was discussed. Allen Goldie will serve as the 2018 chairman of the board. Greg Souder will move into the Past Chairman role. With Goldie and Leslie entering their final year on the board, the Vice Chairman role was discussed. Noel Turner will serve as Vice Chairman.

Committee chairpersons was discussed. Drew Hardgrove will chair the Organization Committee. Leslie Bosse the Design Committee, Goldie Goldsmith-Vigneri the Promotions Committee and Noel Turner the Economic Vitality Committee. Greg Souder and Allen Goldie will continue to lead the Oktoberfest Committee and the Façade Grant Committee will remain the same.

Organization committee – Greg Souder

Ms. Anna Armstrong has been calling board members about her taking over the book idea and Harrodsburg First paying her to produce a Main Street book. Julie has an idea and been researching the deeds to build a genealogy of each building. A book could be published in 7 years if there is enough content in conjunction with the 250th Anniversary of the founding of our town.

The project is not moving fast enough for Ms. Armstrong, who asked for the board to turn the project over to her for a fee of \$2,500. A motion was made by Drew Hardgrove to move this project into the Organization Committee for assessment and at this time no contract would be engaged with Ms. Armstrong. Drew will report back to the board after an assessment is complete.

National Main Street Center’s New Structure. Julie presented what she has learned about the new Main Street structure and Transformation Strategies. Four board members attended the training in Frankfort last January for the state training. There are some significant changes ahead for how the Main Street Programs handle planning and programming. Instead of each committee operating in their own silos, they will collaboratively with the community and other committees to accomplish the programs overarching goals and strategies.

The first step is an in-depth, comprehensive study of the wants and needs of the community. This includes focus groups, surveys, meetings with community groups that meet various demographics and of course, local leaders. Data and input is collected and used to select one or two overarching strategies that are transformative and will grow the downtown. These are supposed to be comprehensive and accomplished over a longer period of time.

Promotion Committee – Goldie Goldsmith-Vigneri

Goldie shared the outcome of A Frozen Fantasy and while not as well attended as 2015, it was still successful. Everyone thanked Goldie for her work in leading this event. The March/April social media campaign will focus on the downtown antique shops.

Design Committee – Leslie Bosse

Leslie reported that the new banners are ordered. The committee worked to prepare the request which Julie presented to the City for spring banners and landscaping the parking lot.

Julie explained that banners are not something funded through the Main Street Program. Banners is a new program that no one was sure how they would be received. Public input has been very positive which is why the committee thinks it would be prudent to purchase spring ones. Commissioner Mattingly has been supportive, and found some surplus funds for the request. Wagner said that while Mayor Long was unhappy, the request was approved unanimously by all commissioners. The committee is working on getting funding for a fall banner.

Summer Flowers have been ordered and the committee will conduct a planting day around Mother’s Day.

Economic Restructuring Report – no report

Director's Report – Julie Wagner

Julie reminded everyone that she will be in Kansas City March 25-29th, 2018 for the National Main Street Conference.

The accreditation from Frankfort has arrived and Julie provided a copy of a letter she sent to Kitty Dougoud questioning her scoring. Significant points were docked from the education category. Greg Souder stated that there is not a director in Kentucky more trained in Main Street than Julie. Drew reminded everyone that Julie had warned those who went to the Frankfort meeting that something like this would happen this year. Julie has been taking the National Main Street Institute and attending all their sessions, and our interest in bringing Norma Meis from Main Street America to Harrodsburg to help our organization. This may have contributed toward a stricter scoring of the organization. Julie will try to meet with Kitty to discuss the issues addressed in the letter while in Kansas City for the National conference.

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