

Stockyards City Main Street, Inc.

Board of Directors Meeting

Fraternal Order of Police  
1624 S. Agnew Ave, Oklahoma City, OK 73108

April 19, 2018

The Stockyards City Main Street Monthly meeting was called to order at 8:13 am by President Becky Ferguson.

Members Present: Becky, John M., Fred, Kelli, Linda, Sheila, John S., Cindy, Scott, Matt. Visitors Present: Kathy, Buffy, Lamiae, Kelly, Tamara, Jessica. Staff Present: Todd, Nicole.

Minutes from last meeting were approved by Matt, seconded by Linda.

Financials: Cindy and Todd are meeting with Accountant to continue cleaning up how QuickBooks handles old data. Financials approved by Linda, John S. seconded.

Action Item: Accept resignation of Dr. Richard Neal.

Reminder of State Main Street Banquet on May 8th. Councilwoman Meg Salyer will be a guest.

Committee Reports:

Design: working with Tyler and Embark on bus stop canopies, could be an additional cost associated with them.

Promotions: Wines of the West is working with OGIC on the event.

Organization: Historical Society has helped with photos, documents, and building data for our video archive. Hummingbird has offered to create the video.

Eco Vitality: Matt reported his building has been taken down. UMB will continue to maintain their lot and have security. Rodeo Cinema is coming along nicely.

Office Report:

National Conference was full of great ideas. Fire damage is being cleaned up. Working with merchants on Food Drive. Wines of the West is fully underway.

Old Business: None

New Business: None

Adjourn: Linda made motion to adjourn, Matt second.

Meeting was adjourned at 8:38 am for State Main Street Training (report attached).



MEMORANDUM

April 23, 2018

TO: Stockyards City Main Street Board of Directors

FROM: Stockyards City Main Street Office, Todd Branson

RE: State Main Street Training Recap

Good afternoon all. I hope you were pleased with the information we received at last week's state training. This informative session had plenty to digest, I know, but it was encouraging to know the importance of steady progress as we continue to capitalize on our ongoing successes.

As we look forward towards our May meetings, our summer planning session and begin to dive into our Action Plan development, compiled below is a list of goals that came from that morning's discussion. Each goal has been assigned an initial committee or set of committees to begin discussing and sharing. As discussions progress, I completely understand and expect that priorities may shift and committees may have goals added or subtracted to make the best use of our available time, so please treat this list of goals as a working document. I sincerely appreciate each and every one of you for your willingness to contribute and support everything this district represents. Mostly, I want to thank you for your commitment to Stockyards City Main Street.

Determined Target Goals:

- Define Stockyards City Main Street and outline each committee's objective as it pertains to the 4 Point Approach. Discuss options to restructure committees to put best practices to use with the talents and skills of all involved. A general outline of the 4 Point Approach is attached. (18 month goal) **EV,D,P,O,EC**
- Learn about more granting opportunities **D,P,O**
- BID: clarify rules on promotion, fundraising, donor vs. sponsor and outline the specific roles between Main Street, BID and Council **P,O,EC**
- Define advertising, create specific outlines to determine Main Street goals and Council goals **EC**
- Determine dates for a strategic planning session – Summer 2018 possibly **EV,D,P,O,EC**
- Strengthen partnerships locally – chambers, civic groups, business lunches/coffees **EV,D,P,O,EC**
- Survey stakeholders and businesses for areas of improvement **EV,D,P,O,EC**
- GIS/locateok.gov for business and district mapping to include expanding the Main Street district **EV,EC**
- Board obligations, rotation and succession, Bylaws and board commitment forms/agreement **O,EC**
- Volunteer Recruitment – 4-H, FFA, boys and girls clubs, specialty clubs (corvette club, posses, Volkswagen club, etc) **P,O**
- Policy on spending and procedures between committees and configuring the budget to outline expenses/income **EC then EV,D,P,O**

# Your Roadmap to Revitalization

Every community and commercial district is different, with its own distinctive assets and sense of place. The Main Street Approach offers community-based revitalization initiatives with a practical, adaptable framework for downtown transformation that is easily tailored to local conditions. The Main Street Approach helps communities get started with revitalization, and grows with them over time.

## Main Street Fundamentals

- The Main Street Approach is centered around Transformation Strategies. A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy.
- A program's work on Transformation Strategies should be organized around the Four Points: Economic Vitality, Design, Promotion, and Organization.
- A revitalization program's work – and its Transformation Strategies – need to be informed by a solid understanding of local and regional market data, and sustained and inclusive community engagement.

## What Are Transformation Strategies?

**Transformation Strategies** – generated through meaningful community engagement and informed by an analysis of the district's market position — help to guide a revitalization program's work. An effective Transformation Strategy serves a particular customer segment, responds to an underserved market demand, or creates a differentiated destination.



Some "ready-to-use" strategies — called Catalyst Strategies — fall into two broad categories: those that are focused on a specific customer segment and those that are focused on an industry, product, or service segment.

### Examples include:

- Workers and Residents
- Elder Friendly and Aging-in-Place
- Family-Friendly
- Agriculture Center
- Arts (performing and visual)
- College Town
- Convenience Goods and Services
- Entertainment and Nightlife
- Knowledge Economy

# What Are the Four Points?

Transformation Strategies are implemented through comprehensive work in four broad areas, known as the **Four Points**.

**ECONOMIC VITALITY** focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

**DESIGN** supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

**PROMOTION** positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

**ORGANIZATION** involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

