

MBA Meeting Minutes - 1/25/2022 Plan for our Future (Virtual)

Attendees: Bill Foster (Kampfer), Miriam Haugen (Haugen's Galleri), Nicki Marazzani (MICC), Sabra Jewell (WOU), Emily McNulty (MaMere's), Marilyn Morton, James Martin (Dancing Muse), Suzanne Dufner (City of Monmouth), Liz (City of Monmouth) Marty Wine (City of Monmouth), Kelly Carmichael (), Jeff Glodt (Grain Station), Tori Stutzman (Sparklet Designs), Jason Saunders (Minet), John Bracken (Crush), Ellen Zook Osborn (Arts & Culture), Michael Joseph (US Bank)

Special Guests: Sheri Stewart - Meeting facilitator (Oregon Main Street Program), Beth Dehn (Oregon Heritage)

Call to Order at 8:01.

Introductions

Oregon Main Street Overview - Sheri shared a video highlighting the core principles of the Main Street approach. Video is accessible on Main Street website. Main Street = place-based economic development. In Oregon, Main Street program lives under Oregon Heritage (division of Oregon Parks & Recreation department).

Oregon Main Street opportunities available to Oregon communities:

- Networking
- Downtown Revitalization Conference
- Workshops/trainings
- Technical assistance
- Historic surveys
- Program evaluations & community assessments
- Resource Center: Guides & Recovery Action Plan
- Oregon Main Street Revitalization Grant

Many materials (including past presentations and training videos) available at www.oregonmainstreet.org.

How Main Street Works:

- Comprehensive approach
- Grassroots & community driven
- Asset based
- Time tested
- Adaptable methodology

Main Street program transforms communities via economic vitality (strengthen the district's economic base through market analysis, business assistance, incentives), design (maintenance, place making), organization (outreach, planning) and promotion (special events, image building/branding, business/retail events).

Typically Main Street structure includes a board of directors, executive director and committees focused on outreach, economic vitality, promotions and design.

Monmouth Business Association Overview (Miriam) - Miriam shared we are just embarking on Main Street Program and just at the beginning stages.

Emily shared a bit about the Main Street Program conference she attended. And how excited and energized she was after attending. We seem to be at a crossroads of deciding how we can be strategic moving forward to continue to work on revitalization of down town. And identify what direction we want to head.

Survey overview (Sheri) - Small sample size, but still some great feedback.
Top words that come to mind: potential, quaint, charming, friendly, charming, community, historic

Top issues: signage/way finding, parking, business mix, infrastructure

Ideas do you have for addressing issues: need to do a deep dive and thinking about what type of community Monmouth wants to be, more affordable rent to fill empty spaces, placemaking (art, planters, benches), infrastructures (sidewalks, paving, bike lanes, gateway signage), info station in IOOF building

Great things about downtown Monmouth: walkable, clean/safe, history/heritage, friendly business owners, gathering spaces, comfortable

What kind of special events/activities would you like to see in downtown: Music related, community celebrations, art related, food related, kid/family friendly, historic walks, wine walks, scavenger hunts

What types of businesses would you like to see in downtown: entertainment, clothing, bookstore, home goods, coffee shop/bakery, art/craft, fine dining, pub/restaurant, grocery

What is missing from business mix?: variety (especially retail), gathering places for college students, quality re-sale shops, delivery service, tourist draws, hobby arts/crafts, bookstore, bakery coffee.

Volunteer opportunities people would consider?: diversity, equity and inclusion; community engagement; business outreach; special events; serving on a committee to plan activities/projects

Elements of Action Plans - Goals, Objectives, Activities, Tasks (Sheri)

Goals – specific statements of purpose, which can be clearly divided into a committee structure. Usually best for each committee to have one goal. This goal should reflect the general purpose of the committee.

Objectives – specific statements of how a goal will be reached. They usually outline the major areas of responsibility for committees. Objectives give structure to the numerous activities undertaken and help explain why a specific activity has been chosen.

Activities – specific projects that have an identified timeframe and documents what needs to be done and by whom. When completed, they are usually recognized as tangible accomplishments.

Tasks – specific steps required to complete an activity.

Small Group work– Group broke up into groups to develop specific goals/objectives/tasks. See document “MBA Workplan Outline” for more detailed information.

Committees – we will need more people to volunteer for committees.

Outreach – Emily, Jeff G.

Design – Ellen (ellenzoosborn@gmail.com; 928-583-3325), Tori, Maggie

Promotion – Tori, Marilyn

Economic Vitality – Suzanne & Liz

Nicki – Help with 501c3 status

Sheri Stuart - Sheri.stuart@opr.oregon.gov