



**Main Street
Franklin**
BOARD of DIRECTORS MEETING AGENDA
June 30, 2015 at 5:30pm

- I. Call to Order
- II. Approval of Agenda
- III. Approval of Minutes
- IV. Roll Call
- V. Director's Report
 - a. MSOC Annual Accreditation Press Conference Review
 - b. MSF Contract Extension with the Village of Franklin
 - c. BHRP Grant Update
 - d. Village Center changes
 - e. NMSC Documents – 4 Point Refresh & Primer
 - f. Office move – help needed!
- VI. Chairman's Report
 - a. Mission/Vision Workshop at Harry's House --- schedule!
- VII. Treasurer's Report
 - a. Finances
- VIII. Committees
 - a. Committee Reports
 - i. Promotions/Design
 - 1. Paint the Town Update
 - 2. Frankenstein Frenzy – to be held October 24
 - ii. Organization
 - 1. Newsletter
 - 2. Business Membership Letters (update by Elina/Lisa)
 - 3. MSF Print Piece verbage (Elina)
 - 4. Gem of a Night – to be held September 12
 - iii. Business Improvement
 - 1. Small Business Mixer – July 15
 - 2. Small Business Saturday – November 28
- IX. New Business/Public Comment
- X. Adjourn

Next meeting July 28, 2015

Main Street Franklin Board of Directors Meeting
May 26, 2015 -- 5:30pm at the Kreger House

Date:	May 26, 2015
Called to Order:	5:38pm
Adjourned:	6:24pm

ATTENDEES

<u>Title</u>	<u>Name</u>	<u>Attendance</u>
Executive Director	Katherine White	X
Chairman/BI Chair	Barry Silverstein	Absent
Treasurer	Harry Ellman	x
Secretary	Amanda Yow	x
Director	Elina Costello	X
Director	Maureen Movold	X
Director	Kim Rovinski	Absent
Director	Merrily McDonald	X
Director	Susan Siegel	X
Director	Lisa Dunn	X
Village Council Liaison	Mike Seltzer	Absent

Others in attendance: Gail Beke

AGENDA

<u>Topic</u>	<u>Action</u>
1. Adoption of Minutes	Elina moves, Merrily seconds
2. Adoption of Agenda	Katherine would like to add Fundraising under Treasurer's Report; Harry moves, Maureen seconds
3. ED Report	a) MSOC Main Event – May 12, 2015 <ul style="list-style-type: none"> • Katherine thanks the board members for attending • Nominated for a few awards; Katherine got an award for Diplomacy, Determination and Professionalism a) MSOC Annual Accreditation – June 4 th at 10am, with breakfast at 9:30am <ul style="list-style-type: none"> • We were accredited for the 2014 year • Katherine asks that as many of the board members attend as possible • 9 of the 11 main street committees were accredited for 2014
a) 4. Chair's Report	<ul style="list-style-type: none"> • Barry was absent
a) 5. Treasurer's Report	a) Finances <ul style="list-style-type: none"> • Presented general ledger showing finances, accepted as presented

	<p>a) Fundraising</p> <ul style="list-style-type: none"> • Fundraising is the board's responsibility – Board needs to pick and execute a fundraising idea • Ideas for fundraising <ul style="list-style-type: none"> • Planning to send out another letter to the merchants of the village – Lisa and Elina will help get them distributed and follow up with merchants; • Franklin Day – 10% of sales for a day go towards MSF, maybe sales of Franklin residents getting percentage • Few options: Franklinopoly, ornaments, t-shirts for each business, booth at farmer's market
<p>a)6. Committee Reports</p>	<p>a) Committee Reports</p> <ul style="list-style-type: none"> ◦ Promotions/Design <ul style="list-style-type: none"> ▪ Paint the Town Update • July 25th – tentative date • 1pm-5pm - Seven painting stations throughout the village with canvases and art educators to help people; Local artists will be there as well to also contribute to the art; as the pieces are finished they will be hung on the side of market basket in a large frame • 5pm-9pm – Color Me Franklin Block Party: auction for the art pieces, food, bar, music; Elina has a friend who might be able to help with the music • Sinclair Butterfly Foundation <ul style="list-style-type: none"> Ask Chip Sinclair to do book signing, talk about his foundation, etc.
<p>a)7. New Business/ b) Public Comment</p>	<p>a) Summer Solstice – June 21st at 10am on the green in front of Franklin Community Church; group coming to do 108 sun salutations, Possibility of fundraising at this event for MSF</p>
<p>a)“What is MSF?” b) Work Session</p>	<p>a) Overview: Oakland County is allowing us to utilize their graphic designers to create a printed promotional piece for Franklin Village – there will be a community calendar; who the police chief and fire chief are and how to contact them; a few paragraphs/pages explaining what the FCA, FHS, and MSF are and how to contact them; piece to be posted on various media (social media, paper, web presence, etc)</p> <p>b) Need to put together something about Main Street (explaining who MSF is, what MSF do, what the goals are, what is the important of MSF for this print piece)</p> <ul style="list-style-type: none"> ◦ Elina offered to edit what the Board has written to make it into a conclusive piece



National Main Street Center

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National Trust *for* Historic Preservation

The Main Street Approach

Over the past 35 years, the National Main Street Center has led the development of a national network of over 2,000 historic downtowns and neighborhood commercial districts – what we refer to as Main Streets - all united by these communities’ tireless dedication to create vibrant, people-centered places to live, work, and play. The people who make up the Main Street network are passionate advocates, influential stakeholders, and community organizers who work every day to turn the tide in their communities - catalyzing reinvestment, creating jobs, and fostering pride of place.

Main Street-style transformation is a combination of art and science: communities first need to learn about the local economy, its primary drivers, and its regional context (the science), but they also need to convey that special sense of place through storytelling, civic engagement, and marketing (the art). To support this powerful network, the National Main Street Center has a revitalization framework – the Main Street Approach - that helps communities leverage both the art and science of downtown revitalization to create a better quality of life for all.

The Refreshed Main Street Approach

1. Identify the Community Vision for Success

The Main Street Approach begins with creating a vision for success on Main Street. Main Street promotes a community-driven process that brings stakeholders from all sectors together, inviting them to be proactive participants in the revitalization process. This essential step provides a foundation for outlining the community’s own identity, expectations, and ideals while confirming real and perceived perceptions, needs and opportunities.

Some communities may decide they want to become regional arts and culture hubs, others may want to become innovation districts, and others may want to focus on creating a community that supports “aging in place.” Still others may decide they want simply to be able to offer better retail and services to local residents. Whatever the vision, the goal is holistic transformation of Main Street, accompanied by rigorous outcome measurement to demonstrate results.

2. Create Community Transformation Strategies

A vision of success alone is not enough. Communities must work together to identify key strategies, known as **Community Transformation Strategies** that will provide a clear sense of priorities and direction for the revitalization efforts.

Typically communities will find two to three Community Transformation Strategies are needed to help reach a community vision. These strategies will focus on both long and short-term actions that will move a community closer to achieving its goals.

For example, if a Main Street decides that “aging in place” is a critical element of its community vision, the organization would develop a series of Community Transformation Strategies to help realize that vision. A short-term strategy could be to implement a special senior discount at cooperating businesses. A longer-term strategy could be to partner with other advocacy groups and the Department of Transportation to encourage Transit Oriented Development in the district.

Work on these strategies would align with the four key areas Main Streets have been using as a guiding framework for over 35 years: Economic Vitality, Promotion, Design, and Organization, known as the Main Street Four Points.

Economic Vitality

Revitalizing a downtown or neighborhood commercial district requires focusing on the underlying Economic Vitality of the district. This work is rooted in a commitment to making the most of a community’s unique sense of place and existing historic assets, harnessing local economic opportunity and creating a supportive business environment for small business owners and the growing scores of entrepreneurs, innovators, and localists alike. With the nation-wide growing interest in living downtown, supporting downtown housing is also a key element of building Economic Vitality.

Design

A focus on Design supports a community’s transformation by enhancing the physical elements of downtown while capitalizing on the unique historic assets that set the commercial district apart. Main Streets enhance their appeal to residents and visitors alike with attention to public space through the creation of pedestrian friendly streets, inclusion of public art in unexpected areas, visual merchandising, adaptive reuse of older and historic buildings, more efficiently-designed buildings, transit oriented development, and much more.

Promotion

Promoting Main Street takes many forms, but the ultimate goal is to position the downtown or commercial district as the center of the community and the hub of economic activity, while creating a positive image that showcases a community’s unique characteristics. This can be

done through highlighting cultural traditions, celebrating architecture and history, encouraging local businesses to market cooperatively, offering coordinated specials and sales, and hosting special events aimed at changing perceptions of the district and communicating to residents, investors, businesses, and property-owners that this place is special.

Organization

A strong organizational foundation is key for a sustainable Main Street revitalization effort. This can take many forms, from a standalone non-profit organization, to a special assessment district, to a program housed in a municipality or existing community development entity. Regardless of the organizational type, the focus is on ensuring that all organizational resources (partners, funding, volunteers, etc.) are mobilized to effectively implement the Community Transformative Strategies.

3. Implementation and Measurement

To succeed, Main Street must show visible results that can only come from completing projects – both shorter and longer-term activities that add up to meaningful change. Activities aligned with shorter-term strategies focus on highly visible changes that are a reminder that the revitalization effort is under way and succeeding. Placemaking strategies – those actions which focus on what can be achieved “lighter, quicker, and cheaper” are particularly effective and important in energizing the community and demonstrating short-term progress.

While shorter-term, highly visible activities are critical to Main Street’s success, communities must also sustain focus on implementation of longer-term projects and activities that are the building blocks for substantial change over time. Identifying milestones for these longer-term projects can be important in creating a sense of forward momentum and reinforcing to the community the need for sustained focus on revitalization efforts.

Additionally, Main Streets must forge cross-sector and non-traditional partnerships in order to achieve long-term success. One of Main Street’s greatest strengths has always been as convener, and as the horizons of the community revitalization field broaden to include more players from the housing, employment, sustainability, real estate fields, and more, this role is more important than ever. Main Street programs occupy a central place in their communities, acting as “community quarterbacks” by creating a forum for bringing together diverse stakeholders.

Coinciding with implementation is an equally important focus on measuring progress and results. Healthy Main Streets are built on a commitment to measure outcomes. We live in a time where public resources are scarce, and competition for

private resources is fierce. Main Streets must be able to demonstrate the wise use of resources, which translates to real change on the ground: new jobs added to a Main Street, new businesses open, buildings redeveloped, and numerous other metrics of success. The National Main Street Center, together with our network of over 45 Main Street Coordinating Partners, works to make measuring results on Main Street easier and accurate.



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The Four Point Refresh: A Primer

Where We've Been

Main Street has been a successful model for commercial district revitalization since its beginnings 35 years ago. What sets it apart is the powerful network: the unique combination of grassroots dedication to comprehensively improving quality of life at the local level, integral support and expertise provided by Coordinating Programs at the city, county, and state level, and leadership and direction from the National Main Street Center (NMSC). The Four Point Approach, which has served to organize the work of Main Street programs and shaped the way we help communities tackle their most challenging revitalization needs, has been an effective and useful framework.

The community development field has changed dramatically over the course of the past three and a half decades. In order to ensure the continued success of the Main Street model in revitalizing traditional business districts, the National Main Street Center's Board of Directors appointed a Four Point Refresh Task Force to oversee the renewal of the Center's signature revitalization framework. The Task Force is led by Main Street veteran and NMSC Board Member Mary Thompson and is working with community revitalization experts Kennedy Smith and Josh Bloom of the Community Land Use and Economics (CLUE) Group and in partnership with the network of Main Street Coordinating Programs to update the Four Point Approach. (See last page for a full list of Refresh Task Force members.)

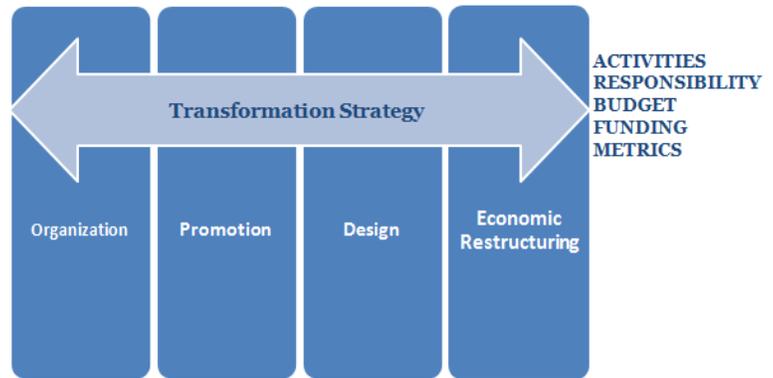
The purpose of the Four Point Refresh is to obtain a clear picture of what the most common challenges are facing traditional downtowns and business districts, how different audiences use and perceive the Four Point Approach, and how this Approach should evolve to better meet the needs of the Main Street network and the revitalization field.

The Refresh research found that the Four Point Approach remains strong and relevant. However, instead of being a set of guidelines or framework leading to the ultimate goal of community revitalization, the Four Points themselves have often become a primary focus for communities. Additionally, many Main Street programs tend to focus too much time and effort on the components of the Main Street Approach where they feel most comfortable, and where they can have the most visible impact in a short period of time – most often, Design and Promotion. As a result, many struggle to be recognized as serious revitalization organizations and reach key revitalization benchmarks.

Additionally, we received feedback that many organizations and communities outside of the Main Street network are interested in Main Street, but see it as being “not for them.” Some perceive Main Street as being too rigid, requiring a very specific kind of organizational model that does not fit their existing structure. Others have the misconception that Main Street is only for towns of a certain size or demographic.

The Refreshed Four Points

Based on feedback from surveys, focus groups, and direction from the Four Point Refresh Task Force, the National Main Street Center will focus efforts on implementing an updated framework, with the goal being to make the Main Street Approach work better for those already using it, and make it more accessible for those not yet involved.



This is not a dramatic re-write of the principles that have worked well for so many Main Street practitioners over the years, but a renewed focus on holistic transformation and rigorous outcome measurement. As has been the case in the past, Main Streets will be encouraged to engage a wide range of local stakeholders in developing a vision of success for their downtown or neighborhood commercial districts. Main Streets will then be urged to develop cross-cutting Community Transformation Strategies that are connected to meaningful, long-term change. Progress will be measured in a variety of ways, including through economic metrics and qualitative assessment.

Under the refreshed Main Street model, **Community Transformation Strategies** will become the focus of a Main Street program's work. After a community visioning processes and up-front assessments of local needs, the Main Street program or host organization will commit to two to three transformation strategies and organize its work around those strategies (as opposed to organizing people, funding, and time around the Four Points). These strategies will be rooted in a thorough understanding of the district's existing assets and economic potential. This will require a shift in focus for many communities (though some, we understand, are already operating this way), as well as the way Coordinators and the Center conduct training and assessments.

The Four Points remain critical to the Main Street Approach. The most significant changes to the Four Points themselves will be in the form of a more flexible leadership structure. Instead of organizing people, funding, and time around the Four Points, committees or ad hoc work groups may be formed to engage the community around the Community Transformation Strategies. We believe this evolution is imperative, as the way people organize themselves has changed significantly in recent years, and the Main Street Approach must reflect this reality. Communities are welcome to maintain their four committee structure if that is their preference. However, the Center will no longer advise this as a best practice as this model can result in the "silo-ing" of revitalization activities, potentially impeding community progress.

Additionally, the National Main Street Center will introduce a new name for the "Economic Restructuring." We heard again and again that "Economic Restructuring" is a term with little resonance outside of the Main Street network, and is oftentimes confusing even for those working in Main Street. Yet Economic Restructuring has always implied more than traditional "economic development." Going forward the term "Economic Vitality" will replace "Economic Restructuring." We think the term Economic Vitality will help demystify this point, and speaks to the great economic development and entrepreneurship opportunities on Main Street.

Guiding Principles

The Eight Principles are a set of values that help staff and volunteers articulate the Main Street program's mission and focus their energy. **Going forward, we will refer to the Eight Principles as “Guiding Principles,” and use them for internal training, rather than as a public messaging tool.** The Eight Principles are an easily understandable, common sense teaching tool, but in our research we discovered that as a standalone list, they can be confusing to external audiences. The Guiding Principles – which will be based on the existing Eight Principles – will serve as a narrative value statement. We hope the frame we develop will be helpful as written for most communities, but we will also leave room for tailoring depending on community priorities and needs.

What Happens Next?

In many ways, the Four Points have evolved organically over time; some communities report that they are already using a more flexibly structured, outcome-based approach to the Four Points. Yet the Center's update to a hugely successful approach takes time and great care. Thanks to generous funding of the Knight Foundation (administered by NTCDFI), we are launching several demonstration projects (a minimum of 7) over the next 12 months to refine our proposed improvements to the Four Points. These demonstration projects are expected to commence in late summer or early fall 2015; currently, funding for the work is only available to [Knight Cities](#). The Center is also eager to include Coordinating Programs as part of the demonstration process, and more details about participating in the demonstration process will be available soon.

During fall 2015 we anticipate rolling out a “Beta” version of the Refreshed Four Point Approach to share with the full Main Street Network information about the Four Point Refresh. This will include:

- An Overview of the Refreshed Four Point Model, to be known officially as the “Main Street Approach” (already available to coordinators to review as a draft)
- Examples of “Community Revitalization Strategies”
- Informational Materials for Coordinating Programs to share with their communities (in PowerPoint and handout form)
- A timeline for full implementation of the Refreshed Four Point Approach (likely to be between Fall 2016 and Spring 2017)
- Answers to Frequently Asked Questions

Throughout the implementation of Knight demonstration projects, we will keep you updated on key findings in our participating communities. Stay tuned to Main Street Weekly and social media for key updates.

Growing the Main Street Network

The Center recognizes that there are many communities that are currently not involved with Main Street but may wish to be. Like the traditional Main Street model, we believe this refreshed framework has the potential to provide significant benefit to communities and commercial districts of all kinds – from urban districts, to inner ring suburbs, to rural communities. The Center will continue to offer several “points of entry” for communities and commercial districts to participate in the Main Street Network. Over the coming months, the Center will work closely with a newly formed Coordinator's *Refresh Implementation Task Force* to develop our new affiliation structure.

06/30/15

Main Street Franklin

General Ledger

As of June 30, 2015

Type	Date	Name	Memo	Split	Amount	Balance
Comerica Checking						3,530.05
▶ Check	05/29/15	Michigan Downtown Ass.	MDA Workshop ..	Conference/Educ..	-75.00	3,455.05 ◀
Check	06/02/15	Katherine White	5/16-5/29	Contract Labor	-1,000.00	2,455.05
Deposit	06/04/15			HFF	1,800.00	4,255.05
Deposit	06/04/15		Deja Vu	Membership Dues	125.00	4,380.05
Check	06/05/15	Verizon		Office Equipment	-59.68	4,320.37
Check	06/12/15	DYN Services	Through August .	Website Expenses	-50.00	4,270.37
Check	06/12/15	Lucid Software	Newsletter softw.	Marketing	-9.95	4,260.42
Check	06/15/15	Katherine White	5/30-6/12	Contract Labor	-1,000.00	3,260.42
Check	06/30/15	Katherine White	6/13-6-26	Contract Labor	-1,000.00	2,260.42
Total Comerica Checking					-1,269.63	2,260.42