



Main Street Board
Thursday, November 2, 2023
City Hall Council Chambers
5:00 PM

1. Call to Order and Roll Call

2. Approval of Agenda

3. Consent Agenda

- a. Approval of minutes from the October 5th, 2023 Main Street Board meeting

4. Public Comment (non-agenda items)

5. Old Business

- a. Discussion and possible action of Main Street Board roles and responsibilities (*Errin Welty*)

6. New Business

- a. Report and discussion of 2024 Book Across the Bay (*Sara Beadle*)
- b. Ashland Area Chamber of Commerce Report
- c. Main Street Manager's Report
- d. Main Street Board President Report
- e. Discussion of Future Main Street Board Agenda Items

7. Adjournment

It is possible that a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information or speak about a subject, over which they have decision-making responsibility. Any governmental body at the above stated meeting will take no action other than the governmental body specifically referred to above in this notice. The City of Ashland does not discriminate on the basis of sex, race, creed, color, national origin, sexual orientation, age or disability in employment or provision of services, programs or activities. NOTE: Upon reasonable notice, the City of Ashland will accommodate the needs of disabled individuals through auxiliary aids or services. For additional information or to request this service, contact Ashland Main Street Manager at 715-685-1611.

City of Ashland – Main Street Board Meeting Minutes

A meeting of the Main Street Board was held on **Thursday, October 5, 2023** at **5:00 PM** in the City Hall Council Chambers (601 Main St W).

1. Call to Order and Roll Call

The Thursday, October 5, 2023 Main Street Board meeting was called to order by Jaclynn Findlay at 5:00 p.m.

PRESENT: Sara Beadle, Tim Pavlish, Andrew Goyke, Tricia Bowers, Victoria Peters, Kevin Porter, Haley Makela (AADC representative)

ABSENT: Mary McPhetridge

ALSO PRESENT: Jaclynn Findlay, Brant Kucera

2. Approval of Agenda

Tim Pavlish moved, seconded by Andy Goyke to approve. The motion passed unanimously by voice vote.

3. Consent Agenda

a. Approval of minutes from the July 6, 2023 Main Street Board meeting
Andy Goyke moved, seconded by Tim Pavlish to approve the minutes from the July 6th, 2023 Main Street Board meeting. The motion carried unanimously by voice vote.

4. Public Comment (non-agenda items)

There were no Citizens present wishing to address the Main Street Board.

5. Old Business

a. Discussion and possible action on Main Street Board meeting time
Main Street Board member, Tricia Bowers, requested discussion of the Main Street Board meeting time. Board members were asked to suggest meeting dates and times that would work best.

- Tim Pavlish - Tuesday afternoons work best, Monday afternoons possible

- Andy Goyke - Monday afternoons
- Victoria - Tuesday's at 5:00 pm
- Kevin Porter - Monday and Tuesday's work fine
- Sara Beadle - Unsure. Schedule will be changing this Winter

Jaclynn Findlay will send out a Doodle Poll with the suggested new meeting times. The next Main Street Board meeting will be on Thursday, November 2nd at 5:00 pm. Board President, Sara Beadle, will lead the meeting with special guest, Errin Welty. A new meeting time will be discussed at the November meeting, with possible action to change the time starting in December.

No action was taken.

6. New Business

a. Updates on the 2024 City of Ashland and Main Street budget (*Brant Kucera*)
 Brant Kucera provided updates on the FY24 Main Street budget. City Council will be discussing the budget at the upcoming Committee of the Whole meeting on Tuesday, October 10th at 6:00 pm. Main Street Board members are encouraged to attend.

No action was taken.

b. Discussion of Main Street Program work session and next steps (*Errin Welty*)
 Jaclynn Findlay announced her resignation from the City of Ashland and the Main Street Manager position. Her last day will be Friday, October 27th. Jaclynn discussed the timeline for filling the Main Street Manager position, the upcoming Main Street Board meeting on November 2nd, and the announcement of her resignation to the business owner community. She also updated the Board on the following Main Street activities that are ongoing:

- Grant Programs
 - TID #10 Façade Improvement Grant Program
 - Potential remaining balance: \$24,826.92
 - Three open projects
 - Lighting Improvement Grant Program
 - Potential remaining balance: \$11,382.00
 - Three open projects
- Farmers mMarket
 - Hire new Market Manager next year
 - DOR Reporting
 - SNAP application
- Events
 - Book Across the Bay – Saturday, February 17th
 - Tree Lighting Ceremony
- Architectural review board & Short-Term Rental Ordinance

c. Ashland Area Chamber of Commerce Report

No member of the Ashland Area Chamber of Commerce was present to provide a report.

No action was taken.

d. Main Street Manager's Report

Jaclynn Findlay provided a report on the following Main Street activities:

Events

- Ashland Pride event – August 12th
- Fall fest beer garden – cancelled
- Outdoor Movies
 - The Muppets
 - 75 in attendance
 - sponsored by Thrivent Superior Shores Team
- Ferris Bueller's Day Off – Viewer's Choice
 - 30 in attendance

Customers

- April Stone – Maker's Space
- Kim Brye – spray tan business

Projects

- FY24 Contract – approved by Council September 12th

No action was taken.

e. Main Street Board President Report

Sara Beadle provided a report on the upcoming Main Street Board meeting on November 2nd and upcoming Main Street events.

No action was taken.

f. Discussion of Future Main Street Board Agenda Items

No action was taken.

7. Adjournment

Kevin Porter moved, seconded by Tim Pavlish to adjourn. The motion carried unanimously by voice vote.