



WINONA AREA CHAMBER OF COMMERCE WINONA MAIN STREET PROGRAM STEERING COMMITTEE

2022 COMMITTEE PLAN

Committee Name: Winona Main Street Steering Committee—8 members appointed

Committee Chair: Pam Eyden, City Council - Downtown Representative

Lead Staff: Ben Strand

Winona Main Street Mission Statement: Guided by the Main Street Four Point Approach the Winona Main Street Program is committed to Historic Downtown Winona being the heart of our community and region, a vibrant hub of commerce, arts and culture, recreation and residential life.

Winona Main Street Vision Statement: To create a downtown where people want to be.

Committee Purpose Statement: The Main Street Steering Committee assures the implementation of and monitors the progress of the annual Winona Main Street Plan. The Steering Committee works alongside Chamber staff to implement priorities and takes primary responsibility for program fundraising. To achieve the goals for revitalizing downtown Winona, the Steering committee and subcommittees work to create a strong downtown district through heightened community awareness, promotion of activities, preserving local heritage, and pooling local resources. The Steering Committee supports the work of Main Street by volunteering time within the Main Street Subcommittees.

Steering Committee Goals: 2020-2023: Winona Main Street held a strategic planning session in October 2019 to set new goals and decide on the Transformation Strategies the program will focus on for the coming years. Winona Main Street will focus on two key components that will contribute to the continued growth of Downtown Winona. Steering Committee will ensure that goals are met, plans are executed, etc.:

- **District Workers & Residents:** The Main Street Steering Committee, in conjunction with its three subcommittees, will work toward transforming the downtown district so that it is better suited to support District Workers and Residents
- **Dining & Nightlife:** The Main Street Steering Committee, in conjunction with its three subcommittees, will work toward transforming the downtown district so that downtown activity (foot traffic, dining options, entertainment options, etc.) increases between the 5-9 p.m. time period during the weekdays (and weekends) specifically.
- **Note:** These two transformation strategies were chosen based upon what we felt were the most pressing needs in the downtown area after much discussion during the strategic planning session. We kept in mind the number of large projects beginning or nearing completion when choosing these transformation strategies (Main Square, Fastenal, Bay State, Flyway Bike Trail, Masonic Theatre, 60 Main Street, the (former) Government Center, etc.). The two transformation strategies are not mutually

exclusive. More often than not the goals we set, initiatives we invest in, and resources we devote will benefit both transformation strategies.

- **Additionally, beginning in 2022 all committees will meet on a quarterly basis (January, May, September, December). Committee members are expected to volunteer more time for Main Street events/shopping promotions as a result of no longer meeting monthly. Committee meetings can be scheduled in between the quarterly meetings as needed.**

2022 Budget Considerations: With budget goals set (including events and shopping promotions), the Main Street Steering Committee and Program Manager will seek outside funding via grants to use for expanded programming, such as workshops, seminars, and trainings.

Additional 2022 Committee Goals:

- With so many new businesses opening in downtown Winona since the pandemic began, and with the program surpassing its budgeted goal for Friends of Main Street in 2021, the Steering Committee and Program Manager will seek to secure 10 new Friends at the \$150 or \$250 level. This will be done by focusing on interacting with these new businesses, educating them on the program, and why it's beneficial for them to be a Friend of Main Street. This will be led by Main Street staff with Steering Committee assistance and oversight.
- Maintain a commitment to downtown beautification efforts by utilizing community partnerships for downtown cleanup efforts and bringing new installations downtown (like the Light Up Downtown Project). Also lead efforts to increase safety, walkability, and ADA compliance of our downtown. This will be led by the Beautification Committee with staff and Steering Committee oversight.
- Complete a database update to have accurate record of the number of downtown retail/office spaces, both utilized and available, and their addresses. Maintain the database and update it as businesses move in/out or close. This will be led by Downtown Development Committee with staff and Steering Committee oversight.
- Develop a plan for an event/fundraiser/promotion that benefits the growing downtown restaurant community. With an array of new restaurants/eateries that opened in downtown in the last couple of year it's important to highlight them and the important role they play in our downtown infrastructure. This will be led by Downtown Development and Retail Committees with staff and Steering Committee oversight.
- Incorporate/implement/maintain more small-scale shopping promotions throughout the year that will help bring more visibility to the downtown retail community/shops. This will be led by Retail and Steering Committees with staff and Steering Committee oversight.

Sub Committee Goals and Projects 2022

- **Event Oversight and Action Plan Implementation:**
 - Touch A Truck (January-May: Steering Committee oversight)
 - Sweet Stroll/Crazy Days (April-July: Retail Committee oversight)
 - Big Muddy Brew 'N Que (March-September: BMBQ Planning Committee, with Steering Committee oversight)
 - Dine Out Downtown (May-September: Retail Committee oversight)
 - Halloween Window Walk (August-October: Retail Committee oversight)
 - Streets & Treats (July-October: Steering Committee Oversight)
 - Small Business Saturday (August-November: Retail Committee oversight)
 - Holiday Window Walk (August-December: Retail Committee oversight)
 - Winter Fundraiser (August-December: Retail Committee oversight)

- Friends of Main Street Social (September-December: Steering Committee oversight)
- **Retail (Ongoing)**
 - Focus on general promotion, retail-related events (Small Business Weekend, Window Walks, Sweet Stroll, Crazy Days, Shop Small Weekend)
 - Increase number of retail stores that stay open beyond 5 p.m. a few times a month
 - Includes traditional retail, commercial, and dining, as well as media partners
 - Grow relationships between blocks/neighbors to encourage promotion and events, and clean-up efforts
- **Downtown Development (Ongoing)**
 - Property investment/improvement through Tech Assistance Funds, grants, loans, and other available resources
 - Collaborate with downtown property/business owners and City Staff to better assist them with needs and issues
 - Identify ways downtown can be a more viable and appealing place to district workers and residents (live, work, play, etc.)
 - Assist in creating a downtown environment that can sustain the continued growth and development of downtown
 - Create program/promotion that focuses on highlighting downtown restaurants/eateries
- **Beautification**
 - Keep up with general aesthetic needs: annual downtown cleanup, pulling weeds, healthy plants and flowers, updated facades, downtown artwork, etc.
 - Publicize and promote clean-up document information: inform buildings and businesses of responsibilities
 - Support city staff in more general cleanup efforts in public spaces
 - Identify funding/grant opportunities to “beautify” spaces downtown (and spaces downtown that could use beautification i.e. what Mankato has done with their green electrical boxes)
 - Make efforts to improve safety and ADA compliance in our downtown to help make our downtown more appealing and walkable