



**WINONA AREA  
CHAMBER OF COMMERCE  
WINONA MAIN  
STREET PROGRAM  
STEERING COMMITTEE**

**2026 Main Street Program Committee's Work Plans**

Director of Main Street Programs: Travis Lybeck

**Steering Committee Purpose:** The Steering Committee provides overall leadership, vision, and accountability for the Winona Main Street Program. This group ensures that work across all committees stays aligned with the Main Street Approach and the needs of downtown Winona.

**Steering Committee Goals for 2026:**

The first order of business will be to solidify the committees by ensuring each committee has engaged volunteers and all members are aligned on specific committee responsibilities and goals.

**Other Responsibilities:**

- Develop strategic goals and annual priorities.
- Oversee finances, sponsorships, budgets, and volunteer development.
- Ensure coordination and communication among all committees. This will be achieved by each Steering Committee member sitting on a Sub- Committee for 2026
- Review program progress quarterly.
- Support and encourage consistent use of Maestro Community Manager for tracking and reporting.

## Sub Committee Goals and Projects 2026

### Promotions Committee

The Promotions Committee Markets Downtown Winona as a place where people want to be by telling its story, hosting events, and creating experiences that build community pride and increase foot traffic.

#### Goals for 2026:

- Help plan and or promote signature events that attract residents and visitors:
  - Parade of Trucks
  - Streets & Treats
  - Light Up the Levee
  - Light Up Downtown
  - Holiday Window Walk
  - Shop Small Saturday
  - Crazy Days
  - Big Muddy in the Streets
- Manage marketing, social media, brand storytelling, and public relations.
- Produce regular content that highlights downtown improvements, events, and Main Street goals.
- Promote volunteer involvement and share progress updates.
- Track event data, attendance, promotions, and volunteer impact in Maestro Community Manager.

## Design Committee

### Purpose:

The Design Committee enhances Winona's downtown physical environment through preservation, beautification, design strategies that reinforce the district's historic character, walkability, and visual appeal.

### Responsibilities:

- Identify and prioritize downtown design and streetscape needs—including walkability, lighting, signage, and aesthetics—through regular street audits.
- Support façade improvements and promote historic preservation best practices.
- Lead beautification initiatives, public art, seasonal décor, and holiday tree and lighting displays.
- Guide and implement the visual and physical design elements of major downtown events, including:
  - Light Up Downtown
  - Light Up the Levee
  - Holiday Window Walk
  - Downtown Clean Up
- Track downtown properties and building project progress in Maestro Community Manager to support design, preservation, and redevelopment efforts.

## Economic Vitality Committee

### Purpose:

The Economic Vitality Committee strengthens the downtown economy by supporting business retention, expansion, and long-term economic growth.

### Responsibilities:

- Conduct outreach to businesses to identify needs and opportunities.
- Assist with resources for growth, sustainability, and renovation.
- Encourage new business development and support entrepreneurial activity.
- Lead business-focused programming and shop-local efforts, including:
  - Shop Small Saturday
  - Crazy Days
- Keep up to date data on Downtown businesses in the Maestro Community Manager.