



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

## 2023 COMMITTEE PLAN

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

**Committee Chair:** Pam Eyden, City Council – Downtown Representative

**Lead Staff:** Anna Sibenaller

**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: 2023-2026:** Winona Main Street will hold a strategic planning session in early 2023 to set new goals and decide on the Transformation Strategies the program will focus on for the coming years. The team will establish two key components to focus on that will contribute to the continued growth of Downtown Winona. The Steering Committee will be responsible for ensuring 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 urgency of this focus will be evaluated along with other potential goals for the Main Street Program early in 2023.
- **Note:** Given the transition between program directors, the first order of business will be to solidify the committees by ensuring each committee has engaged volunteers and host a successful strategic planning session. The transformation strategies that will be chosen are based upon what we feel were the most pressing needs in the downtown area and will fill out the details of our annual committee plan. The transformation strategies are not mutually exclusive. More often than not the goals we set, initiatives we invest in, and resources we devote will benefit most or all transformation strategies.

- **Steering Committee members will meet on a monthly basis and other Committees will meet on a bi-monthly basis. Sub-Committees will also be renamed to reflect Main Street America's 4-Point Approach: Economic Vitality (previously Downtown Development), Promotion (previously Retail) and Design (previously Beautification).**

**2023 Budget Considerations:** With budget goals set (including events and shopping promotions), the Main Street Steering Committee and Program Director will seek outside funding via grants to use for expanded programming, such as workshops, seminars, and trainings.

**Additional 2023 Committee Goals:**

- The Steering Committee and Program Director 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 leveraging 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 Design Committee with staff and Steering Committee oversight.
- Complete a database or identify if one already exists to 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 Economic Vitality 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 plan in our downtown infrastructure. This will be led by Economic Vitality and Promotion Committees with staff and Steering Committee oversight.

**Sub Committee Goals and Projects 2023**

- **Event Oversight and Action Plan Implementation:**
  - Parade of Trucks (January-May: Steering Committee oversight)
  - Crazy Days (April-July: Promotion Committee oversight)
  - Big Muddy Brew 'N Que (January-September: BMBQ Planning Committee, with Steering Committee oversight)
  - Winona In the Streets (June-September: Promotion Committee oversight)
  - Halloween Window Walk (August-October: Design Committee oversight)
  - Streets & Treats (July-October: Steering Committee Oversight)
  - Shop Small Saturday (August-November: Promotion Committee oversight)
  - Holiday Window Walk (August-December: Design & Promotion Committee oversight)
  - Winter Fundraiser (August-December: Promotion Committee oversight)
  - Friends of Main Street Social (September-December: Steering Committee oversight)
- **Promotion (Ongoing)**
  - Focus on general promotion, retail-related events (Small Business Weekend, Crazy Days, Shop Small Saturday)
  - Grow relationships between blocks/neighbors to encourage promotion and events, and clean-up efforts
- **Economic Vitality (Ongoing)**
  - Property investment/improvement through 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
- **Design**
  - 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