



WINONA AREA CHAMBER OF COMMERCE WINONA MAIN STREET PROGRAM STEERING COMMITTEE

2024 COMMITTEE PLAN

Committee Name: Winona Main Street Steering Committee—7 members appointed

Committee Chair: Ethan Wilkins

Staff Liaison: Anna Sibenaller

Board Liaison:

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: 2024-2027: The Winona Main Street Program held a strategic planning at the end of 2023 to set new goals and decide on the Transformation Strategies the program will focus on for the coming years. Two key components were established 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.

- **Cleaning & Beautification:** The Main Street Program will work toward identifying opportunities and supporting efforts to make aesthetic improvements in the downtown district.
- **Lighting Improvements:** The Main Street Program will work on establishing lighting needs in a specific downtown area and developing a recommendation for improvements to be proposed to the City.

2024 Budget Considerations: Special attention will be paid to the budget and the ROI of the Program's standard events and programs. Comprehensive analysis of those events and programs will be presented to the Steering Committee as well as the Chamber Board to consider any changes to the existing docket.

Additional 2024 Committee Goals:

- The Program will revisit the Mission and Vision Statements – with the Program in a new chapter it is likely those need to be updated to encompass the Program’s purpose.
- The Steering Committee will review an ROI analysis of the current events and programs that the Main Street Program coordinates. Responsibility for events and programs that are deemed to no longer serve the Program’s Transformation Strategy or purpose statements will be offloaded to other local entities.
- The Steering Committee and Program Director will develop a comprehensive “Welcome to Downtown” packet for building and business owners. The packet will include all relevant information including but not limited to design guidelines, funding resources, distribution of responsibilities, etc.
- The Steering Committee and Program Director will look into additional funding sources and the feasibility of securing other sources of funding.

Sub Committee Goals and Projects 2024

- Events for ROI Analysis and Action Plan Implementation:
 - Parade of Trucks (January-May: Steering Committee oversight)
 - Crazy Days (April-July: Promotion Committee oversight) – Potential to hand off
 - Big Muddy Brew ‘N Que (January-September: BMBQ Planning Committee, with Steering Committee oversight)
 - Winona In the Streets (June-September: Promotion Committee oversight)
 - Streets & Treats (July-October: Steering Committee Oversight) – Potential to hand off
 - Shop Small Saturday (August-November: Promotion Committee oversight)
 - Toast to the Holidays Fundraiser (August-December: Steering Committee oversight)
 - Friends of Main Street Social (September-December: Steering Committee oversight)
- Promotion (Ongoing)
 - Focus on audience education about the Main Street Program goals and project progress
 - Continue to work to establish downtown as a fun and safe place for everyone to enjoy
- 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