

Main Street IMS COVID-19 Call 5/28

Thursday, May 28, 2020 11:00 AM

- **Matt Crouch (Interim Executive Director OCRA):** Welcome and thank you for being here today.
 - We know there is a lot of information is being pushed out at every moment and if you are struggling to figure out what is important and what to focus on - make sure to be part of our Facebook group where Jackie and Abby are giving synopsis of key data and training's as well as join into the MSA network.
 - If you have other ideas of how to use the Facebook page - please let us know and we are willing to change and be more strategic in what we are doing. Our Main Street orgs are vital always but especially during these times as the economic outlook for our nation is bringing on new challenges that none of us saw coming but your orgs are important to help us turn around and support these businesses.
 - If there is anything you need that you don't see opportunities or training's out there, then please reach out to Jackie and let her know and we want to meet her needs.
- **Kathy LaPlante (SENIOR PROGRAM OFFICER and DIRECTOR OF COORDINATING PROGRAM SERVICES, National Main Street Center):**
 - Thank you and I appreciate being here and I am looking forward to one day being back in Indiana.
 - The second survey to all of our small biz that took part in the first part of the survey
 - We saw a drop in sales and incomes for those businesses during the month of April
 - Read the full report here:
https://higherlogicdownload.s3.amazonaws.com/NMSC/390e0055-2395-4d3b-af60-81b53974430d/UploadedImages/Resource_Center/COVID_19/NMSC57_MSA_COVID19IMAPCTSURVEY_F.pdf
 - We asked the small businesses who their go to was to receive small businesses assistance and/or resources or help during COVID-19
 - By 2:1 Main Street orgs were those go-to places in communities where businesses were looking for that opportunity.
 - The businesses said they most needed safety guidelines for their businesses and if you go to our website we have our Main Street Forward plan - you will see some state guidelines plans. You can find that here:
<https://www.mainstreet.org/howwecanhelp/resourcecenter/mainstreetforward>
 - Businesses are still looking for guidance on how do they get online, how do they sell online, etc. Sadly, it has to be on a more case by case business because all businesses are different and the structure in which will work best for them will work different.
 - Options: Shopify, Google My Business, Etsy, Facebook, Amazon Small Business Sells, etc.
 - Please be in communication with your businesses on what their needs are.
 - If you have done a great program with your businesses - please upload your story to our website through out form and it will land on our map:
<https://www.surveymonkey.com/r/SN9YNNM>
 - We are still rolling out 1 or 2 new webinars every week as things change and update and you can go back and watch ones you have missed:
<https://www.mainstreet.org/howwecanhelp/resourcecenter/mainstreetforward/covidwebinarseries>
 - We do have the broken down state data and we will be getting that info for you to Indiana as soon as possible. We have asked your local programs about funding issues within your state? It seems that in Indiana there is a big concern about losing funding from the local government, not having events, etc.
 - We expect that you will need to shift marketing your volunteer opportunities to more GenX

and Millennials because baby boomers will not be available to volunteer like they normally would

- It is good to hear that many of you are not concerned that your entire program being shut down due to COVID-19, but we know that layoffs are happening within the whole country.
- The biggest needed resource is business retention and development. We also need to work with local property owners and build strong relationships with them to start conversations about being willing to renegotiate with their current tenant instead of being part of the 30% vacancy downtown.
- We also know that web development and ecommerce is needed - especially in smaller towns.
- We will work hard to get the hard data for Indiana to you as soon as possible!
- We are working on a whole new series of publications and also working with Kentucky Main Street to get in with Mitch McConnell to get 100 Million towards coordinating program and local programs. We may be knocking on your doors for local advocacy!
- Questions:
 - **Nancy Eckerle (Jasper Main Street):** Could you come back to Jasper and do sort of a pivoted Transformation Strategies to our communities? What can we be doing to prepare?
 - **Kathy:** We will re-do that community survey and also ask questions about what would bring people downtown. Essentially what is their comfort level and that will structure what your recovery process is. We can still use your original transformation strategy and then work on a redeveloped work plan for long term recovery. We have to approach all of those transformation strategies with recovery as the overarching piece to it. We'll have to get an update on where your businesses are at, so now we have to go to a new place for that data and take everything into account. Maybe by the next time we come, we will also see what has happened and where are your strengths.
 - ◆ Be rethinking events
 - ◇ Ex. Concert in the parks aren't helpful to businesses or health and safety
 - ◆ Be thinking about your business hours
 - ◇ Ex. Encourage your businesses to open for vulnerable populations during certain hours, etc.
- **Jackie Swihart (IMS Coordinator):**
 - We have some new resources to share with you all and we wanted to open them up to you. We created three toolkits for you to be able to use. With each toolkit there is a webinar to go with it.
 - #1: Absentee Property Owner Toolkit:
 - [Watch the webinar](#)
 - [Download the Powerpoint](#)
 - #2: Code Enforcement Toolkit:
 - [Watch the webinar](#)
 - [Download the Powerpoint](#)
 - #3: MOU and Contract for Services Toolkit:
 - [Watch the webinar](#)
 - [Download the Powerpoint](#)
- **Abby Chapman (IMS Outreach and Organization Manager):**
 - Keep an eye out for a couple emails from me
 - The 1st being for our 1o1s with directors hired on in 2019-2020 calendar year. I will send out a doodle poll for them to sign up for their one on one with Jackie and I to get an overview orientation of IMS, NMSC, etc.
 - The 2nd being for our executive director training led by NMSC and we will be

scheduling and get info out for that in the coming month (that is required for new executive directors but recommended for all directors no matter how long you have been in your role)

- **Matt Crouch (OCRA):** Thank you for being on the call and keep an eye out for more information on our Long Term COVID-19 CDBG program that will be launching in the near future. We will talk to you in a couple of weeks!