

OFFICE OF COMMUNITY AND RURAL AFFAIRS

# MAIN STREET

## Main Street Monthly

*A monthly publication from the Office of Community and Rural Affairs*

### Kirklín is named the newest Indiana Main Street organization



On Monday, Feb. 12, Jodi Golden welcomed Kirklín Main Street as the newest Main Street Community during an evening ceremony in Kirklín, Indiana.

The [Kirklín Main Street](#) is hoping to increase tourism stemming from the Michigan Road Heritage Corridor (US 421). Kirklín Main Street began sponsoring events four years ago and over the year has grown in size and number.

Downtown Kirklín boasts retail, antiques and restaurants as well as prime vacant space for more retail and eating establishments.

### Important Dates

Indiana Main Street onsite assessments - **beginning March 19**

National Main Street Conference - **March 26-28**  
[Learn more!](#)



Have you viewed our calendar? [Click here.](#)

### Want your community to be featured as the next Community Spotlight?

Has your Main Street Community recently finished a project, held an exciting event, or you are just proud of your organization? Tell us about it!

Email [Mary Shaw](#) to submit stories and photos for the chance to be featured as the community spotlight in next month's newsletter. Previous

## Vevay Main Street creates Facebook videos to promote events

Vevay Main Street has seen an increase in their First Friday events over the last year due to additional funding and creative ideas. The Hoosier Theater agreed to show free movies and live music is also returning to the block with the encouragement and support of local bars and restaurants. Other creative ideas include tapping in to little-known Swiss celebrations, like the Chalandamar, which are rarely celebrated in America.

Commercials were also produced for local businesses to promote the business offerings and local events. With the #LiveForFiveThursday, these short videos are fun, light and easy to watch to learn more about an event. All of the videos are posted to Facebook and average between 1 – 3K views. Not only did local citizens benefit, but also those visitors also enjoyed learning about local events to add to their itinerary.



“This has been a fun and money-saving effort for our local businesses” said Sarah Wolf, Vevay Main Street President. “This proved beneficial as many people from out of town were seeking breaks and they didn't know what the downtown business district had to offer.”

People have a growing appetite for creating, posting and interacting with video online, especially on mobile. According to Facebook, it averages more than 3 billion video views per day and more than 65 percent is played on a mobile device. This idea could be one that your Main Street could adopt if you are wishing to promote events, grow your social media following and/or looking to raise awareness.

The Vevay Main Street is busying planning their upcoming First Friday event for June: a Renaissance festival with Hanover College actors, music, archers, and "jousting."

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## Auburn Main Street exchange was highest attended to date

issues of the newsletter [can be found here](#).



## Nine ways to change an Elected Official's mind

by [John Reuter](#)

Changing minds isn't easy, but it's one of the most powerful things you can do to make your town stronger. As a former small town city councilman and lobbyist who has worked to move my fellow city council members, state legislators and occasionally members of congress, I thought I'd share a few tips I've picked up over the last decade.

### 1. Don't just go to meetings, set one up.

Attending public meetings is important and showing up (especially if you bring a dozen of your neighbors with you) can be a powerful way to demonstrate the need for change. But, while public meetings can be a great place to pressure elected officials, they are a lousy place to persuade them.

If you want to change minds, ask for a personal meeting. In a small town, this could mean asking an elected official to coffee. In a bigger city, it may be setting an appointment with their staff. This more intimate conversation gives you an opportunity to make a human connection rather than just make your point within the allowed three minutes for public comment.

### 2. Have a game plan.

Don't just go into a meeting blind; prepare. Know what you want to say and, if there's more than one of you attending, who is going to say it. Bring a fact sheet or a photo of the problem you want addressed to leave behind. Clearly know what your goal is for the meeting and what the elected official you're meeting with can do to help.

### 3. Start with "Thank you."

The best way to open a meeting is with gratitude. It

On Friday, Feb. 2, the Office of Community and Rural Affairs (OCRA) in partnership with [Auburn Main Street, Inc.](#), hosted the first Main Street community exchange of the year.



“Lt. Governor Crouch and I encourage regional collaboration and discourse,” said Jodi Golden, Executive Director of OCRA. “These exchanges allow community leaders to work together to advance their community by learning from their peers and allowing OCRA to gather best practices.”

Sarah Payne, Auburn Main Street President, was inspired by the information presented and the attendee turnout. “This day is for leaders from Auburn to connect with other Indiana leaders, foster idea sharing, collaboration and inspiration. We are grateful for OCRA’s support for this exchange.”



The event was held at the [Auburn Cord Duesenberg Automobile Museum](#) which provided a great backdrop for the exchange. With **90** attendees, this exchange is the highest attended exchange to date. Participants explored

downtown Auburn after having a full day of information sessions, an expert panel discussion and workshops.

Four additional Main Street exchanges are planned throughout the year, with the next scheduled for May 18 in Francesville, Indiana. Others include:

- Friday, July 13: Hope (Bartholomew)
- Friday, September 28: New Albany (Floyd)
- Friday, November 16: Frankfort (Clinton)

These are also listed on the [OCRA website](#).



## The 2018 digital edition of State of Main is now available

We are pleased to release the 2018 digital edition of State of Main, the annual publication of Main Street America. Serving as both an annual report and an industry journal, State of Main provides a detailed look back on all that we have accomplished together this year, as well as a platform to

immediately sets a positive tone to the meeting and makes it more likely the elected official will hear and positively respond to what comes next. Ideally, you want to thank them for something good they’ve done, but if you can’t think of something, it’s fine just to thank them for the meeting.

- [Click here](#) to continue reading.

## Community Liaison update



Jennifer Voris is now the Community Liaison for the Southeast district. Christmas Hudgens is the interim point of contact for West Central and East Central while we look to fill these positions.

- [Click here](#) to view our CL map.



## Retooling gas stations into community wellness locations

A century ago, the introduction of the automobile into the daily lives of Americans changed, well, everything. The world became smaller: you could get around faster than you ever had before, all thanks to four wheels, an engine, and some gasoline. Naturally, gas stations popped up on the corner of every community—even the smallest towns needed one, and they dotted the roads between those small towns, too.

Fast forward to present day, and more cars are relying on electricity instead of gasoline for energy. In the future, [more than 71 million autonomous vehicles](#) of the 260 million currently on the road are expected to be on the road by 2030. So what do you do with

explore cutting edge ideas and trends in the commercial district revitalization field.

This year's edition is dedicated to the **power of small** -- how small businesses, small-scale development, and small steps are leading to big things. With articles written by industry experts on topics ranging from the future of retail to Main Street advocacy, the publication is brimming with tools, tips, and strategies that will help you lead a results-oriented revitalization effort.

- [Read it here!](#)  
*Members of Main Street America will also receive a physical copy in the mail.*

## 2017 Main Street assessments returns fantastic ROI data

Thanks everyone for submitting your 2017 Indiana Main Street assessments and Return on Investment (ROI) data! Collecting these reinvestment statistics provide a tangible measurement of your local Main Street program's progress and is crucial to garnering financial and programmatic support for your revitalization efforts. Use and share these statistics at your Board meetings and at meetings with your local elected officials. If you don't regularly meet with your local elected officials, set up a meeting as soon as possible and go to coffee with each of them just to talk about all the great things your Main Street organization is doing! Bring a fact sheet with the reinvestment statistics you compiled to leave behind with them. A personal meeting allows for a more intimate conversation and gives you the opportunity to make a human connection with your elected officials that is difficult during the public meetings.



all of those perfectly-placed fuel stations in every community? Turn them into fuel for our bodies instead.

In a new "Get Pumped" concept between Reebok and global architecture and design firm Gensler, reimagined the reuse of gas stations across the country as Fitness Hubs, where people can prioritize their mental and physical wellness.

"Reebok believes that we're always training to be our best," says Austin Malleolo, head of Reebok fitness facilities. "This design work with Gensler allows us to imagine a future where there is zero barrier to entry for an opportunity to work out and be healthy. Consumers may not need gas stations anymore, but instead of wasting them, we're recycling them, and maximizing the space so that they become places of community."

The goal is a country where a healthy gym and restaurant are no more than a few miles away. "We envision our cities of the future to have a network of fitness oases between home and work where you could stop and recharge more than just your car. Imagine an option to leave the traffic jam to unwind with yoga, get your Crossfit Fix, or pick up a green juice and your weekly farm share all in one place!" said Alfred Byun, designer at Gensler.

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