



Main Street Monday!

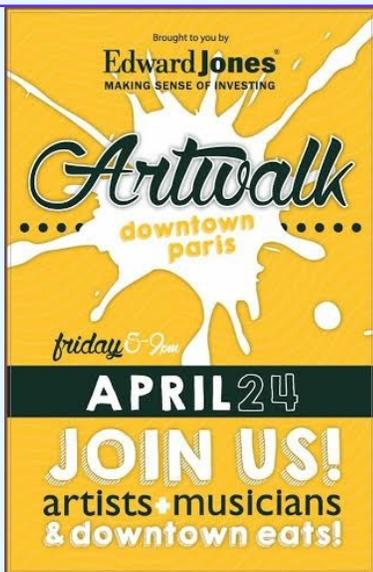
March 23, 2015

Happenings Around the State

Easter is on it's way and you can find the Easter Bunny in Downtown Bardstown! Come visit with him in front of the visitors center on Court Square March 28th and April 4th from 11:00am -2:00 pm



There will be no MSM next week and I wanted to get out a few things that will be happening later in the month so you can make plans to attend. It is always fun to visit another MS town and events to see how others do what they do. The next MSM will be TUES. April 7th



It's time!!! I can't wait for you to experience Spring in Atlanta and meet my friend and fellow state coordinator, Billy Peppers! This conference is one that will be talked about for a long time as they have great things in store for us. From learning sessions, to mobile excursions to special evening events! One thing for sure, you won't leave hungry. Billy's & Georgia's southern hospitality will be drenched in sweet tea and Coca Cola and a few pecans I'm sure. For first time attendees this will be a great experience!

For the opening plenary!! We will have a reserved space for all Kentuckians to sit together and I have been remiss about planning something for us all to wear. So.....please wear something that is blue , blue and white or says KENTUCKY to represent KYMS!!! Bring your pompoms, signs, whatever to let them know that KY is in the house. I will bring our KYMS banner. If you have ideas please share or just bring them along! We can always sing "My Old KY Home"

DINNER IN JAIL IN TAYLORSVILLE! April 25th, Sponsored by Taylorsville Main St. Enjoy a catered dinner served by the "Jailbirds" in the old historic Taylorsville Jailhouse. The meal includes entrée, drink, & of course dessert! Reserved seating. Call ahead for times and availability. Bev Ingram or Jo Woodward 502-477-6382 some pics from last year on pg. 2

Toot Your Horn!



LOVE this signage from Scottsville!

The last few pages of this weeks MSM have PPT slides from America in Bloom. This is a great program and I would love to see some or our KYMS communities participate in the future.

Directors and Officers Liability coverage defends claims arising out of a result of a management or alleged mismanagement of an organization. This coverage will also defend the board members individually if they are brought to suit as individuals, as a result of their management decisions within the organization. This coverage is typically excluded on a general liability policy. For more tips like this, stop by the National Trust Insurance Services' booth at the Main Street Expo at the National Main Streets Conference in Atlanta. They will be there to answer all of your Main Street insurance questions! View an interactive map showcasing all of the exhibitors: <http://bit.ly/1MFuIGa>



It's almost time for Outdoor music fun to begin. Don't forget to get your license for

ASCAP, BMI and the newer one SESAC. I suggest working with your city or tourism office to see about a license that will cover all entities and events in your community. You can check with each of these entities as to what is required for your organization and community.

Love Your Downtown

Georgetown Main Street would like to invite our members, merchants, volunteers, & downtown supporters to our annual appreciation reception.

Hors d'oeuvres will be provided and a short ceremony will recognize some of our most outstanding volunteers.

Date: March 26, 2015

Time: 4:30 - 6:30 pm

Location: Anne Wright Wilson Fine Arts Gallery at the corner of Mulberry & E. College St.

Parking available in the lot on the opposite corner of Mulberry & E. College.

More Information: 502-542-1638 gtownmainstreet@gmail.com www.georgetownkymainstreet.org



Times for our team!

Isaac Kremer, Middlesboro will be presenting on Mon. March 30 at 12:30 and continuing at 1:45 in the International Ballroom B and Katie Meyer, Covington will present on March 31 at 1:00 in M1 Dogwood A and on April 1 M1 Dogwood B. You can download the conference

FYI: Main Street Perryville has moved to 320 South Buell Street (formerly Greens Drug Store on Merchants Row), Perryville, KY 40468. Post Office Box is still 133. I hope to get the updated directors directory to you this week. If anyone else has any new information or changes please

Dinner at the *Taylorsville* jail April 25, \$25, seating at 4:00, 6:00, & 8:00 Tickets available at the Red Scooter & the Tea Cup



Jacob Roan - March 26th
 Jamie Boler—April 19th
 Katie Meyer—April 28th
 Tony Pence—April 30th

Scenes from Northern Kentucky restoration week-end!



I also was able to see our buddy, Tony Pence in Morehead on Friday at the Kentucky Folk Art Center! He's doing really well, please continue to keep him in your thoughts and prayers.





Where are you from and where do you live now? **From and live in Springfield**

How long have you been a Coordinator **It was 13 years in November**

How did you get involved with the Main Street movement? **Through contact with city staff/officials**

Which of the Four Points is your favorite? **Promotions**

What project is consuming most of your time right now? **Recruiting businesses to our downtown, Shop Local**

Do you have any favorite activities or hobbies? **I love to travel especially in KY! I love to visit with my friends and I love to play cards!**

What is your favorite author or book? **Jesse Stuart and Elizabeth M. Roberts**

What is your favorite movie? **Reds**

What is your favorite song or band? **Beach Boys**

What is your favorite sports team? **Boston Red Sox**

Which actor/actress would you choose to play you in a movie? **Goldie Hawn**

Name something you can't live without. **Television**

If you had an alternative career, what would it be? **Travel Agent**

What's the most adventurous thing you've done recently? **Jump off 76 falls (years ago at Lake Cumberland)**

If you won \$20 million in the lottery, what would you do with it ? **Invest \$10 million, Donate \$10 million**

Somewhere you would like to visit **Cape Cod**



Downtown Springfield



Information for American in Bloom !
I listened to this webinar the other day and tried to take screen shots of the presentation. Apparently I missed Step 3, sorry, but you can visit their web-site, America in Bloom for further info. I thought this would give you a quick overview. I know many of you do a lot with beautification in your community and this is another great opportunity for Main Street to participate in. <http://americainbloom.org/How-to-Participate/Register->

Benefits of Participation

Decreased Vandalism and Crime

- Well-tended communities have less crime
- Vandalism is reduced when residents are involved

Economic Benefits

- Improved property values
- Increased volunteerism
- Increased tourism
- Information and cultural exchanges with neighboring, national and international communities through the national symposium and awards

Heritage Preservation

- Historical, natural, agricultural, and cultural heritage
- Preservation and restoration of buildings, homes, churches, cemeteries
- Heritage sites and/or monuments; heritage parks
- Historical gardens
- Heritage trees; artifacts
- Historical society; heritage advisory committee,
- Museums, archives, history books, and interpretative programs
- Ordinances and policies. Resource availability
- Farmers markets, festivals and parades
- Community involvement

8 Steps to AIB

First: The Dream

- First a community must decide that it wants to participate
- America in Bloom provides a framework to help make it happen
- Deciding to participate in AIB gets a community excited, proud, and working together for a common cause
- Everyone in a community can rally behind the idea of beautifying their streets, commercial zones, and residential areas.

8 Steps to AIB

Second: The Application

- The participant applies to be part of the program
- Engage municipality, businesses, civic organizations or private community foundations to help with the application fee
- Begin to pull together general information about your town
 - Much of this information can be found on the municipal website
- Contact your town's leadership and get them engaged in the process
- Create teams

8 Steps to AIB

Fourth: The Judges Visit

- Two judges personally visit each participant in a population category
- Judges are volunteers whose only agenda is to assist the communities they visit
- Many recommendations, idea exchanges, and thoughtful discussions happen during these visits
- This format sets America in Bloom apart from other programs—the one-on-one consultation, coaching, and mentoring is unique
- Each year a participant enters the contest, different judges visit with new ideas and insights

8 Steps to AIB

Fifth: The AIB Education Symposium

- The annual AIB Symposium provides an educational format that brings in nationally recognized speakers who address the challenging issues and offer solutions
- The Symposium offers community leaders an opportunity to learn from the judges and from each other
- Networking with other communities is priceless

8 Steps to AIB

Sixth: The AIB Awards

- The Education Symposium and Awards Program are held together in the fall.
- This is where the winners are announced
- Participants considering AIB for the first time are encouraged to attend both before signing up
- Not everyone can win the prizes, but everyone wins.
- Participants go home a winner as they have developed an organization where residents work together to improve the quality of life and economic well-being of their community

8 Steps to AIB

Seventh: The Judges' Report

- Judges use a carefully considered and well-developed metric tool for evaluating your community providing a useful measurement of how your community did in each criteria
- AIB judges provide written evaluations of what they saw and provide recommendations for improving or enhancing the participants they visit
- There is not an expectation that all these recommendations be followed, they are just a palette of options to consider
- Evaluations written by the judges are emailed to all entrants on the Monday after the awards.



Tree city is huge in Ohio so that helps, is your community a tree city? Many towns in Kentucky are and if you're not, you can become one and if you're not sure you can find out on their web-site <http://www.arborday.org/programs/treeCityUSA/index>

8 Steps to AIB

Eighth: Getting Ready for Next Year

- AIB provides a framework for community improvement and offers expert advice from judges who have traveled across America collecting the best ideas from some of the most beautiful and enthusiastic towns and cities
- The judges report provides a framework for future improvement opportunities
- Most towns find that competing the next year is much easier and they learn how to focus on smaller areas that make the biggest impact by utilizing their judges' evaluation

The Evaluation

1. Floral Displays Flower beds, containers, baskets, window boxes. Arrangement, originality, distribution, location, diversity, balance, harmony, quality of maintenance. Use and integration of annuals, perennials, ornamental grasses, bulbs, and seasonal flowers.	Max points	Actual Score
Municipal		
Leadership and plan of action for floral displays	20	
Concept and design, variety of plantings, overall effect	20	
Maintenance and quality of displays	20	
Design for all seasons	15	
Business		
Concept and design, overall effect	15	
Maintenance and quality of displays	15	
Residential		
Concept and design, overall effect	15	
Maintenance and quality of displays	15	
Community Involvement		
Volunteer involvement in design, planting, and maintenance of floral displays	20	
Financial and in-kind contributions to floral displays	20	
Total (the fields automatically calculate)	175.00	

Who is involved? You take them where you want them to go. Show them what you want them to see.

Evaluated Criteria and Sectors

America in Bloom judges review and evaluate each participant in six categories and four sectors:

- Floral Displays
- Landscaped Areas
- Heritage Preservation
- Overall Impression
- Urban Forestry
- Environmental Efforts
- Municipal
- Commercial
- Residential
- Community Involvement

Environmental Efforts

- Sustainability practices, sustainable development strategies, waste reduction, hazardous waste minimization and recycling
- Water quality and conservation
- Energy conservation
- Environmental cleanup activities
- Reducing carbon footprint
- Environmentally friendly transportation
- LEED certification
- Air, noise and light pollution
- Rain gardens, rain barrels, composting, energy efficiency, youth programs, etc.
- Events such as Earth Day, Recycling Days, Bike to Work Days, etc.
- Community Involvement

Signage and Wayfinding, entryways, are they welcoming?

Overall Impression

- Cleanliness and lack of litter and graffiti
- Maintenance of public open spaces, medians and boulevard strips, streets, sidewalks, walking and biking trails, curbs, ditches, road shoulders, unattended and vacant lots, buildings, garbage receptacles
- Lack of weeds
- Dog waste policies and receptacles
- Notices/posters appropriately displayed
- Vandalism not evident
- Maintenance of the hardscape: sidewalks, walls, lamp posts, benches, etc
- Appropriate use and placement of graphic elements such as banners, signs and murals.
- Community Involvement

Community Involvement-Volunteers



Volunteers

The heartbeat and lifeblood of cities and towns....

- America in Bloom galvanizes volunteers from all walks of life
- Creates a synergy of positive efforts to enhance permanent improvements
- Mayors routinely remark that America in Bloom is the best community-building tool they've ever experienced.
- Countless volunteer hours are donated in all of our participating cities. For example:
 - Bloomington, Indiana - 438 members of the Retired and Senior Volunteer Program donated 81,873 hours at 58 nonprofit organizations
 - Logan, Ohio - tallied more than 100,000 hours (with less than 7,000 residents!)
- In-kind contributors: paint, construction materials, newspapers that sponsor garden makeover contests, plants, etc.

What To Do Next?

Register your community for the program

- Complete the application and submit the registration fee by February 28
- The registration fee is on a sliding scale and based on the population/type of entity
- Register by 12/31 to receive a free copy of "Ten Years of Best Ideas" book
- Read the participation guide
- Organize volunteers and inspire your community
- Use the America in Bloom Startup Kit to promote participation
- Begin mapping out your community plan of action. (Consider forming subcommittees for each of the six judging criteria)
- Beautification programs within your community often provide inspiration and friendly competition for residents

Prepare for the Judges Visit

- Complete the community profile (AIB sends a template)
- Get volunteers involved
- Work with your committee(s) to develop an itinerary that provides good representation of your community, not just selected areas
- Plan a tour that highlights community elements from all six judging criteria
- Secure at least two nights of accommodations and meals for the judges (hotels typically will be glad to donate the rooms)
- Allow time each day for the judges to collect their thoughts and information