



May 11, 2020

# Main Street Monday!



It's mask day. Beginning today we have several business areas that are opening and next week we will begin to open retail provided this week goes well. All shop keepers are required to wear a mask and the general public has been asked to wear a mask when in public. Businesses

may provide masks to customers and they may refuse to serve a customer who is not wearing a mask. This is a minor request and will help us to get back to healthy at work.

In addition, employees, must also do a temperature check and follow other guidelines that we have shared in an attachment.

## Opening Day for Retail - May 20th

Remember this date could change based on the results of openings that occur this week. Just because you can doesn't mean you should.

As we have done since the beginning we will continue to share information with our directors, on our social media pages and answer direct questions. We are working with other partners and the National Main Street Center to assist our local businesses with tips and guidance on best practices as we all move to reopen our downtowns.

Another source of information, strategies, and ideas from the arts to development to environment and everything Main Street A to Z for both leaders and businesses can be found here. <https://lnkd.in/dTU28Ng> Thanks for sharing Joe Borgstrom! Joe is the founder of Place+Main Advisors and worked with Michigan Main Streets. He and several others began hosting a Main Street Happy Hour for Main Street executive directors after the outbreak of Covid-19. You can join in with folks from around the country on Thursdays at 5:00 on FB live with special guests where they discuss all things Main Street.

## It's National Preservation Month and this week we will focus on Kentucky Main Street!



Be sure to check both Kentucky Main Street & Kentucky Heritage Council social media pages for information and more. Share your photos of your downtown & use the hashtags #WeAreMainStreet #KYMMainStreet, #ThisPlaceMatters and # for your local program.

I am including this statement from an email from StrongTowns today. It is true for all of us, especially those in Main Street. We must be looking to the future.

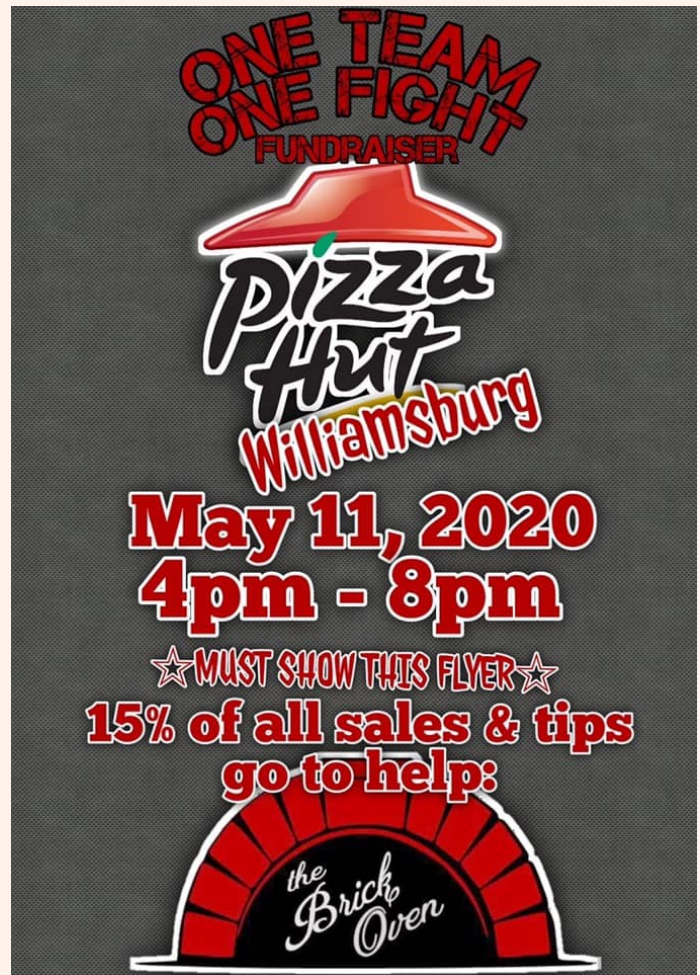
You are leading your community through a transition to something new. Mentally focus on the positives of what lies ahead, not on trying to reclaim what is perceived to have been lost. It is okay to acknowledge the pain of this transition, but your community's energy and vision must be directed towards a positive future.

If you do not receive StrongTown updates, email me and I can forward you the entire article.



We would like to introduce Rebecca Boyd to you. Rebecca is serving as the interim director in Winchester. She stepped in at a crucial and stressful time in the life of our downtowns and has been doing a great job.


Please join us in welcoming her to KY Main Street network.



Today is the day! What a great show of community support, businesses helping businesses. Thank you to Pizza Hut for assisting a Williamsburg Main Street business.

**Historic Preservation**  
 is an eternally optimistic, inspiring field intent on improving present and future quality of life through the appreciation of our built and cultural heritage. Historic preservation is architectural history, community planning, historical research and surveys, oral history, archaeology, economic revitalization and so much more. Quality of life, sense of place, pride of place - it's all connected to historic preservation.

-Preservation in Pink




REGISTER FOR

**COVID-19 & MAIN STREET WEBINAR SERIES**

Connect with Customers & Manage Your Business Remotely	MAY 12 12PM ET
Design in COVID-19 Response & Recovery	MAY 14 1PM ET



# KY

## REOPENING Phase 2

<b>MAY 20</b> Churches, retail	<b>May 25</b> Barbers, groups of 10	<b>June 15</b> Childcare, youth sports
<b>May 22</b> Restaurants (33 percent capacity)	<b>June 1</b> Movie theaters, fitness centers	<b>July</b> Bars, groups of 50
	<b>June 11</b> Campgrounds	



Roll-Over Ice Cream coming soon - 168 E Main Downtown Morehead!



Covington Renaissance wanted to do their part to honor NKY graduating seniors.

We created this photo backdrop that will hang on [Gateway Community & Technical College](#) until the end of May.

We invite any and all seniors to take a photo in front of the backdrop, and tag us at [Renaissance Covington](#) so we can see your photos! We do ask that current safety protocols be followed when taking a photo, ie. social distancing  
#LoveTheCov #Classof2020

Covid –19 has been hard for everyone, but especially for our high school and college seniors. While they have all missed special graduation events, high school seniors missed their prom, senior breakfast, and othwe activites. They all missed being able to say goodbye to teachers and friends.

In true Main Street fashion our communities are bringing people together to honor our students in what will likely become an honored tradition. Pikeville was even featured on CNN.

These are just a few examples of their work.

We are proud of our programs and all of the students!

### Madison Teague

BCHS *Class of 2020*

Main Street Perryville and Salted Honey Café teamed up to honor the seniors in Boyle County.





Pikeville was also featured in the Lexington Herald Leader with this story line: This Kentucky town turned its streets into drive-thru yearbook for high school seniors.



A non-work related drive to LaGrange Saturday allowed me to see the signage that director Sandie Fulks has displayed prominently at the entrance to downtown and around the town. Look closely you can their MS logo.



Have you signed up your organization to participate? This is a great way to get your message out and dollars in.







Local governments across Eastern Kentucky are beginning to prepare for big impacts with the decline of various tax revenues as a result of COVID-19. For example, according to a recent Herald Leader article, in Pulaski County, with less folks working, they expect an occupational tax revenue decline of 20-25 percent.

With MACED's help, some are already better prepared because they are saving thousands on their electric bills through energy efficiency and solar. Some have even saved without spending a penny after correcting errors we found on their electric bills.

Letcher County Public Library received a \$2,280 refund of overpaid sales tax. And the Lee County Court-house is saving over \$20,000 per year by correcting a charge on their KU service! The City of Lynch installed solar panels at their water and wastewater treatment centers, saving ~\$4,500 per year.

Though MACED's energy audits are on hold, the energy team is still doing billing reviews to check for errors, as well as remote solar assessments, for any local government in Appalachian KY counties– for free.

Get started here <https://maced.org/apply-for-an-energy-audit/>



A little public art in the most unusual space can turn something unattractive to something creative. This utility box in LaGrange was changed by artist Robbie Mueller a mixed media local artist. You can see his work at [www.folkartkentucky.com](http://www.folkartkentucky.com)



Mayor Burch supporting the team! Out helping feed students in his community. Do you have your shirt yet? If not, contact Vicki Goode at 859-319-9762 and place your order! Funds are tax deductible and support the work of Friends of KY Main Street to provide services, trainings, etc. across the Commonwealth.



# Virtual Architectural Scavenger Hunt Answer #11



This ghost sign is located on The Maple Center building at the corner of 3rd and Maple Street. The building had a metal slipcover on the second floor protecting the painted sign from the elements. The building was constructed in the 1940s as a grocery warehouse and then became a furniture company.



Murray Main Street is a 2020 Main Street community accredited by the Kentucky Main Street Program and the National Main Street Center.

Our downtown buildings have some amazing architecture that tells the story of our past. I have included a statement by Ruskin.

An architectural scavenger hunt can be done virtually or on one's daily walk. It is a fun historic preservation activity for all ages and you will be amazed at what you will find.

## DOWNTOWN DATE NIGHT TO-GO



Downtown Date Night doesn't have to be a thing of the past. Pick up your Date from any of these merchants. You bring the romance, we have everything else.



### GET CREATIVE

Grab your mask and take a social distancing walk through Downtown Paducah using the CVB cell phone walking tour. Remember, wear your mask and keep it from others.

### TREAT YOURSELF

After your tour, pick up a sweet treat from Craving the Curis Rolled Ice Cream using curbside service.

A cell phone walking tour and dinner for a picnic or treat in Paducah is a creative way to have date night and see the unique offerings in downtown!



You can find the latest up to date news in several places including Kentucky Main Street Facebook page and KYCOVID19.KY.GOV for all opening regulations, Phase in dates, current statistics and more.



<https://2020census.gov/>

Share the link, fill it out, Kentucky could easily be #1 in the nation if everyone takes 5 minutes to fill out the survey. We would settle for no less if it were basketball. This simple act could mean so much to Kentucky. Please fill out your census today!

## 3 ways to complete your Census

1) Online

[www.my2020census.gov](http://www.my2020census.gov)

2) By Phone

1-844-468-2020

3) By Mail

**STAND UP. BE COUNTED.**