

Feb. 18, 2019

Main Street Monday!



Valentine's week was the perfect week for Kentucky Main Street to be recognized on the Senate floor with a resolution for the 40th Anniversary. Thank you to Senator, Robin Webb, for assisting in the resolution. We love our Main Street communities and the work we do together as a network to revitalize cities and towns across the Commonwealth. Pictured above are Kentucky Main Street directors from across the state, Senator Webb, center right, and additional local and state leaders.



The 40th Anniversary will take place on April 23-25, 2019 in Covington. You can view the entire schedule at <https://www.rcov.org/wwwrcovorg/kymainst40>

A few directors gathered on the Capitol steps near the Senate Chambers to show off the spirit of Kentucky Main Street. More photos on pages 2 and 3.



40th Anniversary Conference registration is now open!

Everyone is invited to attend.

<https://www.rcov.org/wwwrcovorg/kymainst40>

Conference themes include Practitioner Skills, Diversity & Inclusion, Rural Vibrancy, Creative Placemaking and Smart Cities. We'll enjoy three days of conference sessions, community and discuss all things Kentucky Main Street. Chuck Mahron, STRONGTOWNS will be one of the featured speakers!

SEEKING QUALIFIED PRESENTATIONS!

We encourage Main Street practitioners and passionate local leaders to submit a proposal that will serve all the attendants of the conference. Please submit your session proposal by February 28, 2019

(session leaders will be notified by March 21, 2019).

Please fill out a Conference Proposal online

https://docs.google.com/forms/d/e/1FAIpQLSfTEriEExUKIDtfmRjyEbbv5GR71_nFdZh2RgVNGxoGMKtOw/viewform



The winter meeting kicked off on Tuesday with a packed room at KYTC. Information was presented on 2019 certification, reinvestments, work plans, bike/ped plans, 40th Anniversary plans, planning for Wednesday meetings with state officials and more! It was a quick paced day full of great information.



The Crossroad Region were all smiles on Wednesday!

L to R: Sam Burgess-Carrollton, Beverly Ingram-Taylorsville, Eilene Collins, -Shelbyville & Karen Eldridge-LaGrange



Scottsville director, David Burch, Representative, Rocky Adkins, and Tony Pence



Morehead director, Tony Pence, his senator, Robin Webb and others gather for a photo in the Senators office.

Sam and Eilene were looking dapper on Wednesday morning. Notice Sam has on his vintage Main St. tie :)



Katie and Kitty had a chance to meet with Lieutenant Governor, Jenean Hampton.



Waiting to start City Nights!



Katie Meyer and her dad Joe.
If you are looking at Wi-Fi for your downtown contact Katie!!

Not sure what Danville director—Nick Wade was discussing, but he certainly had everyone's attention.



Representative, Rocky Adkins stopped by our booth to learn more about Main Street from Dan Brenyo-Owenton.



Together Again!
Caroline Reece-Maysville was so excited to see her former MS buddy, Kota Young at City Nights. Kota is now Mayor of Princeton!



The wait to enter Senate chambers gave us time to interact with our peers across the network.

CONGRATULATIONS!! The lucky coin winners were: Teresa Mays-Beattyville and Leida Tackett-Cadiz! This will be the first national Main St. conference for each of them.



Vicki Goode-Perryville was drawn from the certified directors!



Our table set up at City Nights, did you get your Main Street 40 pin?



Deana Wright—Murray had on her poker face dealing the postcards to attendees. Check out those reinvestment stats!



Hanging out at City Nights L-R Sam Burgess-Carrollton, Kitty Dougoud-KYMS, Roddy Harrison-Mayor of Williamsburg, David Burch-Scottsville, and Nell Haydon-Springfield



Tracy Robinson-Guthrie & Senator Whitney Westerfield.



Thank you to La Grange Mayor Black and Councilman Joe Davenport for spending the day in Frankfort supporting Main Streets in Kentucky. Also pictured is director, Karen Eldridge.



Discussing Main Street and Tax credits with Angie Hatton, representative from Letcher Co. and Minta Trimble—Pikeville



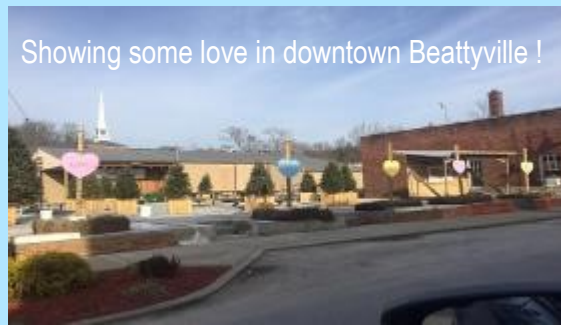
In honor of the 40th Anniversary, Friends of Kentucky Main Street have great ornaments that are also suitable for framing for sale. They would make a great gift or memento for anyone. They are available at the KYMS office in Frankfort and will be available at the conference. Pre-conference price is \$15 until April 15th. You may also pre purchase and pick up in Covington at the conference.



New businesses coming to Covington!

Middlesboro director, Emily Ayers was in attendance at the Pineville Main Street Gala and had a photo op with director, Jacob Roan. It was a great event and great to see so much support for these two Bell Co. KYMS programs.

Showing some love in downtown Beattyville !



Matt and Kathleen Haws, owners of Ripple Wine Bar in Covington (Photo Provided)

MIX & MINGLE w/ MAIN ST.

BELL THEATER
02.25.19
5-7 P.M.

free food & drinks

network with local business owners as we discuss upcoming events and plans downtown



Melyssa, Michele and Christine, the three sisters of Grainwell located on Pike Street !



Happy President's Day and Happy Birthday today to Donna Logsdon -Campbellsville





We loved this idea from Little Italy in Baltimore. These are milk jugs over colored lights. Very festive and cheap! Add a little color to your outdoor event spaces!

Director, Tony Pence and his band, "Big Ugly" will be entertaining us at the 40th Anniversary conference on April 23rd!



How to Help Entrepreneurs:

YESTERDAY

- More financial capital
- More technology
- More Technical training
- More incubators
- More policy incentives

TODAY

- More community building
- More social capital & trust
- More connectivity
- More collaboration
- More diversity

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The 2019 America's 11 Most Endangered is open for nominations

This annual National Trust advocacy initiative seeks to call attention to, and save, threatened historic resources across the country

You can submit a nomination for an endangered place in your community.

The deadline for nominations is Monday, March 4



Words Matter-Let's Change Them

[February 11, 2019](#) by Kelly Segal

Fundraising. I've seen rooms of people cringe at the mere mention. It's a word with infinite negative associations—residues from years of bad practices. I'd suggest we call the whole thing off if there weren't so many life-saving, world-changing, mission-driven organizations in serious need of support. Raising funds thoughtfully is necessary, though wherever possible I try to sidestep the word.

Like the term *fundraising*, the nonprofit vernacular includes a few other key words I've often thought could use a makeover.

Gift. While this word improves upon *donation* or *contribution* to describe a financial designation to a nonprofit organization, for me it always rings a little hollow. A gift is something commonly tied in a bow—often lovely, but not serious.

Instead, I prefer *investment*. Gift giving, while a nice thing to do, lacks the sturdiness of making an investment. When we invest, we are putting money into something that we expect will appreciate in value. A gift says, *do as you please*, while an investment is an act of faith and a vote of confidence.

Donor. Organ donors save lives. This word is on the back of my driver's license so that, sorry to be bleak, if something tragic should happen, those on the scene would know my intentions and get to work. Each time I hear this word, a crucial, life-saving action is brought to mind. This word is important, but I think should be used mostly for that.

Instead, I prefer *investor*. To reference one who gives money to high-impact, nonprofit organizations, the word investor is a better choice. Investor feels more like the individual taking action has a stake in outcomes. An investor seems likely to care about the health and reach of an organization.

Management. Client and/or customer management is more commonly heard now than donor management, but both for profit businesses and nonprofits are rapidly replacing that word with ***stewardship***.

I prefer *stewardship* because if we think of our customers as investors in our organization's mission and vision; and we aim always to deepen that relationship, then ***management*** in term and practice falls short. Depending on the context, there are many definitions of *stewardship* from business to biblical, **but all of them refer to a careful, thoughtful process of tending to resources.**

Over time it's become natural, but I've made a concerted effort to swap out these few words in everything I do from one-on-one conversations, to persuasive writing pieces, to leading workshops. I encourage those I coach and mentor to do the same. I've found choosing more thoughtful language in this work, alters our mindset and helps us execute with more intention. In turn, we are able to strengthen our organizations' relationships with investors, build greater social capital, spread our message more rapidly, and ultimately increase impact.

It's all doing good, it's just done better.