

IMS COVID-19 Check-in Call 4/2/20

Thursday, April 2, 2020 10:43 AM

- **Welcome: Lieutenant Governor Suzanne Crouch**
 - We are taking this one day at a time, you are the heart of your downtowns, and we want to hear your stories every single day of how Hoosiers are helping Hoosiers as well as what your concerns are.
 - We will come out of this stronger than ever! I am using this time to reorganize, reset, and come out of this doing it differently and I hope we can all do the same.
 - We are thinking and cheering you on in everything you are doing!
- **Jodi Golden Executive Director (OCRA):**
 - Last weeks call was one of my very favorite with just the great conversation and ideas you all brought to the table! We have some guests that want to give you some additional resources today.
 - **First guest:**
 - **Brian Ostrovsky (CEO of Locable)**
 - Our tagline is: Main Street for the 21st Century
 - ◆ Web platform that automates marketing and promotion
 - ◆ Free business directory resource:
 - ◇ We have been able to repurpose our directory for your businesses to send their updates to say we are doing carry out now, reduced hours, etc.
 - ◇ You can add this directory to your website and other websites in your community but update it from a central computer
 - ◇ Go check out www.locable.com if you want more details about any of the resources I talk about
 - ◆ Webinar on Ecommerce
 - ◇ Why we didn't used to support ecommerce:
 - ▶ We knew most small downtown businesses were not going to have a large quantity to handle online business
 - ▶ And we knew many did not want to update websites, etc.
 - ◇ BUT post COVID-19:
 - ▶ We realize it is the new reality of small business and want to support that by:
 - Free ecommerce tool with some additional paid resources
 - ◆ You can learn more about this or on our website
 - ◇ Thank you for giving me time and if there are any questions please reach out via our website or email Jackie Swihart or Abigail Chapman for my contact information
 - ▶ www.locable.com
 - ◆ Questions?
 - ◇ Nancy Eckerle (Jasper Chamber): Is there a potential for a webinar that you could do with our business owners?
 - ▶ Brian: Yes - we have some recorded webinars we can send your way. Jackie will connect you with me.
 - **Second Guest:**
 - **Eric Ogle (Program Director of CDBG at OCRA)**
 - OCRA's COVID-19 response program was announced - specifically the immediate response part of the program. There will be a long-term recovery part of the program but for right now it is the immediate response that we are focusing on.
 - ◆ Immediate Response is anything that right now your communities need to

address the COVID-19 pandemic:

- ◇ Three main areas that we are focusing on
 - ▶ Public facilities
 - Converting facilities or having temporary facilities to address testing, treatment, or diagnosis for COVID-19
 - ▶ Public services
 - Similar to above but focused on funding the services that will pay for the testing, treatment, or diagnosis for COVID-19
 - ▶ Economic Development/Recovery
 - This is the topic where Main Streets can be the most effective
 - ◆ You can work with small businesses on getting our funds towards recovery processes and development in the mean time
 - ▶ Please remember that your local unit of government has to be the main applicant but you can work with them as a partner on this.
 - Max grant amount is \$250,000
 - You still need to meet national objective
- ◆ If you have interest in this grant program
 - ◇ First contact your local unit of government
 - ◇ Then contact your community liaison
 - ▶ <https://www.in.gov/ocra/2330.htm>
- We will continue to keep you updated on our long term recovery program
- Question:
 - ◆ **Heidi Peterson (Main Street Marion):** IF your community receives funding for the immediate response program will you be eligible for the long term recovery program?
 - ◇ We don't know at this time - if at all possible we would NOT put that limitation in place. But, it is a developing situation and it depends on the federal funds that come later on down the line.
 - ◆ **Joshua Armstrong (Downtown Evansville Economic Improvement District):** Entitlement or non-entitlement?
 - ◇ At this time it is only non-entitlement but we are continuing to review the stimulus bill and see if there could be funds that go towards entitlement communities
- **Jodi Golden:** We have forwarded all of the stories you shared last week to the Lieutenant Governor's communication director to share and we want to hear more:
 - **Regina Poe (Greentown Main Street Association):** I work for a long-term healthcare facility, we have been so incredibly blessed by the communities outpouring of support. We asked for mask donations and there are many ladies sewing and preparing those and bringing them to us. This story will be coming out and I would love to forward that along to you all. It has been amazing to have that community support
 - **Jodi:** Yes please send to [Jackie Swihart \(Jswihart@ocra.in.gov\)](mailto:Jswihart@ocra.in.gov)
 - **Carrie Barrett (New Castle Main Street):** I am proud of our local chamber - they are putting together webinars that are doing half an hour seminars online with HR representatives and job growth, etc.
 - **Heidi Peterson (Main Street Marion):** Put together a quick little social media post, posters that people could print out to show support, and it's called "Love Local Marion" and in combination with that we have a list of our businesses that have a list of carry-out restaurants, online businesses, and other businesses. We are interested in

using Locable.

- **Darcy Quackenbush (Martinsville Chamber of Commerce):** Can we access the COVID-19 webinar that was done yesterday?
 - **Eric:** Yes, we will send you a direct link of that webinar and you can also find it here
 - ◆ <https://www.in.gov/ocra/3010.htm>
- **Julia Gaustche (Downtown Goshen Inc.):** Normally we have First Friday's and instead we are now doing a virtual First Friday's which include shopping downtown online and then also doing a virtual concern which will be live on our Facebook page
- **(Stonebrook Community Partnership):** Our faith community has really stepped up because many of the churches have been having online services but however for Easter our community faith groups have come together to create a ecumenical services and it will be a in the setting of a drive in theater and then people can come and be together.
- **Joshua Armstrong (Downtown Evansville):** Last week we began the process of sanitizing high pedestrian areas of our Downtown. One of our contractors switched over from litter removal to sanitizing these high touch areas.
- **Tracy Fox (Develop Culver):** Virtual meetings with our businesses that could participate - we had about 15 people on a Zoom call to check in and check the pulse with what is going on. We got a glimpse of the stress they are under and we want to continue to do that to be a resource for them. We are using the survey from NMSC to model our own to send out to our businesses to get a better pulse on what is going on with them and how we can all best serve them through resources.
- **Austin Sims (Madison Main Street Program):** I have been in my position for only a couple of months and it has been very interesting. We are also doing virtual Fourth Friday's and I would love to speak with who mentioned doing virtual First Friday's so I could learn from you all in that planning process.
 - **Please reach out to Julia Gaustche (Downtown Goshen Inc.)**
- Also we have been working hard on connecting with our other community organizations (chamber, cvb, etc.) and that we are working together and we hosted a large together call with our businesses. Lastly, we also posted a survey for our businesses as well. We are eager to join the Facebook page that OCRA will be starting.
 - Send any advice for help for me as a new Main Street Director to: madisonmainstreetprogram@gmail.com
 - **Debra Cochran (Greenfield Main Street):** I am on my third day on the job and so I totally know the feeling of being overwhelmed especially during this time. If anyone has additional information or advice I would greatly appreciate.
 - ◆ Debra@greenfieldmainstreet.org
 - **Jackie Swihart (IMS Program Coordinator):**
 - ◆ That Facebook group is being developed and will hopefully be ready tomorrow and we will send out invitations then.
 - ◆ *Also in regards to being a new director or just feeling unsure about leading through an unknown crisis like this:* There is a webinar that is focused on leading through crisis and we will be sure to share that and there will be another one that is tomorrow (April 3rd, 2020) on how to apply for a COVID-19 small business loan.
 - ◇ <https://www.mainstreet.org/howwecanhelp/resourcecenter/covid19resources>
 - ◆ Lastly, if you could continue to have your small businesses fill out that survey from NMSC that we pushed out, that would be VERY helpful. If your downtown gets at least 5 businesses to fill out the survey then each local program will get a results summary that will be very helpful to you. They are now going to keep the survey open till April 6th, 2020 and is

available in English and Spanish. There is also a letter available for you to send to your business owners why you should take it (also available in English and Spanish.)

- ◆ Also please take advantage of the resources from Brian of Locable because his resources are very helpful in general but also during this time.
 - ◇ www.locable.com

- Closing: **Jodi Golden (Executive Director of OCRA)**

- Thank you for taking time and being a resource for us and all of your thoughts. Please reach out to us if you need anything at all in the mean time.

- **Jackie Swihart (IMS Program Coordinator): Jswihart@ocra.in.gov**

- **Abigail Chapman (IMS Manager of Outreach and Organization): abchapman@ocra.in.gov**

- **Community Liaisons are always available to you**

- ◇ <https://www.in.gov/ocra/2330.htm> - you can find contact information for them here

- **For further resources:**

- ◇ <https://www.in.gov/ocra/3010.htm>