

IMS COVID-19 Call 4/16/20

Thursday, April 16, 2020 10:58 AM

- **Jodi Golden (Executive Director of OCRA):** Welcome and introduction of LG
- **Lieutenant Governor Suzanne Crouch:** It is important to stay connected during this time and I am glad to hear all of you. Thank you for all that you are doing for our Main Streets to stay alive and their hearts beating.
- **Jodi Golden:** Hopefully everyone is doing good and having a sunny day! We have a couple guests today:
 - **Miah Michaelson (Deputy Director Indiana Arts Commission):**
 - Thanks to the OCRA team for allowing me to be on today! We are grateful to be partners with OCRA on some of our different programs.
 - Thank you to all of our Main Street communities and the work that you are doing for the heartbeat of your community.
 - A couple of updates on the IAC world:
 - Update on funding: We fund quite a few arts and cultural organizations across the state. We are extending grant timelines for projects so that your communities have a longer timeline to reschedule because of the pushback on everything. We are trying to be very flexible in that process and have brought on someone to be that point of contact for you all.
 - ◆ We will be receiving some relief funding from the National Endowment for the Arts. We will be releasing guidelines on what that will exactly look like soon and are orders to get them out as quickly as possible and as broadly as possible.
 - ◇ Please note: that funding is for arts organizations NOT individual artists
 - A note on how to support your arts organizations and individual artists: There are quite a few gig workers (1099) in the State of Indiana and the CARES act is offering them unemployment assistance. Make sure that you are chatting with those folks in your communities that may be artists of all types and let them know of resources for them - specifically the unemployment resources through Dept. of Workforce Development (DWD.) Think of how you can include your arts and cultural folks in your small business retention planning and training - they give to your economy.
 - ◆ Arts organizations and federal programs don't typically work together - so the more you can include them together - the more beneficial it will be to the artistic and creative organizations.
 - How Main Streets can help arts: You need to be supporting any artists or arts organizations
 - Check out our website: www.in.gov/arts
 - We have a lot of different resources depending on who is looking (arts orgs, artists, etc.)
 - Please reach out to us as well and we are here to help you and pull our arts and cultural statewide: mmichaelson@iac.in.gov
 - Questions?
 - **Norma Ramírez de Miess (Director of Leadership Development for National Main Street Center)**
 - Thank you Jodi and thank you for the opportunity to be apart of this call and connect with our Indiana family
 - We are excited to be working with Jackie and all of the opportunities ahead for Indiana

- Last week we had a webinar that was focused on "Leading Through Crisis" - we talked about three phases through managing crisis: [COVID-19 and Main Street: Leading through Crisis](#)
 - We talked about how to go through each phase through the NMSC 4 Point Approach™



- We are very proud of our Main Street communities and how they have adapted and supported their local and small businesses
- We are also inviting Main Street orgs to partner with businesses to see how our communities can move forward into the long term recovery after COVID-19
- Please try to watch the webinar and share it with your board as well
- We are looking to develop more webinars to manage the impact of COVID-19 and again looking at that long term recovery for Main Streets and the small businesses
- Main Street organizations are the BEST liaisons to be connecting with what the response is from COVID-19, that being said it is now more than ever important for municipalities and other funding sources to support their Main Street organizations
- The PEW research center highlighted the impact on Hispanic populations in our communities read that research here: <https://www.pewresearch.org/fact-tank/2020/03/24/hispanics-more-likely-than-americans-overall-to-see-coronavirus-as-a-major-threat-to-health-and-finances/>
 - We appreciate the work that Main Street orgs do to reach out to their diverse sectors of their community and please remember to reach out to ALL businesses
 - ◆ Reach out through even a phone call, even if you don't speak the language that they may speak - reaching out means a lot and shows your support
 - NMSC is going to try to provide more resources for the other people groups in your community to be able to say we're here and we are in this together
 - ◆ If you need anything regarding this aspect of reaching out - please reach out to NMSC or Indiana Main Street Coordinators:
 - ◆ **Jackie Swihart (IMS Program Coordinator): Jswihart@ocra.in.gov**
 - ◆ **Abigail Chapman (IMS Manager of Outreach and Organization): abchapman@ocra.in.gov**
 - ◆ **Norma Ramírez de Miess: nmiess@savingplaces.org**
- This afternoon we will have our director of research Dr. Michael Powe and he will be walking through the small business survey and talk through the results to see how COVID-19 has impacted across the country: Register here: <https://register.gotowebinar.com/register/2298861516535522318>
 - We also have that information available for Indiana specifically, there is a map and shows the results:

https://higherlogicdownload.s3.amazonaws.com/NMSC/390e0055-2395-4d3b-af60-81b53974430d/UploadedImages/Resource_Center/COVID_19/NMSC57_MSA_COVID19IMAPCTSURVEY_F.pdf

- Indiana small businesses, more than half of them, have been in business for 10+ years and most of them are locally owned and almost half are female-ran and owned businesses - which is amazing
 - We want our Main Streets to become the source of that revitalization and business sustainability and economic vitality - though our other three points are very important - these are vitally important as of right now
 - We want to identify common ground with our other community orgs and municipalities and work together
 - NMSC is here to support you in any way we can and of course to be a partner with the state program
 - Any questions?
- **Jackie Swihart (Indiana Main Street Coordinator):** Thank you again for having SO many survey respondents (we were the second largest amount of respondents in the country) thank you so much!
 - Please go and look on the NMSC website and some of your specific data may be available for your community:
<https://www.mainstreet.org/howwecanhelp/resourcecenter/covid19resources>
- **Jackie Swihart:** Time for open forum...
 - **Heidi Peterson (Marion Main Street):** If we were to get awarded the Grills fund from NMSC - if we got match money to make that even larger and have a greater impact. What are some other grant resources or opportunities that we could match with that?
 - **Norma:** We recommend to reach out to your community foundations and organizations to think through that leveraging that opportunity and money. They would be the best first place to start.
 - **Danielle (Culver Main Street):** Is there anybody on the call that has ideas for some type of a consultant or someone to come in and help our businesses develop a 6 month plan even in the face of all of the unknowns? That would give our businesses some sense of a solid ground.
 - **Matt Crouch (Deputy Director of OCRA):** Have you had any conversations with your ISBDC organizations about that?
 - **Danielle:** We haven't a ton because we actually got through those applications pretty easily and didn't need their assistance at the time.
 - **Matt:** I would recommend starting with them because they might have a list of best consultants or services to look to. If other communities are doing something similar the ISBDC they will know that.
 - **Norma:** I would agree with Matt but also to work with them on what they have available because sometimes depending on the location - it has to be translated into a simplified for those mom and pop type shops - we don't want a 20 page document that a business won't even be able to understand.
 - **Nancy Eckerle (Jasper Chamber):** There is a guy in our community who is interested in a city business loyalty program in Sommerville. Do you have a contact for Sommerville and how that program works in the community?
 - **Matt Crouch:** We aren't totally aware of that program but are happy to find a contact and send that to you.
 - **Norma:** Please go and check out our initiatives and resources housed on our websites - you can look at a map and see what is going on around you:
<https://www.mainstreet.org/howwecanhelp/resourcecenter/covid19resources>
- **Matt Crouch:** I want to go ahead and wrap up since we are over time. But thank you for being on today and please don't forget to join the IMS COVID-19 Response Facebook Page:
<https://www.facebook.com/groups/596975530924323/?>

- As well as looking at what NMSC has:
<https://www.mainstreet.org/howwecanhelp/resourcecenter/covid19resources>
- We will be in touch with everyone throughout the next week and we look forward to next weeks call.