



OCRA

Office of
**COMMUNITY &
RURAL AFFAIRS**

Main Street COVID-19 Weekly Call Summary

March 26, 2020 11 AM (ET)

Lt. Governor Suzanne Crouch - Introduction

OCRA has gotten the permission to reallocate CDBG funds to serve communities through COVID-19

Jodi Golden - Executive Director, Indiana Office of Community and Rural Affairs

Welcome and introduction of guests

David Watkins – State Director, Indiana Small Business Development Center (acting)

- Part of IEDC, but their offices are throughout the state focused on small businesses - each region has an ISBDC office
- Strong partners with Indiana Main Street organizations
- In a regular time: business planning assistance, market research, accessing capital, exporting/trade promotion, etc.
- Focused on small business segment: 99.4% of business in Indiana are small business - about 12,000 small business in Indiana
- Partnership between IEDC and SBA at the federal level
- Disaster Declarations - at the federal or state levels (Normally: Natural disasters)
- COVID-19: Non-public charities and small businesses - can apply for up to \$2 million in economic disaster loan
- ISBDC can help with these small businesses to apply for those loans
- Beyond that: they can provide technical assistance for business resiliency and planning
- Best way to engage is to start with [ISBDC.org](https://www.isbdc.org); there is a specific [COVID-19 response page](#)
- Locations tab - click on your county to find your regional office
- Financial information available for small business

Questions:

Nancy Eckerle, Jasper Main Street

Steve Bryant, SBDC contact for Jasper - provided a lot of resources that they have been able to share a lot of resources in their area

Lindsay Maliqi - Small Business Administration (lindsay.maliqi@sba.gov), [SBA.gov/coronavirus](https://www.sba.gov/coronavirus)

Go-to place to find up to date SBA resources to combat COVID-19

Economic Disaster loan program

- Typically for natural disasters but has been rebooted for COVID-19
- Up to \$2 million loans and based on need determined by a loan officer
- Trying to turn them around as quickly as possible but please be patient as they have an influx of applications

Lindsay Maliqi - Small Business Administration

SBA express bridge loan

- Existing business relationship with a SBA express lender to get some additional loan funding
- Quicker turnaround than the disaster loan
- Seven year term loan, credit history will be looked at
- More conversations happening above to see what other resources there are available over time
- www.sba.gov/updates - Sign up for email updates to keep up to date with SBA resources and advice

Questions:

Regina Pope, Greenstown Indiana Main Street - send notes with URLs

Kathy LaPlante - National Main Street Center/ Main Street America (mainstreet.org)

Links to other federal and national partners on NMSC websites

- COVID-19 resources are available on a link to the right
- Other funding sources available: Ex. Link to funding programs - small businesses can tap into but also Facebook is giving \$100 million for small business grants
- Updating the page several times a day
- Webinar at 12 pm on 3/26/20 - will be recorded for you to view later

- Tuesday March 31- Main Street health check up, webinar at 12 pm {ET} -
- Register at www.mainstreet.org
- Looking at Main Street organizations specifically
 1. Sustainability for your funding
 2. Postponing large events - how do you bounce back?
 3. And more
- Blog posts from NMSC president
- Tell them your success story! How are you combating COVID-19 and how is your community and Main Street organization responding?
- American Express is giving away \$10,000 small business grants: DUE March 31, 2020 - small businesses will have to apply themselves
- Main Street Advocacy Toolkit is available

Questions:

How can we do more to get direct assistance to small businesses and non-profit organizations?

Valecia Crisafulli, Madison Main Street - What will be happening about the Dallas Main Street conference? Is it best to go?

Kathy - Patrice sent out an email about a week and a half ago - the conference is outside the designated time set by the government so therefore they are waiting to make a final decision of whether or not they should cancel. They understand it could be difficult financially but also see the value in meeting together after this difficult time

Bright Ideas from Main

Weekly innovate ideas from your Indiana Main Streets

Kari, New Castle Main Street - Working with the EDC and ISBDC on the ELF Loans that they had locally. They will solicit donations to pass through Main Street to go to the EDC. Jodi suggested reaching out to Grant County EDC who is doing a similar program

Valecia Crisafulli, Madison Main Street - suggested that many organizations are doing similar actions of being the 501c3 to be the funnel of those funds. OCRA suggested they are happy to facilitate that conversations with Grant Co.

Ashely Willis, Pike County Main Street - No forgivable loans yet but is there anywhere that is looking into that?

- Lindsay Maliqi answered her question and said that there are conversations about the forgivable loans happening but no set decision has been set on that yet

Austin, Madison Main Street - A couple of local businesses that are in industry but they are purchasing lunch in the downtown business district for all of their employees and the Main Street is sharing this with other businesses to be the contact to continue that.

Nancy Eckerle, Jasper Main Street - Their chamber members are contributing a 20-25 dollar gift cards and then they were going to have people one person win - it is on hold but they will start that back up immediately to get people back in their stores as soon as possible.

Leslie, Columbia City Main Street - There is a gym in the downtown area, they have closed but they are offering a discounted membership for people to join in on Zoom currently and then come in after they reopen. They are doing a promotion right now where they are allowing members to join for 21 days for a donation of the persons choice and that money will go towards other downtown businesses.

Jay Ellis, Jeffersonville Main Street - Asked Junior Main Street students to work on a downtown social distancing bingo that has even been tweaked to work with the stay at home order. Ex. Take a picture of getting takeout from the local downtown.

Natalie Dewitt, Auburn Main Street - Thank you for doing these calls - boosts moral and positivity during this time. Question about a private Facebook group being developed for all of our Main Streets to share openly - we really encourage that.

- DeKalb county brought together a taskforce developed 19 seconds of joy: go out and do things that bring joy; facilitating local, state, and federal resources for their community and county.
- Want to stay positive and offer resources to their local businesses from their Main Street page but not over indulge with resources - trying to find that balance is difficult.

Michelle, Lawrenceburg Main Street - thank you for sharing your ideas.

- Merchants class, education on how to create a marketing plan is scheduled for next week via conference call
- Would like to talk about a marketing plan but also will talk a little bit about how to market during COVID-19 and still attract customers.

Jodi Golden - Closing & Thank You

Don't forget to participate next week, same day and time!