

# IMS COVID-19 Call 4/30/20

Thursday, April 30, 2020 10:35 AM

- **Matt Crouch (Interim Executive Director OCRA):**
  - Thank you for your time and support during this time. It is so greatly appreciated and we have gained a lot of helpful information and insight from these calls. I want to introduce our first guest, our cousin agency, Paige Sharp from the Indiana Arts Commission.
- **Paige Sharp, Deputy Director of Programs, Indiana Arts Commission:**
  - Thank you for inviting me to chat with everybody about the funding opportunities that we do have.
    - Indiana Arts Emergency Relief Funds supported by National Endowment from the Arts, IAC, and Arts Midwest
      - These are not competitive in any way, we do not have to have these as a competitive process and they want to get them out as quickly and as broadly as quickly as possible
      - We have opted to give these out to arts organization who have already been grantees with IAC - there are 199 of these organizations that are already supported by us and are far and broad across the state
      - It is a simple process, they only have to complete a form by May 15th, 2020 on our online system. It takes around 10 minutes to submit that form. Our goal is to make it as easy and simple as possible for these arts organizations that we know are heavily affected by what has happened.
      - If you have ever gone into contracts with a state agency - it usually takes a long time - which is why we have decided to work with organizations who are under contract with us. That being said, all of the organizations that submit the form are eligible to receive funds.
      - These funds will be used toward salaries, mission costs, etc. no matches are necessary - we are looking to give around \$2500-\$3000
      - If you know an arts organization in your area that is already a grantee with us, please encourage them to apply for this opportunity. If they are not sure whether they are a grantee with IAC - just reach out here is my contact information:
        - ◆ **Paige Sharp email: [psharp@iac.in.gov](mailto:psharp@iac.in.gov)**
      - We also have a significant webinar series that we provide information about different opportunities like PPP, housing for artists from IHEDA, navigating your finances, intellectual copywrite, etc.
      - If you know someone that should be a part of our community or network please connect them to us.
    - Any questions?
      - **Nancy Eckerle (Jasper Chamber of Commerce):** Can you email that information along to us?
        - ◆ **Paige:** Yes, I will have Matt and/or Colette send it along to you all.
      - **Tracy Fox (Culver Main Street):** I am just curious about the limitations of the organizations that can apply who are already grantees of yours. Is there way we can find out eligible organizations near us?
        - ◆ **Paige:** Yes if you go to [in.gov/arts](https://www.in.gov/arts) and go to grants and it will show organizations who can be funded. Find that link here:  
<https://www.in.gov/arts/3334.htm>
- **Matt Crouch (OCRA):** Thank you Paige and thank you for our collaboration. I am now going to turn it over to Jackie Swihart (IMS Coordinator) to talk a little bit about the webinar we are having next week and then our open forum.

- **Jackie Swihart (IMS Coordinator):** Please register for the webinar May 5th, 2020 at 12 called Trends in the COVID-19 Recovery from Matt Wagner at the NMSC. They are going to focus the webinar on trends that will happen post COVID-19 throughout the recovery process. This webinar is exclusive for our Indiana Main Streets. Please register here: [Register here.](#)
  - There also is another NMSC COVID-19 Leading Through Crisis next steps webinar and as we get more details on that we will share them out.
  - Any questions?
- **Jackie Swihart (OCRA):** Are there particular trainings or topics that you would find useful as we move forward?
  - If there are any that come up, please let us know.
  - **Tracy Fox (Culver Main Street):** How to streamline social media work and make it more efficient? Apps that schedule posts and posts on several accounts at the same time.
- **Jackie Swihart: What is and is not working in your community:** What best practices have been implemented that are helping your community? What strategies or tools have you deployed that did not go as planned?
  - **Nancy Eckerle (Jasper Chamber):** Many of our Main Street businesses are posting pictures on social media to keep people engaged. One of the business owners did a survey between their downtown retailers and said they are still doing about 50% of their normal business even with limited staff. They started a new Facebook page called Jasper Businesses doing Curbside Service - which is a way they can promote together.
  - **Carrie Barret (New Castle Main Street):** We are a Main Street but I have found that we are growing and including the whole county at this point. We had a virtual fourth Friday - and it went well - but it seemed like we had input from the entire county. We actually had more participation from people outside of New Castle, which I found interesting and have seen a trend that businesses outside of Main Street are more interested in engaging. I will be interested to see if that will change after this calms down.
  - **Susan (Dillsboro Main Street):** A couple of my businesses are among those who are doing 50% of their business, but the issue is that 50% does not cover the costs for their businesses. They are working themselves to death and don't have time to update social media, etc. So maybe we are seeing businesses out on the fringes because of their original lack of business and so they are ramping up more than previously.
- **Jackie Swihart (OCRA):** Have you found that you are playing a role in helping pushing out social media for your businesses and filling that gap?
  - **Tracy Fox (Culver Main Street):** We are trying to front the cost of helping our businesses move to that ecommerce platform and then the business owners will take on the monthly payment later on down the road. That has been pretty successful for our businesses during this time
  - **Susan (Dillsboro Main Street):** I have applied for several grants that haven't been successful at this time, but I have an IT person who is trying to help with ecommerce. I also am trying to work with Facebook Marketplace to see ways we could maybe push that out on that free platform.
- **Jackie Swihart (OCRA): What are the most pressing needs in your community:** As things are continuing to evolve what needs are still most pressing. What resources have you been able to tap into to help address those or what obstacles have you encountered?
  - **Danielle (Culver Main Street):** I think we also have this idea of old dog, new tricks - if you guys at OCRA could put something together to help train businesses for ecommerce for those specifically who are hesitant to jump on that train. Something they could watch at their leisure and slowly integrate into those changes.
    - **Jackie Swihart:** Yes, I agree. Is there anyone who has engaged business owners in ecommerce who hasn't wanted to engage recently.
      - **Lorna Oskouie (Noblesville Main Street):** We have done Merchant Meet Ups which help bring the business owners together in a room and that participation has

gone up. There is no agenda at these meetings, just a time for the businesses to talk about happies and crappies. At times, it turns into a complaining session but then we talk through solutions and next steps. That seems to help them be more engaged with us and other business owners.

- **Jackie Swihart (OCRA):** **The call will be moving every other week moving forward. What would you like next on the call?** What can we provide addition details on? What guidance can we provide to you that would be most helpful? What organizations would it be beneficial to hear from? Please let us know.
  - **Matt Crouch (OCRA):** We encourage everyone to take advantage of the webinar with Matt Wagner from Main Street America. It will be an impactful webinar with information that will help you long term. Please also continue to update the Facebook page and share links, best practices, challenges, etc. There are so many great ideas and we can grow more together! Thank you again to each and one of you during these interesting times. We look forward to seeing you again on this call in two weeks!
  - **Contact info:**
    - **Jackie Swihart (IMS Program Coordinator):** [Jswihart@ocra.in.gov](mailto:Jswihart@ocra.in.gov)
    - **Abigail Chapman (IMS Manager of Outreach and Organization):** [abchapman@ocra.in.gov](mailto:abchapman@ocra.in.gov)
    - **Community Liaisons are always available to you**
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	<a href="https://www.in.gov/ocra/2330.htm">https://www.in.gov/ocra/2330.htm</a> - you can find contact information for them here
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- **For further resources:**
    - <https://www.in.gov/ocra/3010.htm>