

DRAFT

**MainStreet Steamboat Springs
Board of Directors Meeting
July 7, 2009; 7:30 AM
Crawford Room - Centennial Hall**

Board members present: Towny Anderson, Ruth Dombrowski, Bill Moser, Mike DeGroff, Tom Simmins, Mike Poirot, Mike Lang, Melissa LeBlanc, Linda Cullen, Shauna Lamansky and Jon Sanders

Others present: Tracy Barnett (MS Program Mgr.), Diane Mitsch Bush (Routt County Comm., Ex-Officio), Jon Quinn (SS City Council), Philo Shelton (City of SS Public Works) and Jon Roberts (SS City Mgr.). Denise Brazier, Ski Town Executive Service, recorded the meeting and prepared the minutes.

1. Call to Order

Towny called the meeting to order at 7:34 AM.

2. Approval of June 9, 2009 Minutes

Ruth Dombrowski made a motion and Bill Moser seconded, to approve the MainStreet Board of Director's meeting minutes of June 9, 2009. The motion passed unanimously.

3. Changes to the agenda

There were no changes to the agenda.

4. Financial Reports

Ruth reported dues are stragglng in. An additional \$ 1,708.00 came in from the whistles than is not shown on the financial report. Income is coming in from the Farmer's Market. No money was made from the block party as insurance had to be paid. The Farmer's Market is bringing in \$ 500 - \$ 1000 per week over and above what people have paid for the whole year. "Sisters" will be an expense until registrations and sponsorships start coming in.

5. Committee Reports

a. Organization

The Organization Committee and the Economic Restructuring Committee have merged. Ruth reported a letter will be sent out to existing members who haven't paid their dues. A place for a name and phone number is included on the bottom of the letters and a place for people to voice issues in order to get a handle on the problems. Committee members will

follow-up with a phone call on July 20th. Tracy is working with **Kat Kelly from the City** ~~an assistant~~ to mail merge the letters. Another letter will be written for nonmembers. The committee is primarily working on collecting money and creating a volunteer list.

Bill said local merchants participating in the Farmer's Market are **giving themselves another way to get** ~~en a window for~~ people to go into their stores. Tracy added participating ~~vendors~~ **retailers [?]** are required to have a store in the community. Tracy believes Farmer's Market issues brought up in the past have been addressed.

b. Design

Tom reported the last meeting revolved around the bus shelters and the whistle campaign. There is no update on Eagle Scout Park, Historic Preservation or the Banner program.

Tom said the Design Committee would be interested in a telephone campaign to business owners who may be interested in a larger contribution toward the whistle campaign. The cost of the Noon Whistle should be established previous to the telephone campaign. Tracy will find a sound engineer for guidance.

c. Promotions

Tracy said the Chili Challenge is coming along. The date has been changed to the Sunday of Labor Day weekend from 12:00 pm to 3:00 pm and will be on 8th St. to not draw people from the sidewalk sales. Tracy is planning to revert to the old Downtown Hoedown set up. Tracy has had contact with Tread Of Pioneers and Ag Alliance to put on the Old Pioneer Games and it will be a much simpler event. Dell Lockart may donate a \$ 1000 sponsorship. Colorado Group is not able to sponsor this year due to the economy.

"Sisters In Steamboat" is coming along very well and is set with the schedule of events. Postcards are being made and Tracy is trying to reach out to folks through KUNC. The event is on several calendars around the state and is showing a lot of interest. Tracy is working with deals to be offered during the "Sisters" weekend. Ski Corp. has the shopping bags and will print "Sisters In Steamboat" and "MainStreet" on the bags. Efforts have begun for Merry MainStreet.

The executive Committee sent Torny has addressed a letter to City Council following up on its June update. that MS needs funds in order to work to fill Filling 33,000 sq. ft. of empty square footage in to keep downtown is the best short term opportunity the City has to reverse the decline in sales tax revenues. Rather than ask for money, would the City be willing to vital and active and wrote a letter to ask for the use of a give a City staff person some of his/her furloughed hours person to donate time to help Tracy who is working beyond capacity? get some work done. Jon Roberts liked the idea, and Kat Kelly from the Planning Dept. has volunteered and has done a great job. Denise has been gathering and posting business listing information for the MS website. Brian Berry from JDB Technology will work on the website.

d. Economic Restructuring

The ERC has merged with the Organization Committee.

7. Post Office Update - Brian Olson

Brian said there is still a contract with the Post Office (PO) to relocate to Steamboat Crossings. Brian's message is that it is not just about moving the Post Office but provides an opportunity for the future of downtown. MS's support is important. There are no specific plans right now for the present PO site. Brian invited MS members to talk to him one-on-one about their thoughts. Bill said for the PO to leave downtown diminishes the feeling of a go-to place. Some sort of PO retail is needed for a drop-off center to maintain a presence downtown.

Brian has talked to Health and Rec but no one has come up with the money. Brian said options are left open. The contract states a PO must be delivered by the end of Aug. of 2011. Application has been sent to Planning.

Brian has fought for an underground pedestrian connection at Fish Creek and it is in the intersection improvement plan which also includes ~~place,~~ a bus stop and a roundabout at Mid Valley and Pine Grove that will help facilitate the bus and improvements to the Pine Grove and Rt. 40 intersection. A physical model of the project is in Bldg. 2 of the ResortGroup center. There are other alternatives for a gathering place in the downtown location such as a grocery store that would generate sales tax revenue and contribute to the vitality of downtown. Towny asked about what would happen if there is an annexation at the west end of downtown. Brian said another PO facility may be required. Bill said the PO has to be convenient for the people and the merchants.

Brian said mail sorting capability is planned at the new facility. There is an appraisal provision in the contract that is the problem and needs to be accepted by the Post Office, and he is waiting for Planning approval. Brian is open to a public/private partnership. Brian will keep MainStreet updated.

8. State of the Economy Update - Board Member discussion

Mike Lang is receiving positive response possibly due to more face-to-face time with the local businesses. Most recent events, 4th of July Parade and Mustang, were very successful in getting people on the streets and in the stores. Mike believes MS should go after bringing in more people to SS using umbrella advertising, and this ~~that~~ will create more support from local businesses. Perhaps the focus should be on Cheyenne and Laramie as opposed to Denver using press releases, publications, etc.

Towny asked people to attend the Colorado Downtown Institute workshop this Friday focusing on zero **cost** downtown promotions and the use of new technology (social networking). MS has 4 free slots to any of the Downtown Institutes. There are 4 per year, one relating to each committee. Tracy said anyone who can attend must be registered immediately. Anyone who attends does not have to be a MS board member but can be any business that belongs to MS.

9. Member Comments

Mike Poirot heard at the Chamber meeting the number of participating Triple Crown teams has decreased significantly due to economic challenges.

Diane said an untapped market for MS is the State-Wide Road and Mountain biking community. Those links could be placed on the MS web. Bikers will be return visitors as bikers and skiers. DeGross said the biking component is an important topic and Ski Corp. is looking at Winter Park as a model as well as other IntraWest resorts. SS doesn't charge bikers to ride up the mountain; other resorts charge to ride up to fund improvements. Diane will provide Tracy with 3 biking organization links.

Bill said tax assessors can now look not only at comparable sales but also cash flow for commercial properties as part of the appraisal process. It may be beneficial for some of the downtown merchants for MS to investigate and gather information of those who flip properties to protest to the assessor and possibly provide some real estate tax relief.

Towny said Steamboat's side streets provide a huge opportunity to create activity downtown. Side streets could be closed-off every weekend for additional activity. **Product reps from more than one business could stage events.** ~~MS could offer reps to work with shops.~~ MS can work with the City to get permits and do whatever is necessary to get street closure. Towny asked to get the message out to the retailers. Mel said Urbane's experience was a success and a learning experience.

Philo said regarding the Lincoln Ave. reconstruction, things are ready to be posted for bids next week. CDOT is hiring a communications person who could provide updates.

12. Adjournment

The MainStreet Steamboat Springs Board of Directors meeting adjourned at 8:55 a.m.