

DRAFT

MainStreet Steamboat Springs
Board of Directors Meeting
Nov. 3, 2009; 7:30 AM
Crawford Room - Centennial Hall

Board members present: Towny Anderson, Ruth Dombrowski, Bill Moser, Tom Simmins, Sue Krall, Shauna Lamansky, Jon Sanders, Mike Poirot, Linda Cullen and Mike Lang.

Others present: Tracy Barnett (MS Program Mgr.), Diane Mitsch-Bush (Routt County Comm., Ex-Officio), Jon Quinn (SS City Council), Jon Roberts (SS City Mgr.), Philo Shelton (City of SS Public Works), Dave Schneider (CDOT Resident Engineer), Glenn Violet (Consulting Engineer) and Justin Kuhn (Project Mgr. for CDOT). Denise Brazier, Ski Town Executive Service, recorded the meeting and prepared the minutes.

1.) Call to Order

Towny called the MainStreet Steamboat Springs Board of Directors meeting to order at 7:34 AM.

2.) Changes to the Agenda

There were no changes to the agenda.

3.) Minutes

Ruth Dombrowski made a motion and Bill Moser seconded, to approve the September and October MainStreet Board of Director meeting minutes as presented. The motion passed unanimously.

4.) Financial Reports

a. Balance to Complete Fiscal Year

Ruth reported the actual balance on the P&L is \$ 15,598 (\$ 3000 more than indicated). Noon Whistle income will be removed for a net total. Ruth reported cash will be tight until the end of the year. The payment to the City for the Business Improvement District may not happen in 2009. An amount of \$ 10,000 will be included in the 2010 budget to cover that expense if necessary. The financials are showing a deficit of \$ 3000 for 2009.

b. 2010 Budget Discussion

The 2010 budget was created using expenses and income from 2008 to reduce expenses. Tracy said MS should start building a reserve.

c. Community Support Funding Update

The 1st reading for the \$ 50,000 from the City of Steamboat Springs will occur during tonight's City Council meeting and 2nd reading will be in December.

9.) Philo Shelton - Lincoln Ave. Reconstruction Update

The following were present to participate in the Lincoln Ave. update: Dave Schneider (CDOT resident engineer), Glenn Violet (consultant engineer) and Justin Kuhn (CDOT project manager).

Justin reported work is in progress at 7th St. with the installation of a new water line, concrete box culvert and asphalt patching to be finished by Nov. 13th. Work will resume in April with anticipated completion by June 20th, 2010. Some of this fall's work was delayed due to early snow and delayed signing of the contract. Drainage improvements will help some businesses by not having to purchase flood insurance and added safety benefits.

Tracy said businesses have been complimentary of the construction crew on communication, how quickly work is progressing and the politeness of the crew members.

Philo will set up a construction update for the MS Annual meeting on Jan. 15th, 2010.

5.) Committee Reports

a. Organization/Economic Restructuring

Ruth reported the Organization Committee's goals include finishing the budget for 2010. Language on the membership solicitation letters will be changed to include MS membership as an "investment". Comments from the MS board members regarding the fee structure included:

- Membership should not be based on income as it reveals business income levels.
- Gold, silver and bronze memberships may be beneficial especially with the upcoming Olympics.
- Members should be informed on the benefits of paying a higher fee.
- Keep the fee structure simple.
- Provide opportunities to sponsor an event.

The Organization committee will finalize and send out the dues structure to the board members for review.

Bill Moser discussed the issue of commercial property valuations not aligning with occurring revenue. A Colorado revised statute has a provision that an assessor can take into consideration for commercial property cash flow and income streams. Bill would like to gather enough information in order to create a prototype to make a valid protest. A

request could be made for businesses to make a donation to MS for any resulting tax savings. Diane Mitsch Bush suggested possibly having a workshop for MS members on commercial property assessment, valuation, and protest procedures. She would be happy to help with this.

b. Design Committee

Tom Simmins reported:

- The 2010 work plan is almost finished.
- Banners - Sponsors are needed to provide \$ 200 for material.
- Eagle Scout Park - Tom gained support in a meeting with Ernie Jenkins and Chris Wilson for clean up, picnic tables, benches, a bike rack and native plantings.
- Historic Preservation - A notebook has been produced.
- Noon Whistle - A letter will be sent to 10 businesses and other individuals for a \$ 1000 donation to be followed up with a phone call. The SS High School has been contacted to get students involved for their senior class gifting project.

All projects will carry over to 2010 and additional projects added.

c. Promotions

Promotions committee is working on the work plan for 2010, Light Up the Night and Merry Mainstreet. Light Up the Night has scaled back on the sound system and live broadcasts and will include a sing-along, ping pong drop from a Fire Truck and gift certificates. Scott Contracting will be asked to donate a Santa sponsorship to have Santa the 4 Saturdays between Thanksgiving and Xmas. More volunteers are needed to help with Merry MainStreet that will include window judging, gingerbread houses, ice sculpture, caroling and street performers. The committee's goal for 2010 is to have all activities either revenue neutral or fundraising.

Diane Mitsch-Bush reported the Routt Co. Riders and Intrawest are partnering with the Forest Service to provide free ride facilities that will produce more tourism during spring, summer and fall. The events will bring many people to Steamboat to watch the events as well as participants, both of whom will want to shop and support the restaurants. Towny stated that Emerald Mountain is not available to be part of the cycling industry as long as it is privately owned. Diane added that a significant portion of existing trails on Emerald are on public property.

6.) Board Goals for 2010

Board goals for 2010 will be included on the December agenda. Board members were asked to review the memorandum for the next meeting.

7.) Annual Meeting

The MainStreet annual meeting is scheduled for Jan. 15, 2010 from 11:30 - 12:30 to include lunch at the Pub. Speakers will include Carl Steidtmann, a representative from Ski Corp, Sandy Evans Hall from the Chamber and a Lincoln Ave. reconstruction update.

8.) Manager's Report

Tracy provided the manager's report via email to the Board of Directors prior to the meeting.

a.) Report from Chamber Board Representative

Chamber representative Shauna Lamansky reported the Chamber wants MainStreet to do whatever is possible to compliment Chamber events. There was discussion regarding an organized bike-rack system downtown. Philo said bike racks are included in the Streetscape plan. Sponsorship advertising on the racks was discussed.

9.) 2010 Olympics in Steamboat - Promotional Campaign

Steamboat Springs City Manager Jon Roberts shared his idea for visitors to be able to experience the 2010 Olympics in Steamboat Springs with former Olympians and parents of athletes available to converse with people in person and providing TV's on the mountain and downtown so people can see the Olympics wherever they are in Steamboat. Andy Wirth has signed an agreement with Coca Cola to provide facilities at the base of the mountain creating a beginning. Jon Quinn believes MainStreet would be a great organizer. The project may be primarily a marketing issue. As the MainStreet Board is on board, Mike Poirot will organize a planning committee and try to contact Coca Cola.

Suggestions to add to the MS calendar were the Jr. Olympics on March 4-11, NCAA in March and Olympic qualifying events in December.

10.) Other Business

Mike DeGroff met with Sandy Evans-Hall from the Chamber regarding the WineFest and 3 options are considered:

- Keep the event as is
- Meet with Sage with a well-thought out plan
- Ask Sage to help and compliment the Arts Festival

A decision will be made at the MS Dec. meeting on how to proceed.

Ruth told the committee in light of possibly chairing the MainStreet Board of Directors next year, someone will be needed to be Treasurer and to chair the Organization Committee. Tracy received an engagement letter from Clark Davidson to manage MS's

financial responsibilities. This expense is not included in the 2010 budget. The board agreed to send our RFP's and get more bids. MainStreet membership should be required.

11.) Adjournment

The MainStreet Board of Directors meeting adjourned at 9:12 am.