

**MainStreet Steamboat Springs  
Board of Directors Meeting  
Tuesday, March 10, 2015; 7:30 AM  
Crawford Room – Centennial Hall**

Board of Directors present included: President Jon Sanders, Kathy Stokes, Sarah Freese, Joan Ihrig, Mike Lang, Melinda Miller, Sally TeStrake, and Kelly Landers.

Also present were: Tracy Barnett (MainStreet Program Manager) Walter Magill (City Council Representative) and Cari Hermacinski (County Commissioner).

**Call to Order**

The meeting was called to order at 7:47 AM by Jon Sanders.

**Changes to Agenda**

Jon added “Discussion of New Board Members” to the agenda.

**Approval of Minutes**

*Kathy Stokes made a motion, Mike Lang seconded, to approve the minutes from the February 3, 2015 meeting. The motion passed unanimously.*

**Transition Committee Report**

Tracy reported that she has received 10 or 15 resumes for the Program Director position. There are several who are not qualified. Tracy has had one-on-one conversations with a few applicants. Jon knows of 2 or 3 people who mentioned to him they would be submitting their resumes before the March 31, 2015 deadline. Mike asked if there is someone who should be actively pursued, to contact a committee member. This will be further discussed when the committee meets on Thursday, March 19 at Harwig’s at 5:15 pm. The committee will also work on refining the job description.

**Downtown Improvement Discussion**

- Walter Magill reported that the City Council moved forward with committing to an approximately \$10M budget for downtown improvements. They made a decision to separate the discussion of the projects from the financing. They will be planning discussions with the school board and other groups such as the library district who are concerned with how the project will affect them (hold harmless concerns.) While not against the improvements in theory, Scott Ford is against any sort of URA financing or TIF element. The City does have some capital improvement funds they can invest. Tony Connell wanted to add \$2M for surface parking lots. They are moving forward and trying to keep the borrowing to a minimum. There is \$1.5 M in General Fund money available right now.
- Jon Sanders reported on a recent discussion with a retail expert from the Front Range, Allen Ginsborg, about how retail is struggling. They also talked about the importance of convenient downtown parking. Jon is pushing for a parking garage to connect all of downtown. The other subject is national brands – he believes that bringing in even a few national brands would draw in more business.

- Several people mentioned the construction of another pedestrian bridge over the Yampa to Howelsen as key to our future retail success. Also uniformity of sidewalks creates a feeling of confidence for pedestrians.
- Jon met with Jim Cook about upcoming vacancies in downtown (he couldn't mention names but some of them are older businesses that need to go. There is always a shuffling around that occurs after the ski season.
- Cari Hermacinski said there hasn't been a meeting with the commissioners, city council and school district. Tracy insisted that a meeting took place (back in August 2014) but it was clarified that the scope has changed since then. There needs to be another meeting with the commissioners and other key players regarding the proposed downtown improvements. April 7 is the date of the next joint meeting of City Council and the Routt County Commissioners.

### **Financials**

- Joan Ihrig reported that the year is starting off well financially. Last year we took in more money from the City of Steamboat Springs, the Farmer's Market and other events. We controlled some costs better and there are no outstanding accounts payable issues. We are in a good cash position. Trends have improved over the previous year. This next year is going to be critical with bringing in a replacement for Tracy. Memberships are about the same. The increase is more in the events. Yampa Live, as an event, showed MainStreet what kinds of events do not work. Total gross was \$10K in 2014 over 2013.
- Tracy said the registration fees for the Farmer's Market was raised from \$30 to \$35. The market is full and we have a wait list. We aren't going to be expanding into Yampa Street – it was too difficult with 4<sup>th</sup> of July and Pro Cycling Challenge. The weekend of the bike race, we are going to add a Sunday market. When we built our budget this year, raising fees and expanding the market in size were key components to the growth in our future revenues. Start time of the market used to be 7:00 am but most people come between 11:00 am to 1:00 pm. Current start time is 9:00 am.
- Jon Sanders reported that there's a group talking about entertainment/music downtown. MainStreet needs to find other creative funding mechanisms since the BID failed. Commercial property taxes are hurting our retail. There was some mention of the Gallagher Amendment (state law.) He said that an entertainment tax used in some other places is successful – a little more marketing could go a long way.
- Cari Hermacinski reported that the airline tax works because people know that every 4 years they have a chance to review. She walked around downtown before the November election and people were quiet about the BID. If the proposed BID would have had a sunset date, she felt people would have had more confidence and it would have passed.

## **Manager's Report**

- a. Save Our Spurs Campaign--Tracy reported that the Save our Spurs Campaign was successful in raising funds to purchase 22 spurs in 10 days – this is a group of local citizens concerned with the loss of our western heritage. It was a specific request for a specific amount and that's why it was successful. There was a complaint about the high fee charged for using a credit card. If you use a check, MS doesn't have to pay a processing fee.
- b. Design Committee—Bus shelter signage/wayfinding directory is moving forward. We will be using a \$12,500 DOLA mini-grant for this and there will be money left over to use for another project. We will try to get people to commit to purchasing a spot for a year. DOLA dollars are paying for the first six months; merchants will pay the balance. MainStreet members will get a discount. The graphics should be done by Memorial Day with the signage to be changed/updated in November 2015.
- c. By-Laws--We haven't reviewed since 2008. Executive Committee can look at these to see if they need to be changed.
- d. National Main Street Conference--Tracy will be attending the National MainStreet Conference in Atlanta from March 29 to April 1. She is also participating in the bus tour sponsored by Wyoming MainStreet beginning March 27. She will be gone from March 26 to April 2, 2015.

## **Other Business**

- Discussion of Board Members--Jon Sanders mentioned there are 2 people who are interested in serving on the board. Tracy said we don't have any vacancies at this time unless we expand the Board seats to 15. Kelly suggested they volunteer to serve on the Promotion Committee or another committee. Promotion Committee meets next at 8:30 am on Friday, March 13, 2015 at Off the Beaten Path Bookstore. Many good ideas have come from the Mastermind Group that meets at Paddlewheel on Thursdays at 7:30 am. This is another opportunity for future MainStreet board members to get involved.

## **Adjourn**

The meeting was adjourned at 9:00 am.

Next board meeting is **Tuesday, April 7, 2015.**

**Much thanks to Sally TeStrake for taking notes at this meeting.**

Respectfully submitted,

Susan Krall  
MainStreet Steamboat Springs Secretary