

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

Board of Directors present included: President Jon Sanders, Phil Armstrong, Josh Kagan, Trent Kolste, Kathy Stokes, Mike Lang, Sally TeStrake, Melinda Miller, Kelly Landers, and Sue Krall.

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

Call to Order

The meeting was called to order at 7:39 AM by Jon Sanders.

Changes to the Agenda

Jon Sanders asked that a URA discussion be added, and Tracy wanted to add a winter-recap for member's businesses at the end of the meeting.

Approval of Minutes

The minutes for the March 10, 2015 meeting will be reviewed at the May meeting.

URA Discussion

Jon Sanders has had people ask him to have Mainstreet take a stand on the URA. Jon asked if MainStreet should take a position regarding the URA. He asked for additional opinions.

Tyler Gibbs reported that:

- The city has done a lot of research into the URA and money to the school district. He said that school funding is based on funding separate from a URA.
- The city has said that if the state funding formula changes, that they would fill in.
- School funding changed for the base URA due to economic issues, but not because of the URA.
- All of the state resolutions going back to 2000 were used by the school board to come up with the amount they want to bill the city.

Cari Hermacinski reported on what the county has received from the city regarding the URA and from the school district, and there will be a meeting between the city and county tonight. Roger Good, president of the school board, is the only person who has brought numbers to the table. There is 10 years of data from the base URA.

Walter Magill reiterated that the data is available.

The discussion continued around these key points:

- Jon would like to get the school district on board and wants the data made available for tonight's meeting with the county. 2005-2008 were good years for the URA at the base, and those numbers should be available. The only one who loses, according to Jon, is the county, because it takes longer for them to see the advantages.
- Cari said that Tabor restricts how much the county can raise property taxes, and that is all real numbers. She said that the base area did raise the boats of all entities and those numbers need to be compiled and made public.
- Kathy Stokes asked if there is someone who knows the data, and Tyler reported that he has it. He didn't want to bring it tonight, but will try to have them for the

meeting. There are 4 items to discuss at the meeting, and the URA is one of them. The topic will be discussed in city council again on April 28th, and that is an opportunity for MainStreet members to attend to give their opinions. Jon asked if we should write a letter to the editor and wants to know if all were still on board before he sent one. He would like to have a link to how schools are funded. There must be 30-day notice to announce a meeting where the URA would be formed.

Transition Team Report

26 applications have been received. A list has been sent out to all of the members. The next meeting is on April 5. Questions compiled by the committee members will be sent to the top applicants, and the rest will get thank you notices. The applicants will get two weeks to answer the questions, and from then the committee will choose whom to interview. The deadline for applications was the end of March. Sue Krall will combine the questions into a concise number and add a question that Tyler suggested regarding key organizations for collaboration.

Approval of by-law changes

- It was brought up that there is nothing in the by-laws about how to remove a director. The by-laws were changed to reflect that a director can be removed with or without cause since it is an at-will board. It was decided that the entire board has to vote to remove a member and it would be a simple majority.
- If a board member misses 3 meetings in a row, that is cause for removal.
- Jon asked if an attorney should review the by-laws. Attorney Cari Hermacinski volunteered to review them.
- The by-laws must be read by everyone, and voted on at the May meeting.

Mini grant for 2015

- The DOLA mini-grant is \$10,000 plus MainStreet's 25% match of \$2500 for a total of \$12,500 to be used for projects to improve downtown. Last year, the maps on the bus shelters with businesses listed were funded. MainStreet members will get a discounted rate for advertising on the maps. They will be changed out every six months. The goal is to be able to have them by Memorial Day. MainStreet can't charge for the first round, because the grant is paying for it. After that, they will charge the vendors.
- Tracy asked for ideas for possible projects for this year. Promotion committee has suggested refreshing the MainStreet logo. MainStreet is the organization and Downtown is the place. Should they be separated? The consensus at this meeting is to keep them combined. The message for downtown should be different from the mission of the organization. Downtown could be consolidated into the logo. The message that the City Market area is not THE downtown needs to be marketed.
- Phil Armstrong asked about the banners over MainStreet. The chamber controls them and works with CDOT. There are strict CDOT rules about the banners and the

chamber manages them. They can only be up for two weeks in a row. It was suggested that a sign in the buses about downtown would be useful.

- Jon brought up that there would be \$18,000 combining what is left from last year and this year. It should be used for big projects. Kelly suggested asking prospective candidates what they would do with \$18,000 if they had it.

Jon Sanders asked that the board think about what kinds of projects could be funded by this grant. Some of the suggestions were:

- Lights in the bus shelters.
- A downtown app for phones.
- Fencing for farmer's market.
- A sound system for MainStreet events
- A storage shed for the farmer's market.

The idea was brought up for formulating a mini-grant committee. Phil Armstrong and Trent Kolste volunteered to be on that committee.

Kelly suggested looking at the people who run the wine festival, as guides for how to conduct an event. More events need to be part of the discussion. Also, emphasis needs to be placed on off-season/shoulder season events. We should not compete with the mountain area.

Tracy has permission to modify the grant, not to exceed \$1500.

Manager's Report

- a. Tracy reported that the Atlanta conference was the best ever! Information for both beginner and seasoned programs was highlighted. Tracy went on the Wyoming bus tour to Rome (7 hills and 3 rivers), Cartersville, and Greensboro. One big impact moment was that each successful community has a dedicated funding source. Many have a DDA-Downtown Development Authority. This was looked at in Steamboat 30 years ago, but not since. A URA is not voted on but can be established by city council.
- b. Creative District Progress-MainStreet applied for creative district designation in 2011 and was rejected for lack of capacity to administer the program. Currently the creative district is being pursued by the Arts Council and Tracy is a part of that steering committee. The arts and a creative district can be another economic driver for downtown Steamboat

Other Business-

Board members gave a winter re-cap for their respective businesses. Most have had a good winter and a few have had their best winter ever. Some retail remains flat. The restaurants are doing very well in the winter. There are new businesses going in on Lincoln Ave. Gigi's Closet, in the old Moose Mountain space, will sell lingerie and bathing suits. Jon Sanders is part of investment that owns an entity for a pizza place in Old Town Square above Noodles and More. Phil reported on a novel business district, Downtown Vegas, where there are 100-200 sq. feet, short commitment retail spaces. He suggested that some spaces in our downtown might be cut-up into smaller businesses.

It was suggested that MainStreet, as an organization, should commend the mountain employees, businesses, and hotels for sending people downtown. This letter will be sent to the newspaper from the board. Tracy will draft it.

Adjourn

The meeting was adjourned at 9:13 AM.

The next Board of Director's Meeting is Tuesday, May 5, 2015.

Respectfully submitted,

Susan Krall
MainStreet Steamboat Springs Secretary