

**MainStreet Steamboat Springs  
Board of Directors Meeting  
Tuesday, May 5, 2015; 7:30 AM  
Crawford Room – Centennial Hall**

Board of Directors present included: President Jon Sanders, Joan Ihrig, Josh Kagan, Trent Kolste, Kathy Stokes, Mike Lang, Sally TeStrake, Melinda Miller, Sue Krall, Linda Cullen, and Sarah Freese.

Also present were: Tracy Barnett (MainStreet Program Manager), Tyler Gibbs (City Planning) and Jim Cook, EDC/Design Review Committee Chair.

### **Call to Order**

The meeting was called to order at 7:38 AM by Jon Sanders.

### **Changes to the Agenda**

There were no changes to the agenda.

### **Approval of Minutes**

- There were no changes to the March 10, 2015 minutes:  
*Sally TeStrake made a motion, Sarah Freese seconded, to approve the minutes from the March 10, 2015 meeting. The motion passed unanimously.*
- The minutes from April 7, 2015 were amended to be signed: Respectfully submitted, Susan Krall, MainStreet Steamboat Springs Secretary, as entered here.  
*Melinda Miller made a motion, Kathy Stokes seconded, to approve the minutes from the April 7, 2015 meeting. The motion passed unanimously.*

### **Transition Team Report-Discussion**

Tracy explained that the following candidates were chosen for interviews. The committee would have preferred to have fewer finalists. Tracy gave the Board a brief overview of each candidate. Each candidate was discussed by the Board. Trent suggested that social media be checked on each candidate. He offered to do this for the committee. Tracy will check references on the seven candidates.

- a. Final 7 – review candidates
  - i. Amber Sachs
  - ii. Cristen Frey
  - iii. Lisa Popovich
  - iv. Peter Hunter
  - v. Kolby Sumskis
  - vi. Kristen Jespersion
  - vii. Ulrich Salzgeber
- b. Set interviews – The Board was asked if there were any of the candidates to be excluded. None were suggested. Interview questions were reviewed and discussed. Kathy asked if there were other Board members who would like to be involved in the interview process. Sue will be gone most of May and will not be participating in interviews for that month, unless the committee requests her presence via Skype. Tracy has talked with all

of the candidates and met all of them but Kristen Jespersen. Tyler suggested that all of the candidates be asked the same questions. The plan is to have Kathy Stokes and Mike Lang schedule the interviews. Tracy is around until May 16. **Members of the board should notify Tracy by the end of today if they have any concerns about any individual candidates.** The team needs to meet to formulate the questions. They will meet tomorrow at 2 PM in the MainStreet conference room. Jim Cook will provide questions that he has from a headhunter. The goal is to try to get the interviews done before Tracy leaves, and choose the manager immediately following the interview process.

### **By-laws Revision-final vote**

The by-law changes were included in the packets. The only change was: A board member may be removed from the board, with or without cause, with a majority vote of the other members of the Board. Also, Board members cannot miss more than three meetings, making that a potential cause for dismissal.

*Sally TeStrake moved to approve the by-laws as corrected, Jon Sanders seconded. The motion was passed unanimously.*

### **2014-15 Mini-grant revision**

- a. Bus shelter directory signage-The city attorney has ruled that the signage cannot go on the glass and must go outside of the shelter on the metal part. The listing of the businesses will be by category and no ads can be based on whether the businesses are members of MainStreet. It is \$100/year for the first year. The second year is 6 months for \$100 for the nine shelters. Sarah suggested putting the postings in the mountain shelters and Tracy said they could consider that for the next round.
- b. Flower barrels and watering-It is suggested that flower barrels be put at the crosswalks of 4<sup>th</sup>, 6<sup>th</sup> and 10<sup>th</sup> streets to discourage jaywalking. Tracy has added that to the mini-grant and the city will water them, but there is still an \$800 shortage.
- c. Re-skin of website – update info—Jon is the only one who wanted to wait for this so the new manager would have a voice. The offer is for it to be done for \$2500 but it must be done now, because the design team is slow now. Tracy asked that it be easy to change the website by MainStreet staff.
- d. Sound System – go or no go. This is a \$5000 expense. The mini-grant money must be spent by the end of July. Tracy thinks that we can approve all of the revisions under the budget. Mike Lang has the sound system at his warehouse and Jon’s brother is going to check it, as is a friend of Trent’s. It is a \$30,000 system.

## **Committee reports**

- a. Design Committee – update – Jim Cook  
Now called **EDC/Design Review Committee**. Kim Keith and Jacquie Lewis have been added as members. They plan to put a revolving loan fund in place with the committee administering it. More points are awarded from the USDA for loan applications if we can show our own ability to raise funds. Jim thinks that a new retail study needs to be done as part of a resort oriented study. The committee is interested in creative goods from the community and pop-up locations. A creative district is very important for downtown. It is a goal to have available retail sites available on the MainStreet website. Sporting goods is up 64% over recent years. Miscellaneous Sales are down, as is lodging. The meetings are typically the 2<sup>nd</sup> Wednesday of each month.
- b. Organization Committee – 2015-16 mini-grant proposals
  - i. Set meeting for mini-grant committee-Trent, Tracy, Jon, Phil have committed to be on the committee. They will set up a meeting.
  - ii. Retail studies, banners, re-doing old projects can be considered for new mini-grant applications. Door counters have been suggested in the past to determine how many people who enter stores actually purchase.

## **URA update – discussion**

The county is not actively opposed to the URA. Tyler did say that he had the numbers to support the successes of the mountain URA, but MainStreet hasn't seen it yet. Jon made the argument that property taxes could go up, since property values increase with the URA completed projects. The school board is still opposed. Tracy suggested a Support Our Schools, Buy Local campaign. The board agreed to try this as a bridging possibility. Tracy will price 500 pins with Kathy.

## **Manager's Report**

Tracy is away from May 16-May 31. The board meeting is right after she returns.

## **Other business**

There was no new business.

## **Adjourn**

The meeting was adjourned at 9:01 AM.

## **Next board meeting is Tuesday, June 2, 2015**

Respectfully submitted,

Susan Krall  
MainStreet Steamboat Springs Secretary