

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

Board of Directors present included: Joan Ihrig, Josh Kagan, Kathy Stokes, Sue Krall, Linda Cullen, Phil Armstrong, Kelly Landers and Sarah Freese.

Also present were: Lisa Popovich (MainStreet Program Manager), Tracy Barnett (Retired MainStreet Program Manager), Tyler Gibbs (City Planning) and Cari Hermacinski (County Commissioner).

Call to Order

The meeting was called to order at 7:38 AM by Joan Ihrig.

Changes to the Agenda

There were no changes to the agenda.

Approval of Minutes

There were no changes to the June 2, 2015 minutes:

Phil Armstrong made a motion, Linda Cullen seconded, to approve the minutes from the June 2, 2015 meeting. The motion passed unanimously.

URA update

While the URA was voted down at the last city council meeting, the council funded the most pressing needs for downtown, such as sidewalks, curbs, storm water, underground lines. These will be reviewed tonight at the City Council meeting. The council members have asked for alternatives for funding and might want the projects prioritized. There will also be a discussion on the fields for Triple Crown.

Financial report-Joan Ihrig

- It is difficult to get an accurate standing with the Farmer's Market in full swing. Things look good, as \$32,000 has been deposited and we are making about \$4000/week. For next meeting, Lisa would like a line item report on Expenses and Profits. There is some software that has been made available to us for next year's accounting.
- Kathy Stokes has a good vendor for credit card processing.

DOLA Mini-Grant

- DOLA mini-grant application was turned in on Monday. Included were continuation of projects: upgrading and branding of website, (adding interactive component, and highlighting downtown businesses, adding a job resource site with an interactive application acting as "a friend in town", co-sponsoring job fairs, highlighting the higher levels of levels that membership gives to new members, taking credit cards on the web site, call for volunteers for specific jobs or events)
- Lisa and Tracy are admin for the web site and Casey Barnett has been helping with it on a regular basis.
- With help from the DOLA grant, MainStreet could continue to strive for a new logo.

- The Banner Program is being worked on by the design committee. These banners will be on the inside of the light poles. The DOLA grant would help to finish this banner program.
- Improvements of flowers downtown. We need new hanging flowerpots and other less specific street scaping projects. The flowers come out of the MainStreet budget and the city pays \$8000 on the watering of the flowers. It costs \$8800, so MainStreet pays the extra \$800.00. MainStreet also pays for the flowerpots on the corners.
- New Phone number-This one roams 970-367-7060 and rings as the MainStreet phone on Lisa's phone. It has a MainStreet message. This is a Google line. There is a glitch with the city calling into this line. 720-626-3126 Is Lisa's private line and has her private message.

Other Business

- Update on Pro-cycling challenge--Yampa Street vendors had a meeting with Pro Cycling and there is one vendor still upset.
- Yampa Street vendors would like to do a concert in the fall on Yampa Street. E3 has connections with a music promoter. An entertainment district designation would make it possible for alcohol to be carried in the district. This would be needed for a street concert. Work on designating an entertainment district is costly. In addition, a good artist costs around \$30,000. Festivals usually lose money the first year, break even the second year, and make money by the third year. The businesses are hoping to raise \$100,000 to fund these projects. The venue would be a stage at back door sports with Arum as a VIP area. The venue stage would be in front of the police station curb to curb. The event permit must be tied to a non-profit. Lisa is going to research the feasibility of this district designation. The businesses on Yampa are very enthusiastic about getting the Entertainment District designation.
- Phil has spoken to some developers who want to build affordable housing. They are asking whether the community wants to be a seasonal town or would prefer a year round economy. Phil thinks Steamboat could become a year-round economy if local businesses would put flagship stores in downtown. We need to attract more big businesses like Smart Wool and Honey Stinger. Phil has met with developers. City is sales tax based and county is property tax based. The people living west have less expensive housing, are mostly all local occupied, Cari wants to look at doing subdivisions in the county outside of growth in the city. This still would prevent sprawl and fulfill the community plan but would allow growth. The owners of the properties have approached the county and the city. Annexation is a possibility but not a necessity. The labor pool has a hard time surviving here. The lack of housing is changing who we are as a town.
- The city has brought an engineer into planning to help with communication within the city and with the county.

Manager's Report

- Farmers market extension 655 Yampa—Tracy and Lisa have looked at the lot at the bottom of 7th. It needs to be cleaned up and graded and Jon Sanders has said that could happen. Possibly the music could be moved there with tables. The permit has to be amended with the city because the city has designated that area as an

unloading area for neighboring restaurants. MainStreet would give up 10% to the rent, but would still make money. They don't know yet if any of the vendors on the waitlist are still interested and would be interested in being in that space. There also could be a wellness area. Sarah could get plenty of holistic vendors. Another idea is to put a citywide garage sale on one weekend in that lot.

- Kiosk downtown—The kiosk is becoming available in October. MainStreet is thinking of making it an information center. The rent is \$1000/month plus utilities. The Chamber might be interested in cooperating with us and setting up an information center for both groups.
- Call for volunteers—Lisa wants to get people involved in the organization and have a list of people who are willing to help out. Lots of new people moving to town and we need to find ways to connect with them, giving them a way to meet people in town. She would like to get a pool of volunteers who can be called on periodically and could make the volunteering a social outlet.
- Trash Cooperative—Lisa met with the litter people on Thursday. The chamber paid for some extra trash removal this past weekend. People picked up trash as volunteers. Businesses on Lincoln Ave. need to power wash their sidewalks. This will be addressed in the MainStreet newsletter this week. Kelly suggested that MainStreet buy a power washer and businesses will pay them to wash the sidewalks. The city changes trash bags on MWF.
- **September 1** is our annual Retreat and Shay from DOLA will be here.

Adjourn

Joan Ihrig moved that the meeting be adjourned. Kelly Landers seconded.

The meeting was adjourned at 9:00 AM.

Next regular board meeting is Tuesday, August 4, 2015 at 7:30 AM.

Respectfully submitted,

Susan Krall
MainStreet Steamboat Springs Secretary