

FINAL

**MainStreet Steamboat Springs
Board of Directors Meeting
Tuesday, August 4, 2015; 7:30 AM
Crawford Room – Centennial Hall**

Board of Directors present included: Sue Krall, Sally TeStrake, Mike Lang, Josh Kagan, Sarah Freese, Melinda Miller and Trent Kolste.

Also present was: Lisa Popovich (MainStreet Program Manager).

Call to Order

The meeting was called to order at 7:36 by Lisa Popovich.

Changes to the Agenda

There were no changes to the agenda.

Approval of Minutes

There were no changes to the July 7, 2015 minutes:

Josh Kagan made a motion, seconded, Sarah Freese to approve the minutes from the June 2, 2015 meeting. The motion passed unanimously.

Financial Report-Joan Ihrig

Financials will be presented at the September meeting, as Joan was unable to attend this meeting.

Other Business

- MainStreet will have an information booth set up at the Pro Cycling Challenge events.

Manager's Report

- Farmer's Market has extended into the 655 Yampa extension. The vendors were happy and successful. We have taken in around \$43,000 from the Farmer's Market.
- Back to School Event-This has been added by MainStreet Promotion. There will be newspaper, television and social media support. It is a free event, but Lisa is asking businesses to participate. The purpose is to drive business to downtown retailers. Lisa has tracking tool for retailers to use. She is asking for tracking of August sales to see if there is any lift. The newspaper/TV spots start today, and go through August.
- Lisa would like to see promotions divided into 3 areas...Yampa Street, Lincoln Ave, and Oak Street. They all have different needs and demographics.
- MainStreet needs a new, updated booth at the farmer's market. Lisa will be working on that.
- The design committee, and some other board members, will be working on the new logo, and will utilize an on-line company that runs design contests. It would be good to notify local designers to enter the contest. It is likely that we could offer the maximum reward as this is covered under our DOLA grant.
- Members will be able to post jobs on the Mainstreet webpage in the near future.
- Lisa has submitted to the city a proposal for taking on some extra services, asking that the city pay for these services. Trash costs about \$12,000 per year to collect just on Lincoln Ave. Lisa also proposed that MainStreet take over managing the

streetscape. MainStreet Investors, who would be volunteers and ambassadors for MainStreet, will do some of the work. Lisa would be re-negotiating some services that the city pays for if MainStreet becomes the new manager for those services. MainStreet could also help the city with code enforcement.

- Chili Challenge—well underway in planning. It will be bigger and better this year. The entry fee will be increased from \$20 to \$30. It is on September 6 from 11-3. There will be contests, music, bouncy house and other activities. FM Light is sponsoring the Bare Legs and Boots Contest. Pepsi is donating soda and water. Cantina is doing Margaritas for profit but they pay us \$150 for their booth. Lisa would like to have Bloody Marys and will look into the logistics of doing that. Art's Council will loan us chairs. We have the tents donated this year.
- We should look at promoting the Steamboat Movement Festival next year.
- The retreat will be in October, rather than September 3.

Adjourn

Trent Kolste moved that the meeting be adjourned. Mike Lang seconded.

The meeting was adjourned at 8:25 AM.

Next regular board meeting is Tuesday, September 1, 2015 at 7:30 AM.

Respectfully submitted,

Susan Krall
MainStreet Steamboat Springs Secretary