

FINAL

**MainStreet Steamboat Springs
Board of Directors Meeting
Tuesday, September 1; 7:30 AM
Crawford Room – Centennial Hall**

Board of Directors present included: President Jon Sanders, Sue Krall, Sally TeStrake, Josh Kagan, Sarah Freese, Melinda Miller, Kathy Stokes and Kelly Landers

Also present was: Lisa Popovich (MainStreet Program Manager) and Tracy Barnett ((Retired MainStreet Program Manager).

Call to Order

The meeting was called to order at 7:30 by Jon Sanders.

Changes to the Agenda

There were no changes to the agenda.

Approval of Minutes

The August and September minutes will be reviewed and approved at the October meeting.

Other Business

- The MainStreet information booth at the Pro Cycling challenge was a success. There were many questions answered and directions given.

Manager's Report

1. **Farmer's Market**- The extension into the 655 Yampa Street lot has resulted in more rent and is being well received.
2. **Proposal for Additional Services to the City**- The collection of trash and flower watering is slated to be passed on to MainStreet from the City, resulting in a \$66,000 increase in the city's contribution to MainStreet. At present, this will just cover both services and a \$500.00 administration fee. In the future, MainStreet could look to making more money by taking over the administration of these services.
3. **Annual Review**-The Main Street Colorado annual review will take place on November 3, 2015. They will attend the Board Meeting and meet with the Board about future planning. Projects and Goals for 2016 include:
 - a. Continuing re-design of the web site.
 - b. Updating Channel 18 advertisement.
 - c. Reviewing the Flower Basket Project.
 - d. Implementing a MainStreet Ambassador program.
 - e. Working out a Marketing Strategy for the Front Range.
 - f. Working on formation of an Entertainment District.
 - g. Partnering with the Arts Council to form a Creative Arts District.
4. **Channel 18**-Lisa has done 4 different MainStreet segments for TV 18 and they have featured the Farmer's Market and a Chili Challenge segment is being recorded.
5. **Chili Challenge**-There is an urgent need for volunteers for all activities. All Board Members should be participating on some level, as this is the only fundraiser for MainStreet.
6. **Website Design**-Lisa has met with Martyn Kingston to discuss the possibility of getting an intern to help with web design. The Board discussed whether we could

afford to pay an intern, as that would attract better candidates. Payment would be possible if other cost saving measures could be implemented.

7. **Candidate Forum**-On September 16, there will be a MainStreet sponsored Candidate Forum held at the Chief Theater. The details of how to conduct the questioning will be discussed among membership and at the Executive Board Meeting.
8. **Volunteer Hours for August**-Lisa has compiled the total volunteer hours for August and they added up to 244 hours.

Financials

- The financials will be reviewed at the October meeting. There will also be a discussion of bookkeeping expenses.

The meeting was adjourned at 8:25 AM.

Next regular board meeting is Tuesday, October 6, 2015 at 7:30 AM.

Respectfully submitted,

Susan Krall
MainStreet Steamboat Springs Secretary