

FINAL

**MainStreet Steamboat Springs
Board of Directors Meeting
Tuesday, October 6, 2015
Crawford Room – Centennial Hall**

Board of Directors present included: President Jon Sanders, Sally TeStrake, Josh Kagan, Sarah Freese, Melinda Miller, Kathy Stokes, Linda Cullen, Joan Ihrig, Trent Kolste, Phil Armstrong, and Kelly Landers

Also present was: Lisa Popovich (MainStreet Program Manager), Tracy Barnett (Retired MainStreet Program Manager), Chris Slota (Bank of the West Branch Manager and prospective board member), Gary Suiter, Interim City Manager stopped by to introduce himself and meet everyone present.

Call to Order

The meeting was called to order at 7:40 AM.

Changes to the Agenda

Discussion of the School Bond Proposal was added to the agenda.

Approval of Minutes

There is no record in the notes taken that the minutes from the August 4, 2015 or September 1, 2015 were approved or changed.

School Bond Proposal Discussion

Program Manager, Lisa Popovich, read a letter from Collin Kelley asking for support for the defeat of the 3A/3B ballot proposal. Discussion followed regarding the effect that the Gallagher Amendment has on this type of ballot proposal, and whether MainStreet should take a political stand on the issue. It was decided that the board members would send Lisa their questions/concerns regarding how the proposal would affect their business and the community and that Lisa would e-mail the membership for a consensus on whether to take a stand as an organization or just as the Board of Directors, and whether an ad should be placed in the paper.

Financials

- Joan Ihrig reported on the budget.
- Farmer's Market income was up but vendor registration costs went up. Lisa is looking at ways to diversify the market for next year.
- The Chili Challenge netted \$8156.00 this year, compared to \$7234.00 last year.
- Tracy Barnett is leaving 2 months earlier than expected and has cut her salary accordingly.
- There was discussion regarding bookkeeper costs. Joan reported that while the bookkeeper has been valuable in the past, the organization has reached the point where MainStreet staff and volunteers can do the bookkeeping tasks.
- A budget committee was formed to come up with a new plan for the new year. The members are Jon Sanders, Kathy Stokes, and Joan Ihrig.

Manager's Report

- Proposal for Additional Services to the City
The contract will increase the amount of money that the City contributes to MainStreet to \$66,000, but this will include the cost of both trash pickup and flower watering.

MainStreet will be in a partnership with the city to provide these services. There is a contract with Waste Management, but it can be terminated. Currently the cost is \$6.22 per trash receptacle each time it is emptied. Phil Armstrong will ask Jason Lacy to review the contract. Bear proof trash containers are not required on Lincoln Ave.

Jon Sanders made a motion, Joan Ihrig seconded, to approve the contract with the City of Steamboat Springs. The motion passed unanimously.

- **Annual Review by DOLA on November 3rd**

The November Board Meeting will last approximately three hours. Main Street Colorado will attend and help with visioning for the upcoming year. They have a new Main Street concept to introduce and will help the Board organize their 2016 goals. Lisa needs the Board Members to think about which projects each will want to work on individually and their specific level of commitment.

These goals and projects include:

- Website Design Continuation—Casey Barnett is doing the website revamping and has suggested a smaller package. The 99Designs tool is being implemented but there is no requirement to use their designers. There was support for using a local graphic designer. There has to be a logo before we can proceed with the website redesign. There is \$1,500.00 allocated for a logo design. Lisa will redirect Casey to send a RFG for local designers via an ad in the newspaper.
- Social Media—A social media strategy needs to be devised to use blogging, Facebook, Pinterest, and Snapchat to our advantage. Chris Slota and Kelly Landers will form a new Social Media Committee.
- Flower Basket Project—Gina from Steamboat Floral has volunteered to be on the Flower Committee.
- Ambassador Program—This initiative needs to be in place by next summer.
- Creative District—This is in progress with the Arts Council. Lisa is attending several sessions in Durango at the Downtown Colorado, Inc. meeting this week with Tracy.

Upcoming Events

- Halloween Stroll-October 31—Sarah Freese volunteered to help with this event.
- Steamboat Style Strut-November 19—Lisa Scudder from Overland is the chairperson.
- Light Up the Night-November 27—Kelly Landers volunteered to help.
- Small Business Saturday-November 28—Needs a chairperson.
- Christmas Season Additional Event—Promotion Committee is working on this event.

The meeting was adjourned at 9.00 AM.

Next regular board meeting is Tuesday, November 3, 2015 at 7:30 AM. This is the annual meeting with DOLA and the work session is from 7:30 to 11:30 AM.

*****Special thanks to Sally TeStrake, once again, for taking minutes!*****

Respectfully submitted,

Susan Krall
MainStreet Steamboat Springs Secretary