

FINAL

**MainStreet Steamboat Springs
Board of Directors Meeting
Tuesday, November 3, 2015
Howelson Place, Unit 404**

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

Also present: Lisa Popovich (MainStreet Program Manager), Tyler Gibbs (City of Steamboat Planning), Glen Traylor (Chair Yampa Valley Gives), Matt Eidt (Sponsorship Yampa Valley Gives), Chris Slota (Bank of the West Branch Manager and prospective board member), Rebecca Clark (Steamboat Digital Marketing for Steamboat TV), Tim Stroh, (DOLA Main Street Coordinator, Preservation Architect) and Shay Ives, (DOLA Community Revitalization Specialist).

Call to Order—The meeting was called to order at 7:35 AM by Jon Sanders.

Yampa Valley Gives

The event is Tuesday, December 8, 2015. MainStreet received less than \$500 last year, and has submitted to join this year. MainStreet's profile is updated and online. Donations can be made through the Colorado Gives tool kit on their site. Restaurants/retail stores can participate by donating a percentage of sales that day.

Media and Advertizing Review of 2015

- Pilot & Today-Biggest part of MainStreet budget goes to Pilot advertising and is greater than \$9000.00 for print ads and \$15,600 total. This includes a loop ad on Channel 18 and Explore Steamboat. The amount was decreased at Explore Steamboat for services not being done.
- FaceBook-The budgeted amount is for Shannon Lukens to take pictures for FaceBook. There is a need for a plan for media presence. It would be good for Shannon to take photos and put them in a dropbox and then a staff member would tag the picture and put the text with the picture for social media. Lisa will continue to manage this.
- Visitor's Guide-Ad in magazine. Essential Steamboat is a new magazine coming out this winter. (Firm prices have not been given to Lisa)
- KBCR
- Brochure Delivery-Lisa is thinking of re-doing the rack card. She would like for the card to promote businesses better.

Digital Media Channel 18 Presentation

Becca Clark presented new ideas for MainStreet's involvement with Channel 18. They have a new manager, Greg Johnson. The package ideas are as follows:

- MainStreet Steamboat 30-minute TV show-\$8,000
- "MainStreet Mondays" segment on Steamboat Today Show-\$3500
- Inclusion in three Featured Online Contests/Promotions -\$4,000 plus prize contributions for each.

- Site Sponsor of ExploreSteamboat.com-\$1000

Discussion of Media Plan for 2016

- Promotion of MainStreet out of area-Lisa has done some research on this. The website is the main vehicle for doing this. “Colorado Barter” arranges for in-kind donations as gift cards and our advertizing is inactive, such as in elevators, restrooms, and at store desks. They need around \$8500/year. The gift cards can’t expire, but you can put limits on their use. This is a national program.
- We can tweak the Steamboat Digital package a bit.
- Advertizing participation can be used to get prospective MainStreet members.
- Board members are interested in negotiating the rates to be less expensive.
- Lisa says we can afford to pay for this out of the budget with some adjusting.
- The rack cards need to be redesigned or eliminated.
- The Visitor’s Guide ad needs to be redone and re-messaged.
- Mike Lang suggested a premium membership where members get 3 TV ads or segments on Channel 18 MainStreet Monday.
- The online contests/promotion aspect could be excluded, as we could do this ourselves when we are in a position to work on it. The Explore Steamboat could also be dropped, since we spent money on it last year and didn’t seem to get anything for it.
- Mike Lang suggested a Marketing Committee as separate from the Promotion Committee. He offered to chair the new Marketing Committee. Trent and Chris Slota volunteered to help. Members were asked to email Mike or Lisa with ideas. They will set up a meeting. Trent suggested having a meeting in the next few weeks to get more specific about our needs, and to negotiate price. Specifically, what does “aired regularly” mean? Lisa has other people in mind to ask to be on the Marketing Committee.

Review and Visioning from Main Street Colorado

- Shay and Tim congratulated the board for the transition from Tracy to Lisa!
- There is a plan to expand MainStreet administration to two employees and increase the cost of membership to cover this expense.
- Every year the team visits every MainStreet community. The goal is to help each group move forward and to get an idea about what the group is working on for the next year. There are some changes to the Colorado Main Street Program. They are one of DOLA’s top five initiatives.
- Tim introduced himself and his background. The State program is 18 communities, and they would like to have 35 by 2020. MainStreet Steamboat Springs is one of three graduate programs, and are at the top of the tiered program.

- The DOLA mini-grant this year for us was \$10,000. It requires a 25% match.
- There is a new program manual. It lists requirements for maintaining membership each year. Graduates qualify for \$20,000 in consulting services. They will work with Lisa to develop that. There are scholarships to the national conference. The deadline is December 1 for the May meeting. The work plans are critical. Training is available. MSSS already receives help with visioning. There is no longer a big annual report required of the manager. Just the quarterly reports are required.
- The four-point approach is being phased out by the national organization. Colorado is following that plan. The new plan is more project oriented with work plans around how to complete those projects. Colorado has applied to national MainStreet to have their graduates be part of the national pilot program. The program would be for 2016 and possibly part of 2017. There will be meetings with national, webinars, and consultants to help with the new methodology. The goal is measurable work plans.
- Nationally there are 7 other communities involved in the pilot program. Colorado is involved as a state, and is including their 3 graduate programs, Brush, Lake City and Steamboat Springs.

Sally TeStrake made a motion, Kathy Stokes seconded, to approve MainStreet Steamboat Springs joining the State and National Main Street Pilot Program for 2016. The motion passed unanimously.

- General Visioning Discussion:
 - Creative District-There is continued interest and work ongoing to form a Creative District
 - Banner program-This program needs to be re-evaluated and possibly reinvented.
 - Rebuilding the look of MainStreet-This would include Lincoln Ave. extending into Yampa and Oak with an eye toward the historic district continuing to be a priority.
 - Marketing plan and Social Media plan -this is an ongoing project.
 - Trash Plan-goal is to take over the trash collection in downtown with a plan toward buying more receptacles.
 - Walking visitor information program—"Ambassador Program" but with a different name because of Chamber program. This would be an information diplomat who picks up litter, pulls weeds, etc. and is present on the street to answer questions and observe problems.
 - Partnering-Working to partner for a concert downtown. A plan is being discussed for the last weekend in September for a 3-day concert for downtown. The plan is to partner with the Creative District for music events.
 - Web page-Continuing with work being done to improve the web presence.

- New Membership-working to provide incentives and show current projects to new prospective members.
- Special Visioning Process-Goal is to help to keep the town true to its unique nature and character, while maintaining identity and preserving culture.
- Sessions-DOLA will schedule some visioning sessions for the first of the year.
- Funds-Contracting funds will be paid directly from DOLA. Grant funds have to go through the city and then be reimbursed. It would help for MSSS to prioritize contract work vs. mini-grant work.
- Mini-Grants-The hard deadline for mini-grant will be enforced! Bonus points are issued for being on time!
- Work plans-The work plans from last year need to be reviewed. Work plans must be submitted by the end of January, but they can be submitted early. As part of the pilot program, the work plan will be revamped.

Board Membership

- Mike Lang and Melinda Miller want to leave the board. Jon Sander's term is up in January. He would like to continue for another year, as Past-President, in an advisory role.
- Liza Scudder will take Mike Lang's place on the Board. Dr. Kristen Van DeCarr would like to be on the board. Members are interested in Jason Lacy becoming the City Council Representative on the Board. Chris Slota will take Joan's place as Treasurer in 2017, and will become a board member in January.
- There was discussion regarding the board meeting time. Some members would like to try 9 AM on the first Tuesday of every month, beginning in January. This will be discussed and decided at the December Board meeting.
- A provision to the Board contract was discussed to include that members must attend 8 out of the 12 monthly meetings. No motion was made and this needs further discussion.
- Lisa suggested forming a Farmer's Market committee to help with set-up, break-down, music sponsorship and expansion of vendors and area.

The meeting was adjourned at 12 noon.

Next regular board meeting is Tuesday, December 1, 2015 at 7:30 AM. (Changed to 12/3/15)

Respectfully submitted,

Susan Krall
MainStreet Steamboat Springs Secretary