

FINAL

**MainStreet Steamboat Springs
Board of Directors Meeting
Thursday, December 3, 2015
Library-MainStreet Offices**

Board of Directors present included: Mike Lang, Trent Kolste, Sue Krall, Sally TeStrake, Chris Slota, Linda Cullen, Kathy Stokes, Sarah Braat, Josh Kagan, Phil Armstrong, and Kelly Landers.

Also present was: Lisa Popovich (MainStreet Program Manager)

Call to Order

The meeting was called to order at 7:42 by Sally TeStrake .

Changes to the Agenda

There were no changes to the agenda.

Approval of Minutes

- There were no changes to the August 4, 2015 minutes:
Sally TeStrake made a motion, seconded, Linda Cullen to approve the minutes from the August 4, 2015 meeting. The motion passed unanimously.
- There were no changes to the September 1, 2015 minutes:
Sally TeStrake made a motion, seconded, Linda Cullen to approve the minutes from the September 1, 2015 meeting. The motion passed unanimously.
- There were no changes to the October 6, 2015 minutes:
Sally TeStrake made a motion, seconded, Linda Cullen to approve the minutes from the October 6, 2015 meeting. The motion passed unanimously.
- There were no changes to the November 15, 2015 minutes. The file name was changed from "MSSS B of D Meeting minutes 11-3-16 DRAFT" to "MSSS B of D Meeting minutes 11-3-15 DRAFT" by Sue Krall.
Sally TeStrake made a motion, seconded, Linda Cullen to approve the minutes from the November 15, 2015 meeting. The motion passed unanimously.

Old Business

Style Show Feedback—They style show went well. Some businesses reported increased sales, but a few had trouble keeping up with ticket stamping. Some participants wanted more time to shop. Many people felt that the shopping was the highlight. Perhaps the show could start at 8 PM in the future. Some people felt that the fashion show was too small and that they couldn't see. MainStreet made around \$800 in ticket sales. The businesses are responsible for providing drinks and/or food for their own models. It was filmed and can become part of our advertising. Lisa believes that we could use more volunteers.

New Business

Meeting Change Time—A proposal has been made to change the starting time of the Board of Director Meetings from 7:30 AM to a later time such as 9:00 AM. After discussion, it was decided that 8:00 AM would be tried and that attempts would be made to have the meeting last one hour.

Annual Meeting—The Annual Meeting can be held on Tuesday, January 12 or Wednesday, January 13 from 12-1:30, doors open 11:30 at Aurum. The tickets will be \$20.00. DOLA is coming to launch the pilot program. And, Lisa will be presenting the new website and new

logo and will highlight the advertising program that MainStreet is using. Lisa will let the Board know what day is best for DOLA.

Committee for Planning Annual Meeting—Lisa would like a person who knows power point to help plan the Annual Meeting. Mike Lang will bring the screen and projector for the meeting. Sarah Braat, Sally TeStrake and Chris Slota will help. You don't have to be a member to attend, but you do need to RSVP.

Thursday Girl-Power Happy Hour—It will be held at Aurum tonight. It starts at 5 and goes to 6:30.

Wonder Woman Dinner-sponsored by and held at Harwigs will be next Thursday. It is \$32.00 and starts at 6:30 PM. Lisa is the guest of honor. Tickets will be available from Mike Lang at Harwigs.

Web Page—Lisa needs biographies from each Board member and a picture. She will be doing sections on the Web page for each section of downtown, the restaurants downtown, a concierge page, best things to do in town, a retailers page, among others. Phil suggested that the MainStreet web site be followed for what is of interest to readers. Sarah and Kathy suggested linking the interest pages to businesses that are invested in those pages, that is, Bike Shops recommend bike trails, etc. The Promotion Committee will lay down a calendar for the entire year. There will be a February event on Saturday, Feb. 13. called "Love Your Local." The Events Calendar was done in conjunction with the Art's Council. They use the Event Brite planning calendar. Chris asked Lisa what the goal was for the MainStreet website. Lisa responded that it gives the MainStreet members a voice. That is, giving the restaurants a voice regarding where to eat Downtown. Other web pages tell where to eat, but don't feature downtown. The stronger the web page is, the better it is for the downtown community. Casey Barnett is our Webmaster and has been linking items and providing continuity. Suggestions from Board members included:

- Job Posting Page that is membership driven.
- Available Housing Page
- Wedding page
- Open office and retail space downtown

Lisa said that the wedding and open space would be in the second phase. She suggested that members look at the Milwaukee web site, which is similar to the one being launched for MainStreet. There was discussion about whether the MainStreet e-mail database could be shared with members, and it was decided that the new database would be collected to have people acknowledge that sharing. The board decided that the database would be shared, but only to members. We can only promote businesses inside our boundaries unless the business has joined as an out of boundary member.

Website Committee—This would be to help with content, and it would be good to get members involved. Sarah Braat and Kelly Landers will help with this committee.

Newsletter and Event Letter Help Needed—Lisa wants to let the Board know that Shoshanna Randell from One Steamboat Place is helping with the newsletter and is meeting with Casey Barnett so she can learn the format for the website. Lisa suggested paying her for 3-4 hours/week as an independent contractor. Shoshanna is on the promotion committee and has been doing the newsletter the past few weeks.

Manager's Report

- MainStreet is getting \$15,000 from Hopper-Gates Foundation.
- Amber Sacks, who Mike Lang contacted regarding part-time MainStreet work , wants to come back to Steamboat and can be given the job as Lisa's assistant. It will start as a small job but can grow as it generates more revenue
- Lisa will be out of town over Christmas.
- There is no Merry MainStreet this year because the city would not approve the permit. It was not a well attended event. Lisa has received calls from people asking about it. The Heritage School will be caroling Friday night from 6:30-8 PM. Lisa is looking for other groups to carol.

Kathy Stokes made a motion, seconded, Phil Armstrong, to adjourn. The motion passed unanimously.

The meeting was adjourned at 8:58 AM.

Next regular board meeting is on January 5, 2016 at 8:00 AM in the Crawford Room.

Respectfully submitted,

Susan Krall
MainStreet Steamboat Springs Secretary