

**Main Street Steamboat Springs  
Annual Membership Meeting  
Tuesday, January 12, 2016  
Aurum from 12-1:30 PM**

After attendees were served lunch, the Main Street Steamboat Springs Program Manager, Lisa Popovich, introduced herself to the group and reviewed the following Main Street events:

- The Farmer's Market and its growth over the years, and plans for growing it further next year.
- The 10<sup>th</sup> annual Chili Challenge held in September 2015 on Labor Day Weekend. It included a celebration of Tracy Barnett's contributions to Main Street and her upcoming retirement. This year it will be held the weekend after Labor Day Weekend.
- Sidewalk Sales
- Halloween Stroll
- Light Up the Night—this event is held the Friday after Thanksgiving and is when the lights for the holiday season are lit downtown and Santa appears. Kelly Landers collects cookies from around town and serves them and over 50 gallons of hot chocolate to the crowd. Kali's Boutique and Bank of the West sponsored the Santa House between their businesses.

There were several Inaugural Events this past year:

- Steamboat Strut and Fashion Show--shopping and fashion show--stores reported good sales. Harwigs donated the grand prize. Around 100 people attended.
- Girl Power Happy Hour--Not just for girls!! It is held at a different restaurant every week.

Board Business and Changes:

- Lisa thanked Mike Lang and Melinda Miller who are going off the board after many years of service. She then introduced the Main Street Board President, Jon Sanders, who called the meeting to order at 12:24 PM.
- Main Street Board **Member** Sally TeStrake introduced new board member candidates, Chris Slota, Liza Scudder, Kristen Van De Carr, and Chris Dillenbeck.

*Sally TeStrake made a motion, seconded, Kathy Stokes to approve that Chris Slota, Liza Scudder, Kristen Van De Carr, and Chris Dillenbeck become members of the Main Street Steamboat Springs 2016 Board of Directors. The motion passed unanimously.*

- Main Street Steamboat Springs Secretary Sue Krall nominated Sally TeStrake to become President of the Board.

*Sue Krall made a motion, seconded, Kathy Stokes to approve that Sally TeStrake become the President of the Main Street Steamboat Springs 2016 Board of Directors. The motion passed unanimously.*

- New President Sally TeStrake praised Lisa Popovich's accomplishments since beginning her job in the Spring of 2015.
- Lisa introduced and talked about the new Main Street logo and asked for volunteers for events and for a new host program downtown.
- Lisa introduced Digital Project Manager, Casey Barnett, who presented the new Main Street website to the attendees. This website will be up and working

throughout 2016., but the main launch will be in March, 2016. The site is:  
[www.MainStreetSteamboat.com](http://www.MainStreetSteamboat.com).

- Casey spoke about the goals and process for creating a new logo and website. The old web site had approximately 24,000 hits per year from its beginning in 2006. There were 12 pages. In developing the new web site, Casey and Lisa looked at top competition in town—the Chamber and Explore Steamboat. Chamber has 362 pages of content and Explore Steamboat is more of an event calendar.
- The new web site will have the following elements:
  - pages for business owners, visitors, locals, and employees
  - Local news and blog
  - Photo
  - Content on 98 pages
  - A current directory
  - Listing of the business community
  - Event calendar
  - There will be a content writer to bring common voice to the entire site.
- Lisa introduced the Sub-Committee Chairpersons.
- A Front Range Promotion Plan is being implemented that is a 6 month Summer Marketing Campaign in the Fort Collins area for May-October of 2016. There are 7-10 available sponsorships that would provide \$575 worth of gift cards that cannot expire. Main Street will be taking a sponsorship to be paid with Downtown Dollars.
- Design Committee is having new flower baskets fabricated by a local artist Ryan Curry in partnership with the City. This is partially funded by a grant from DOLA-Capital Campaign
- Other programs being undertaken are:
  - A downtown code review
  - Alley improvements
  - New design of lighting, benches and trash cans
  - Continuation of the bus shelter program
  - Partnership with CDot to improve poster locations
  - Advocate for Workforce Housing
  - Partnership with arts council
  - Increased work with the Promotion Committee
  - Winter carnival participation on Feb. 13
  - A spring coffee event
  - A Mother Daughter fashion show and luncheon
  - A Partnership with Bike week to bring bike polo downtown
  - Chili Challenge move from Labor Day to the following weekend to get more local restaurants participation during a less busy time.
  - Bringing back Sisters in Steamboat Weekend Sept 30-October 3, 2016
  - Evaluate the Organization Plan
  - Work on creating more value for members

- Foster stronger partnerships in community
- Build a team of Main Street Hosts
- Participate in new National Main Street Pilot Program

Guest Program:

Shay Coburn and Timothy Stroh were introduced from the Colorado Main Street Program where Shay is the Main Street Coordinator. Both Shay and Tim gave an update on Both Colorado and National Main Street initiatives.

- DOLA oversees the Colorado Main Street Program, which is part of a State and National program started in the late 1970s from the National Trust for Historic Preservation.
- There are 18 communities in Colorado with only 3 graduate communities of which Steamboat Springs is one.
- The National Main Street Center has an updated logo and tag line and a refreshed Main Street Approach. The old approach was 35 years old and has been using the four points of organization, promotion, design, and economic.
- A Pilot Project introduced by NMSC will be started in 10 sites total, 3 of which are in Colorado—Brush, Lake City, and Steamboat Springs. This came about because DOLA applied to participate as a state. Only 7 other communities, including Detroit, Miami, Philadelphia, Lexington, among others are participating but none are like the selected Colorado communities in size and demographics.
- Purpose is to transition into the new, project based approach, starting with site visits. The time frame is 18 months to 2 years and pilot sites will be reporting as leaders to the rest of the organization. DOLA is funding it. New sites will be selected at a rate of 2-3 per year. The previous work plan approach did not have the data to support any differences, but this approach will produce that data. Shay and Tim highlighted the value of this new program. The data submitted will be updated and useful, adding to current collection such as vacancy rates, job rates, tax statistics, and any other data that the sites feel are useful to share.
- DOLA also funds mini grants and Main Street Steamboat has received funding to hire consultants and develop programs.

The meeting adjourned at 1:30 PM.

Respectfully submitted,

Susan Krall  
Main Street Steamboat Springs Secretary

Phil/chris