

**Main Street Steamboat Springs
Board of Directors Meeting
Tuesday, February 2, 2016
Crawford Room – Centennial Hall**

Board of Directors present included: President Sally TeStrake, Joan Ihrig, Sue Krall, Kathy Stokes, Sarah Braat, Josh Kagan, Joan Ihrig, Chris Dillenbeck, Chris Slota, Liza Scudder, Kristen Van De Carr, and Trent Kolste.

Also present was: Lisa Popovich (Main Street Program Manager), Tyler Gibbs (City Planning Representative). Ben Beall, (City Engineer), Danny Paul, (City Staff Engineer, Project Manager for Yampa Street), Cari Hermacinski, (Routt County Commissioner), Jenny DeFouw (Promotion Committee), Ryan Spaustat (Landmark Consultants-Yampa Street Project).

Call to Order

The meeting was called to order at 8:00 AM by Sally TeStrake.

Changes to the Agenda

Because there was no quorum at the beginning of the meeting, Sally TeStrake opted to have the Yampa Street Improvement presentation changed to first on the agenda.

Presentation of Yampa Street Improvements—Danny Paul

- Tyler Gibbs introduced the various city improvement projects. Using a map of the area, Ben Beall explained the scope of the Yampa Street Improvements. He spoke about the people on Oak Street who have privately invested in installing their own sidewalks. Those people will be assessed for less than those who do not have any sidewalks in front of their homes or businesses. Business owners should come to a Feb. 9 business meeting to learn about their particular issues and city codes regarding sidewalks.
- Danny Paul, the project manager for the Yampa Street improvements stated that the scope is from 5th Street to 12th Street, as well as side streets. There have been public outreach efforts and meetings with city council, and they endorse the plan. He is meeting with every property and business owner on Yampa Street to discuss property specific details. On March 1, there is a meeting with City Council to report and ask for direction on some projects. One problem to be addressed is the parking issues, after and during construction—there will be a loss of spaces during construction. Maintenance of infrastructure is an issue. The plan is to finalize all design in March and to hopefully begin construction in April. They will be sensitive to the businesses, but hope to work through the entire summer. There will be grant-funded work along the bank of 9th through 12th Street in the fall. This is a 2-year project. The goal is to be able to provide good access to businesses at all times.
- Ryan Spaustat (Landmark Consultants) reported that they would start with sewers and power conduit, with spare conduit for later, for all underground wiring. Fire hydrants will be added. The project consists of standard sidewalks with a promenade, which is describes as a linear park from Little Toots to the 5th St. bridge. Yampa Street will feel like a destination. A balance between pedestrians, bikers, and cars is the goal. Yampa Street will be narrowed with bump outs and parallel parking. The 9th Street intersection won't be finished until the fire station moves. There will be raised intersections at 7th, 9th and 11th Streets.

- There will be bike lanes, but they will share with cars in some places. Street lighting and festival lighting will be installed. Festival lighting will be from 6th to 9th Streets. The promenade section will be concrete with stamped or patterned colors. There will be crushed granite (crusher pine) with landscaping and areas for public art will be added. There is a projected net loss of 7 parking spaces and the parking will be back-in diagonal and parallel. There is a grant to pave the parking lot on the east side of the rodeo ground, which will offset some lost parking. Lisa said that some shuttle services are being looked at. The site at 5th Street could be used for some construction parking. Some of the work at the western end will be done in 2017. Also, there is a housing and retail project planned at 12th and Lincoln. This will involve more than one construction season, but hopefully will get as much done as possible in 2016, with 9-12th Streets possibly going to 2017. The goal is to not shut down the street and to use the shoulder seasons to maximum.
- Concerns-Joan asked about ADA accomadations. Both sides of the street will have ADA design.
- There are plans to test closing Yampa Street for festivals when it is closed for construction. The Farmer's Market will be impacted. There is ongoing discussion about moving Farmer's Market to Little Toots, but no decision will be made until it has to be. Saturdays and Sundays are usually not open for construction. The vendors are split 50/50 to relocate but Lisa believes it is better for the city and the market to stay in current location as much as possible. Sarah suggested actually closing the street for the summer to cars. There are too many concerns about parking, but Ben said they might look at it. The plan is to have a PR person to field questions and concerns. Chris Slota asked about snow removal. The plan is to proceed, as they have been this winter with snow removal challenges met. This is similar to the Lincoln Ave. model where businesses push snow to curb and city cleans up. There is an advantage in the bike lane being available for snow build up until plowing. There was a brief discussion on the BID coming back to help with maintenance. Lisa has re-filed for the BID, so the topic remains open.
- Oak Street will be pedestrian friendly, but not a festival area. Ryan has hired a traffic engineer who will look at stop signs on Oak Street, especially the 7th and 11th street stop signs. The connection of Yampa to Oak Street is looking at 5th – 11th for crossover. There is no current conversation regarding mountain to west of town bypass, but it will be continually looked at as trends change.
- Web site: www.SteamboatSprings.net/YampaStreet

Financials

- *Treasurer Joan Ihrig made a motion, Chris Slota seconded, that all of the accounts at Alpine Bank have Past President Jon Sanders' name removed and current President Sally TeStrake's name added, in addition to Joan Ihrig and Sherry Bakers as signers.*

The motion passed unanimously.

- The financials will be reviewed next month since Joan just received the reports from the bookkeeping service.

Approval of Minutes

- There were no changes to the January 5, 2016 minutes:

Kathy Stokes made a motion, seconded, Joan Ihrig to approve the minutes from the December 3, 2015 meeting. The motion passed unanimously.

- The minutes from the January 12, 2016 Annual Meeting will be approved in March.

Year End Reports

1. Organization
 - a. Total Volunteer Hours for 2015 were 1,506 hours. That is three times as many hours as the year before. More people are involved!
 - b. The total financial equivalent for that many volunteer hours is \$26,029.
2. Economic Restructuring
 - a. Number of Businesses Opened in 2015—18
 - b. Number of Businesses Closed in 2015—7
 - c. Relocations out of district-1 with 2 relocations into the district.
 - d. Number of Full-Time Jobs—39 gained minus 19 lost = 20 gained
 - e. Number of Part-Time Jobs—52 gained minus 26 lost = 26 gained
 - f. There was \$16,230,490 in Real Estate Transactions with the net value of downtown increased by 4 million for the first time in years.
 - g. \$3,920 was spent in City Sponsored Improvements

Committee Reports

1. Promotions/Marketing-Jennie DeFouw (Chairperson) The committee is meeting on a monthly basis and looking at events and outcomes quarterly. They are looking for more volunteers to be event focused and using the newspaper to elicit specific volunteers. February is the "Love Local Campaign" month. Focus is to tie in with Valentine's Day. There will be window clings and the kick-off will be done on social media with a Pinterest contest eliciting photos of people in businesses downtown. The goal is to generate interest downtown. March is Community Agriculture Alliance month with "Live Local, Love Local" tag line. If you hash tag "Love Local", it will go to Facebook, with marketing inside and outside the community.

2. Design-There will be a prototype next week of the new light post baskets for flowers downtown. The plan is to launch a major capital campaign for the baskets and flowers. Main Street does the flowers on the light posts and Rotary does the barrels.
3. MainStreet will now be Main Street on all communications.

Manager's Report

1. Membership Report- There are two new members thus far this year.
2. Retail Study-This will be completed at next executive committee meeting for approval.

Other Business

1. Business Hours-There was discussion around asking every business to stay open until 8 PM every night, but especially over the weekend—Thursdays, Friday and Saturday.
2. Bookkeeper Search-THBK will still do the taxes, but there is a need for a new bookkeeper. Kathy Stokes brought up also moving the taxes with the bookkeeper services. Lisa wants to be removed from the process of choosing bookkeeper and financial services. She does need to be able to ask questions without being charged by the hour for a question. She suggests forming a committee. Chris Slota suggested looking at Davidson Tax Company-a downtown business. Kathy uses Ingalls, Ingalls and Company and is happy with them. Chris Slota and Kathy Stokes will talk to their accountants and meet together and will be reporting back to Lisa and the Board.
3. It was suggested that the accounts be moved to a downtown bank.
4. Milwaukee Mileage Campaign-Main Street received \$3,600 for people to attend the National Main Street Meeting. Lisa proposes a mileage campaign to pay for flights. She needs someone to take charge of that. There is \$2,000 from the budget to supplement travel.
5. Education Seminars-Promotion Webinar next week. Lisa will send out info. She will be trying to attend and have others attend all 8 webinars.
6. There will be events to keep business downtown during construction.
7. Joint meeting tonight between County and City about the 12th Street apartment project. They need 11 variances. Chris Slota brought up the ordinance of requiring commercial space when empty commercial space has just recently been filled. Site lines, tiered variance, the parking radius turn into underground parking, and set backs are the big issues. We should be advocates for the development due to the housing issues. Also, commercial space would revitalize the 12th street area on Lincoln. They are affordable apartments-52 apartments and a few townhouses.
8. Lisa is trying to hire a part time administrative assistant at \$10-15/hour.
9. Quick Books needs to be updated this year. Ours (2014) is not compatible with Windows 10. It is just a \$50 upgrade but we need to know if 2016 is compatible. This should be done when we move to a new bookkeeper.

10. The newspaper contract is \$30/month for this year.

Adjourn

Trent Kolste made a motion, seconded by Chris Slota, to adjourn the meeting at 9:45 AM. The motion passed unanimously.

The next Steamboat Main Street Board Meeting is Tuesday, March 1 at 8:00 AM.

Respectfully submitted,

Susan Krall
Main Street Steamboat Springs Secretary