

**Main Street Steamboat Springs
Board of Directors Meeting
Tuesday, March 1, 2016
Crawford Room – Centennial Hall**

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

Also present was: Lisa Popovich (Main Street Program Manager), Tyler Gibbs (City Planning Representative), Geoff Petis, (Leadership Steamboat), Cari Hermacinski, (Routt County Commissioner), Jenny DeFouw (Promotion Committee), Walter Magill (Steamboat City Council)

Call to Order

The meeting was called to order at 8:02 AM by Sally TeStrake.

Changes to the Agenda

There were no changes to the agenda.

Leadership Steamboat

Geoff Petis introduced himself to the group and explained that he was observing the meeting for Leadership Steamboat. The group is hoping to collaborate with groups in the community.

Approval of Minutes

- There were no changes to the January 12, 2016 Annual Meeting minutes:
Kathy Stokes made a motion, seconded, Joan Ihrig to approve the minutes from the January 12, 2016 Annual meeting. The motion passed unanimously.
- There were no changes to the February 2, 2016 minutes:
Sarah Braat made a motion, seconded, Joan Ihrig to approve the minutes from the February 2, 2016 meeting. The motion passed unanimously.

Committee reports

1. Organization Committee
This committee needs a chairperson. In the past this committee was more about membership, and Lisa is proposing a small Finance/Membership focused committee. There have been some financial questions lately but typically these issues come to the executive committee. Kelly Landers believes that there is a need for a membership committee. She thinks that extra costs for sponsorship should be included in the initial membership package. Everyone on the board should always solicit new members, but a focused committee would help with how this is done. After discussion, it was decided that finance issues would still be handled by executive sessions and subcommittees. Liza, Trent, and Kelly volunteered to form this a new Organization/Membership committee with Liza taking charge.
2. Economic development
 - Enterprise Zone-. Lisa reported that Main Street is now an Enterprise Zone and there is now a tax credit for members who donate to Main Street. This gives tangible benefits for membership that can be shared with prospective members.

3. Design

- Flower Basket update and decision-Lisa has the prototype. Ben Beall has seen it and they are working on a better attachment to the light pole. Steamboat Certified Welding is designing a basket based on a design that Lisa has brought to the welding company. They are ready to make baskets with a modified design. Flowers need to be ordered today. Lisa doesn't know whether to order for the old pots or hope that the new pots are ready. Design approval needs to be gained from the streets department at the city before the welders can start building. Lisa will order the new size for new pots, after discussion.

4. Promotions/ Marketing

- #lovelocal-Big success, and even got a new member (Mac Ranch). Lisa and Jenni are working out the tag #lovelocal campaign on Instagram, Twitter, Facebook.
- March partnership with Ag Alliance-There will be a full page ad in conjunction with them, including five retailers. Their hashtag is #livelocal. They have swag for the month. It will be two half page ads which would extend the offer to 10 retailers. Kelly liked that Main Street was helping the Ag Alliance with this campaign and hoped that other businesses would help. The campaign is the third week in March.
- Front range marketing
Lisa brought the mock-up for the front-range advertizing. These are stagnant ads that go onto boards in public places in Fort Collins. These will be up during the summer months. The group felt that the scene should be changed to one more green for summer and the logo should be less obvious. The poster logos for the businesses also cover much of the charm in the pictures. It was suggested that the logos for the businesses go down the sides rather than cover the photo. Lisa is proposing six companies per campaign poster. Each business needs to donate \$750 in gift cards in any increment that cannot expire, for \$4500 total. The gift cards end up at the Colorado Barter Exchange and people who barter their services can trade for these gift cards. They are exchanged for full value at the Exchange. It has a national audience. Chris suggested a QR code for Main Street and Kathy Stokes knows how to do that and will help Lisa with it. The poster should not be too busy. Kelly asked if the promoters have guidelines for the poster. There is a promotion meeting on Thursday, at 4:00 in the Sequoia Building Library followed by Girl Power Happy Hour at Red Bowl.

5. Farmer's Market Update

- Lisa is proposing to the city that more of Yampa Street be blocked off for the market. There were too many close calls last year.
- If she has to move the Farmer's Market to Little Toots during construction, she will.
- It will be greatly encouraged that everyone park at the Rodeo Grounds with possible transport help to the Farmer's Market.
- Walter Magill said that the city council would be reviewing Yampa Street proposals at their meeting tonight.
- All of the booths have been sold out. There is a booth for the Yampa Street Project and one for the Old Town Hot Springs if they become sponsors of the Farmer's Market. The number of booths have been increased by 15 and they are still sold out.

6. March events
 - Sidewalk Sales March 18-20
 - Rail Jam-March 26-This is a co-sponsor with Urbane and Main Street will get a liquor license to sell beer at the event. Main Street will ask for more kegs from Mahogany Ridge.

Manager's Report

1. Membership Report
 - Collected about \$11,250 in membership dues to date.
 - Lisa is hoping for closer to \$28,000 from outside memberships.
2. Retail Study
 - The study is being reviewed by Shay at DOLA.
 - It is 99% done.
3. Snow Sculpture Update
 - Lisa is meeting with SAM and the city to plan for next year.
 - There is a \$5000 donor who will give prizes, seminars, equipment, etc. to keep the event.

Other business

1. 2016 Mini Grant
 - This is due in April and Lisa needs ideas.
 - Kathy suggested new banners to replace the old snow banners.
 - There is a need for new tents for the farmer's market.
 - There is a need for a storage shed to be used during the Farmer's Market which can be moved for storage in the winter. It will cost around \$500.00.
 - Some money needs to be used for doing the next part of the website.
2. Bookkeeper Search
 - Chris Slota reported that the committee has met (Chris, Kathy, Joan) regarding getting a new bookkeeper service. Clark Davidson is interested and Chris has provided him with a scope of the work. There would be access to Clark's services online. The bookkeeper for Aurum is interested in looking at the job. She does some other non-profit work. The plan is to begin with a new bookkeeper at the beginning of Quarter Two.
 - Bank of the West can provide a business credit card to Main Street. This provides a check and balance as Lisa uses her own credit card now. A \$10,000 credit limit should be enough. There is no personal guarantee required for this card.

Sally TeStrake made a motion, Kristen Van De Carr seconded, to obtain a credit card from Bank of the West with a \$10,000 credit limit with no personal guarantee. The motion passed unanimously.

Chris Slota will implement obtaining this credit card for Main Street.

3. Milwaukee Mileage Campaign
 - Liza, Shoshonna, Jenni and Lisa are registered for the meeting. Lisa has donated some miles she has for airfares. She used scholarship funds to book the hotel.
4. Education seminars
 - March 3 Communication 101 noon at Citizens Hall for Main Street Board and volunteers.

- March 9 Colorado Lending Source Main Street lending Program 1-145 Citizens Hall for the business community.
- There is an opportunity to partner with Grand County. This will be discussed later.

Adjourn

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

The next Steamboat Main Street Board Meeting is Tuesday, April 5, 2016 at 8:00 AM.

Respectfully submitted,

Susan Krall
Main Street Steamboat Springs Secretary