

**Main Street Steamboat Springs
Board of Directors Meeting
Tuesday, April 5, 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, Kelly Landers, Chris Dillenbeck, Trent Kolste. Linda Cullen, and Past-President Jon Sanders.

Also present was: Lisa Popovich (Main Street Program Manager) and Walter Magill (Steamboat City Council)

Call to Order

The meeting was called to order at 8:01 AM by Sally TeStrake.

Changes to the Agenda

A discussion item regarding the timing for changeover to a new treasurer was added.

Approval of Minutes

- There were no changes to the March 1, 2016 Board Meeting minutes:
Chris Slota made a motion, seconded by Joan Ihrig, to approve the minutes from the March 1, 2016 Board Meeting. The motion passed unanimously.

Meeting with National Main Street Organization:

- The response from the community to the national organization was overwhelmingly positive
- The National Organization would like that MSSS have an overarching goal that informs each of the 4 existing committees instead of the 4 committees working separately. That way each committee doesn't have to meet each month. The work will be project oriented, rather than committee oriented. The need is for an overarching strategy. They gave suggestions, such as tourism strategy and arts strategy, to use as a filter to inform the work plan. The message is that MSSS would be going from good to great.
- This strategy will be discussed further toward the middle of the month with the goal of streamlining the work. Lisa suspects that the board already thinks this way, but the topic is open for discussion.
- Kristen suggested that MSSS as an organization needs to report what and how work is being done, so that other groups can be shown how MSSS operates and accomplishes goals.
- As part of the National Organizations work, a word cloud was created, and MSSS's is positive as opposed to many communities. Kathy emphasized the importance of recognizing the uniqueness of the three streets; Oak Street being business, worship and health oriented, Yampa Street being an entertainment district and Lincoln being the heart of the community. A discussion followed over the fluidity of this current business picture. As decisions are made, based on business patterns, it is important to document that process so there is a way to show the national organization how the work is done here. Work will continue on this for the next 18 months.
- Lisa stated that it is important to continue to focus on Lincoln Avenue. It is the heart of the community and needs a very good strategy and plan. The development of the property at 12th and Lincoln will help define the street. Having people live on Lincoln will change the needs of downtown.

- Joan asked how the board could help Lisa with this project and whether a workshop or special meeting is warranted. Lisa asked everyone to think about this to discuss at further meetings.
- This topic will be on the monthly agenda for all upcoming meetings.

Committee reports

- Membership report
 - a. There are 81 dues paying members, \$22,430 has been collected. The monetary goal for this year is \$27,000. There were 120 business members last year, and the goal for this year is to have 130 members.
 - b. Lisa encourages businesses to pay what they can or to pay in installments if they find that the dues are too high.
- Economic development
 - a. Main Street has received two letters of support for the revolving loan program, one from Alpine Bank, and one from Bank of the West. Each pledged \$10,000 towards the fund. This is a \$100,000 fund with matches from the USDA. These are for small businesses that need small project funds. The average loan is \$2,000.00. There must be letters of support in order to apply to the USDA, so this is progress toward the goal. Jim Cook is the person behind the project and is looking for more banks and private investors. They must get to \$50,000 to get the match. Main Street also has a small business loan program.
 - b. A retail study has been approved and the company to perform the service is EPS/Economic and Planning Services, Inc. They have done several studies in the area in the past. An amendment was made to the proposal to complete the study in July rather than June stretching the study into next fiscal year for the State. A copy of the final proposal will be sent to board members once it is revised.
- Design
 - a. The construction of 50 flower baskets for Lincoln Avenue is underway and Yampa Valley Electric has approved the design. A Marketing Campaign is in the planning stages to fund the project. Sponsorship of a basket will be \$500 each and that will cover the cost of fabricating the basket using a local artist, the hardware needed to hang them, and the flowers for the first year. \$25,000 must be raised to build the baskets, so the \$500 per basket covers that cost. Main Street is looking for a larger sponsorship and has some seed money from a benefactor. The funding campaign may take two years. The baskets will stay up all year, so there will be a need for other decoration. This year will be paid out of the budget, using the sponsorships to offset the cost and to help pay for next year.
 - b. Cami Bunn and Lisa met with the Chief of Police, Tyler Gibbs, and Ben Beall to discuss possible solutions to the sign pollution problem. Another meeting will be scheduled in April with the Police Department, City Planning, Public Works and Main Street to actually walk the streets with the solutions in mind to streamline the signage.
 - c. Jim Cook is working on an alley project to clean up the alleys and possibly repurpose some of the alley areas.

- d. There is a city moratorium on murals on city buildings but not on private buildings.
- Promotions/ Marketing
 - a. Lisa is looking for a hash tag promotion for April. The March partnership with Ag Alliance (#lovelocal) was very successful
 - b. The Front Range Marketing is still being aggressively planned. Each poster board needs 6 businesses. The marketing program starts May 1 and needs businesses to give \$770 in gift cards to participate. Lisa needs commitments in the next 2 weeks. 6 businesses per board (20 locations) and would love 12 businesses. She has 4 businesses and needs 2 more. Many prototypes for posters were brought to the meeting and critiqued. The board encouraged Lisa to look for 4th of July and rodeo pictures to present a more specifically Steamboat summer image.
 - c. Farmers Market update: Most of the booth space has been rented for the summer, although some are set aside for non-profits and city council. Some spots remain available for specific weeks, but none for the entire summer. 15 spots were added this year. The market will be on both sides of Yampa as permitted as construction occurs. Lisa will have the projected income for the market next month. All permits will be submitted this month. Trevor G. Potter is helping to secure a sponsor for the Music for the Market. \$3,500 would pay for music each week at the Farmer's Market. Because of road construction, flexibility will be needed all summer and the possibility of having to relocate to Little Toots Park remains real.
 - d. The Rail Jam cleared \$190.

Financials

- Treasurer Joan Ihrig reported that we now have a backup copy of our financials that can be accessed by the treasurer. She can now do any comparables that we want and do not have to ask for it to be done by the accountant.
- 2015 was a good year and the Farmer's Market and dues made it possible to cover all expenses and have enough money in the bank to cover the slow seasons. Some bills have come in from previous years, but they were paid out of operating expenses in the budget. It is extremely important that Main Street continue to receive financial support of all of the organizations that grants funding like the city, etc. The new administrative assistant has cleaned up the collection of dues and is getting the directory completed.
- Chris Slota will take become co-treasurer of Main Street Steamboat Springs in the second quarter:

Kathy Stokes made a motion, seconded by Kristen Van De Carr, to approve that Chris Slota take over as Co-Treasurer for the second quarter, to work concurrently with current Treasurer Joan Ihrig, and take over completely as Main Street Steamboat Springs Treasurer at the beginning of the third quarter. The motion passed unanimously.

Manager's Report

- Downtown Ambassadors- Shoshana Randell and Lisa will be meeting this month to put the final details together to present the concept of Downtown Ambassadors to the City and City Council. They will be asking for the city to provide in kind support in the form of Howelsen Hill passes and Golf passes. A small sponsorship will be needed to cover the cost of hats, lanyards and possibly shirts for the ambassadors. Cami Bunn and Lisa met with the police chief to discuss the possibility of Ambassadors on horseback, and the next step would be to discuss it with the County.
- Lisa is having discussions with the city and owners of pedi-cabs to help crowd circulation during the summer and to protect business on Yampa Street. The cost of the cabs would have to be covered by sponsorships and advertising. A full cab sponsorship for the summer would be \$3,500 and Lisa would like 3 cabs. She is eager to make this happen for the summer season.

Other Business

- The 2016 Mini Grant has been submitted to DOLA.
- The bookkeeper search continues, but will not be moved on until May when the Main Street taxes are completed.
- The topic of the tree lights on Lincoln Avenue was raised and Lisa reported that she is on this with the city. No one seems to know what is wrong with the lights but as the weather improves it is hoped that a solution is found.

Adjourn

Sally TeStrake made a motion, seconded by Sue Krall, to adjourn the meeting at 9:08 AM. The motion passed unanimously.

The next Steamboat Main Street Board Meeting is Tuesday, May 3, 2016 at 8:00 AM.

Respectfully submitted,

Susan Krall
Main Street Steamboat Springs Secretary