

**Main Street Steamboat Springs
Board of Directors Meeting Minutes
Tuesday, February 6, 2018**

8:00 am – 9:00 am

Approved

**Centennial Hall – Crawford Room
124 10th Street**

**Mission Statement: To preserve, promote, and enhance all aspects
of Downtown Steamboat Springs.**

- Meeting was called to order at 8:03 am by Liza
Introductions-People present were: Lisa Popovich, Liza Scudder, Chris Dillenbeck, Chris Daniels, Chris Slota, Ashley Waters, Helen Beall, Tyler Gibbs, Kathi Meyer, Irene Avitia

- Motion to approve January minutes by Liza, Chris D. seconds, motion passed
Work plan approved by everyone- Lisa P says it is a living document so things can be added or taken off as needed

Tyler gave an update on Downtown Plan- do not have a signed grant from DOLA yet. Waiting on this in order to move forward. They will have meetings -want to make sure they hear from everyone. Working on a 20 year plan for downtown.

Lisa P. told everyone about the Yampa St survey just taken and the responses given. There are mixed feelings but everyone responded which is very positive.

Managers' Report - Lisa P. sent a copy of sales tax report to all.

Numbers for town 2017 are: Restaurants are up 7%, lodging is up 2.5%, misc. retail is up 3.5%, sporting goods down 2.6% Downtown overall up 5.3%

Lodging was down in December. Everyone agrees it was because of poor snow.

Talked some about stores that are opening, Moose Knuckles has a new buyer and having a renaming contest. Former Cantina should have a soft opening the beginning of March, Taco Cabo having some permit issues trying to move into Sweet Pea and Big Valley Salon is closed. The open spot on 9th St might be used to promote new emergency room with posters in windows

Marketing Plan- need to create a sense of urgency about visiting downtown. Using Newspaper more-there will be an ad every Saturday Feb-April and June -Sept. Would like to get retail stores to stay open until 8 at least on Saturdays. Would also like to have an event page for each event on Facebook. Maximize Facebook. Chris D asked if Market vendors will be featured on Facebook? Chris S wants to be sure we talk about the construction plan for side streets that will be coming up. Lisa talked about channel 18 being gone and how that leaves a void and an opportunity. Talked about getting some people to put together a you tube channel to advertise our town and events. Chris S likes idea of using video content on

you tube. Lisa has someone in mind to work on it. Ashley asked about Reed? Reed will be doing our social media. Need to track our stats more; get away from twitter; use Instagram to tell downtown stories.

Newspaper is featuring Happy Hour listings on Explore and in paper. Ashley heard ticket office telling people to go to our website for Happy Hour Listings. Thanks to Chad for being a great Ambassador for Main Street up on the mountain. Lisa will meet with the paper about Restaurant Week. Hoping the Newspaper will take over the event.

Farmer's Market- How do we use the Market to drive business downtown? What are some opportunities? Working with Valley Voice to feature map of the Market. Chris S thinks this is all good stuff.

Kelly asked when banners are going up? Lisa says in the spring-wants to do a press release. Kelly also wants to know about wayfinding? More signage to know where things are. Lisa is working on a wayfinding project-Gorilla Wayfinding. Need to figure out how to get people to walk further out of the heart of town. Chris S agrees. Lisa said the ambassadors are a big help in the summer- they are out talking to people about where to go. Need more sandwich boards. Kelly will send Lisa a list of what questions customers are asking. Chris S says we need to fill the void; let people know where there is more parking on the outskirts of town. Kelly asked if the website highlights parking? Lisa will work on that

The city is looking to move events off Lincoln and on to Yampa. Parades, Halloween, Winter Carnival will stay on Lincoln. Mixed feelings from Yampa business owners. No one wants more events during busy months. Lisa talked about marketing money and which events get the most.

Helen asked if the Market will be proving non-profit booths? Lisa says yes and that it gives more of a sense of community to have non-profits and kids at the Market. She would like to have cooking demos.

Had a call with Puma and we have a list of things to do to move forward with the BID. They will be sending us a Baseline service plan. Kelly asked who is on the BID board? Lisa answered.

Chris S will go over budget with Lisa P and Clark.

Motion to adjourn meeting was made by Lisa and seconded by Chris S. at 9:00