

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

**8:00 am – 9:00 am**

**Approved**

**Centennial Hall – Crawford Room  
124 10<sup>th</sup> Street**

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

Meeting called to at 8:03 by Liza

People in attendance were: Lisa Popovich, Liza Scudder, Chris Dillenbeck, Helen Beall, Trent Kolste Chris Daniels, Kelly Landers, Tyler Gibbs, Kathi Meyer, Ashley Waters, Lisel Petis, Shoshana Randell

Tyler talked about Downtown Plan meeting that was last week. They met with a consultant. Tyler, Kelly, Chris and Lisa think the consultant was good.

Trent asked what the main points were? Lisa answered -parking, wayfinding, housing. Kelly added -arts and culture, retail, restaurant, office space, open space. Commented that the consultant used Steamboat as an example of what works well but didn't give specifics.

Lisa said we need to make sure they are working on all three main roads-not letting one fall by the wayside. Kelly added that keeping our heritage is important-said Candice was there and says we can't lose our heritage and old town charm. Trent notes that places are getting modernized. Lisa said that there is no real protection of historic buildings. Not every old building has status. Tyler says that character is important, but it needs to come from the people who live here. Tyler also noted that the consultant is not here to lead us but to help us with what we want as a community. The public will need to get involved. Lisa invited everyone from Main Street to the next meeting which is on April 11<sup>th</sup>. Kelly noted that Lisa represents everyone on the board. Shoshana said that sustainability is a bug piece and that we should develop the right way now, so we don't have to do as much maintenance over the years. There should be a holistic approach. Lisa suggests that looking at it from a systems and building standpoint, it is important to bring the council in-there needs to be a sustainable work program for the city.

Liza suggests a committee task force. Lisa needs help from the board to attend some meetings every so often that she can not attend. Lisa needs someone to attend the Creative District meetings because the times aren't working and she is not receiving the minutes in time to react to any issues. Kelly asks what the outline is for the Creative District. Lisa replies it is about helping people in the creative industry thrive. Shoshana asked if it included murals? Lisa said it is a parallel organization -the arts council is the governing body. There is an exchange about who can go to the meetings and Kelly volunteers. Lisa said it is very helpful to help Lisa with the meetings and thanks Kelly.

Lisa moves on to health and wellness. Shoshana is heading this up and she needs a partner. Should there be a health and wellness tent at the market? Lisa said there will be a Creative District tent and they will be having some type of performance each week- Opera, Strings, flash mob, Simon says, trying to get kids

involved as well. Trent said that it sounds great. Shoshana asks if it's possible to have a tent for H & W? She will need volunteers-maybe ambassadors? Lisa thinks we need a Health and Wellness task force.

Promotions- Who wants to help with marketing?

Talked about Entertainment District on Yampa St. It will need an Ordinance for an open carry law. We will need a lawyer. If you sell liquor on Yampa, it needs to go through a non-profit. We need to create an open flow and make venue bigger. Liza said that Greeley has accomplished this. The businesses on Yampa will need a leader to make this work. Shoshana asked if it will be an evening thing? Liza talks about having certain promotions like "dining under the stars night". Lisa also adds that we need to brand 11<sup>th</sup> St. It is disconnected from the rest of town.

Trent and Ashley offer to join promotions committee.

Farmer's Market-Lisa is working with the city on street closures for events. They are trying hard to not close more than one street for an event. Need to make it convenient for everyone. Market will most likely move to the end of the Mustang Rally on Lincoln, so Yampa can be open all the way through. Next year the Mustangs will move to Yampa.

Vista update-Lisa had a good interview. Also had a great meeting with Sue from Lift-Up. They are talking about doing a special day for them to be at the Market and working on a bag.

Restaurant week- Lisa L. gave a presentation on an advertising opportunity with Open Table. Everyone agreed she should move ahead with the idea.

We have money to spend from Dola- they will send people up to do forums and Lisa has sent out surveys about outside consultants. Possible that they could send someone up to do a board retreat before June.

Lisa has been invited to participate in a meeting about Olympic venues in Colorado. Kathi commented about a "share the gold survey"

Meeting adjourned at 9:03