

**DRAFT**

**Main Street Steamboat Springs  
Board of Directors Meeting  
Tuesday, May 3, 2016  
Crawford Room – Centennial Hall**

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

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 8:02 AM by Sally TeStrake.

**Changes to the Agenda**

The agenda item, “Meeting with National Main Street Organization Recap and Discussion”, was moved to a future meeting when there would be more time.

**Approval of Minutes**

- There were no changes to the April 5, 2016 Board Meeting minutes:  
*Chris Slota made a motion, seconded Kathy Stokes, to approve the minutes from the April 5, 2016 Board Meeting. The motion passed unanimously.*

**Yampa Street Improvement Project Updates**

- Mary Brown is liaison for the city for the construction project.
- The website for information is: [Downtown@steamboatsprings.net](mailto:Downtown@steamboatsprings.net)
- Duckles Construction is the contractor for the project. There will be no significant construction between 6<sup>th</sup> and 8<sup>th</sup> from July 1 to August 16, and minimal for most of the summer
- Lisa has met with key people about strategies for getting people downtown, helping with parking, and assisting the businesses in the construction area. She is talking to concierge and mountain representatives hoping to get help highlighting hotel shuttle services and to build an overall relationship with the mountain community. Main Street will be at the Chamber Expo. Lisa will do trainings for employees if she is invited. The Ambassador program will emphasize parking and communication. Chris suggested a contest for bike to work or a commuter challenge.
- Extra bike racks will be on Yampa Street and there are flower barrels and bike racks on 7<sup>th</sup> street.
- The Farmer’s Market is still planned for 7<sup>th</sup> and Yampa. Yampa Street will be closed between Sake2u and 7<sup>th</sup> street during farmers market. The city will have a booth every week at the Farmer’s Market that city council will share with them.
- The Farmer’s Market is partnering with the Symphony Youth Group from 9-11 AM. There are expanded partnerships with radio stations. (KFMU and Steamboat Radio Family)
- There will be obvious signs for businesses open during construction.

- The city is working on an ad for the paper using the bus shelter map telling where streets are closed and construction updates. Additional signage is planned for sidewalks with chalk for wayfinding. The message has to be that people can come downtown, emphasizing the positive.
- Phil mentioned the difficulty that delivery trucks will have getting to businesses during construction. In addition, trash removal trucks have issues. Lisa will discuss this at her meetings with the construction teams.

### **Committee Reports**

The individual committee reports are being sent out ahead to the Board members so that the meeting doesn't have to include all of that information. They will be attached at the end of the minutes.

- **Membership Committee**  
98 members have paid dues, totaling \$28,096. Liza has another five prospective members to approach. The billing and recording process is very organized right now.
- **Design Committee**
  - Ben Beall is requiring an enclosure at the Eagle Scout location for the trash dumpsters.
  - Some businesses are not being cooperative with their recycling and trash containers. There are too many trash dumpsters and some private dumpsters are on city property.
  - Beth Blaskovich who works for the Arts Council is still working on the mural project for private properties. They are thinking of doing a project during the All Arts Festival. There is a moratorium on art projects on city property. The city is doing an inventory of the current art downtown on city property and determining who is responsible for it.

### **Manager's Report**

- The Ambassador's Program is described on the document dispersed to Board members. (Copied at the end of these minutes.) It is a fluid program now in the planning stages. Days are Friday, Saturday, and Sunday with shifts in different areas. The Ambassadors are volunteers, but Main Street is working on a partnership with the city to promote Haymaker so the Ambassador's can get golf passes. Businesses are encouraged to give Ambassador discounts when they are in their uniforms and working. Possibly Downtown Dollars could be given as well. Winter Sports Club has offered some passes to the Screamer. Any board members not on a committee could volunteer to do a shift with an Ambassador during busy times.
- The Ambassadors will be training with Howelson Hill staff and the police department. Also, the pedi-cab people will have radios so Ambassadors can communicate with them regarding getting people to businesses.

- The uniform will be polo shirt with Main Street on front and Ambassador on the back. They will have a lanyard with ID on it. It is important for them to be easily identifiable. Hats are an option, but Lisa is working on various options.
- Lisa is hopeful that the Ambassadors can help her with tear down and clean up for the Farmer's Market on Saturdays.
- Lisa is working with the city on signage downtown. The goal is to consolidate the signs and reduce the numbers.
- A partnership with the Mountain Village Organization (same function as Main Street) is being formed. The hope is that memberships could be traded, and members of each organization could sit in at board meetings. This would aid in promoting events downtown on the mountain, and promoting mountain activities by Main Street members.
- Lisa needs help designing the Main Street brochure. Board Members are encouraged to help.
- The application for the Creative District has been submitted. Lisa will inform members when the state review board reaches a decision.

#### **Other Business**

- The bookkeeper search continues, with the treasurer taking a prime role in this selection.

#### **Adjourn**

*Sarah Braat made a motion, seconded by Chris Slota, to adjourn the meeting at 8:59 AM. The motion passed unanimously.*

**The next Steamboat Main Street Board Meeting is Tuesday, June 7, 2016 at 8:00 AM.**

Respectfully submitted,

Susan Krall  
Main Street Steamboat Springs Secretary

## **Committee Reports sent to Board Members prior to meeting:**

### **Promotions Committee Report**

With the ski season closing, we are ramping up for summer. We have a lot of fun things planned. We had hoped to hold a Fashion Brunch and Coffee Fest in early May to encourage downtown activity during mud season, but found early May wasn't feasible with limited mud season hours. We will shift both events to times that will prove more successful.

On the Schedule for May and June Events:

May 14th - Down and Dirty Parking Lot Sale

May 27-30 - Sidewalk Sales

June 2nd - Wellness Fair on Oak

June 11th - Farmers Market Kick-off

June 16th - Fashion Show (in place of May Fashion Brunch)

June 18th - Bike Polo

Advertising:

Front Range advertising goes live May 1

New ad for TV18 will start airing in May. Morning Show to begin again Memorial Day Weekend.

New ad for Visitor's Guide being sent in May 5th. On stands by Memorial Day Weekend.

### **Design Committee Report**

DATE: April 28, 2016

TO: Main Street Board of Directors

FROM: Jim Cook, Chair

Design Review/Economic Development

The Design Review/Economic Development Committee has been very active in the last five months with several projects underway and several on the drawing board. At the top of our list of accomplishments are as follows:

1. The change out this spring of the flower baskets from hanging to 360 degree baskets around the light posts. Fabrication is being done locally and we will be soliciting sponsors for each basket to meet any financial short fall. An organized, concise banner program will follow shortly.
2. Commitment from two banks for \$10,000 each for our Revolving Loan Fund, which will be part of a match to \$50,000 from USDA. Will be calling on balance of banks in next 30 days and will also ask for \$50,000 from the city. With the exception of the USDA, which is a grant, the other contributors become part of the loan fund partnership and are expected to be paid back one day. These funds would be used as "but for" loans that would otherwise not be granted by a commercial bank. The funds can be used for façade improvements, inventory or equipment. They are typically short term and at a moderate interest rate.

Our committee has what we call our Bucket List for impending projects. Those potential projects are as follows:

1. An alley restoration project that will include suggestions for replacing trash containers behind buildings with centralized compactors, wall murals, interesting seating opportunities and creation of “rules of conduct” for the rear of buildings in our downtown. Our model will be the Ft. Collins alley renovation project.
2. We will not give up on Century Link and their terrible tower and ugly office structure. A plan featuring murals on the tower and the rear concrete portions of the building has been explored along with landscaping improvements.
3. The Retail Study which has been contracted for.
4. Horseback law enforcement/ambassadors. This will most likely not take place until the completion of the Yampa Street project.
5. Lighting power to the trees. We cannot go another holiday without the lights, period.
6. Downtown WiFi.
7. Design competition for a gateway to the downtown at 3<sup>rd</sup> and Lincoln.
8. Work proactively with the city on parking; and
9. Support and aid in a downtown CDC re-write (last done in 2001).
10. Work with Arts Council in relocating and inventorying our Public Art.

We have a great committee and have very interesting discussions. Meetings are held the second Wednesday of each month at 8:00 AM sharp and wrap up at 9:30 AM sharp. All are welcome, but beware, we are creative and we get things done. Our committee members are as follows:

Jim Cook – Chair, Real Estate Broker, sometime developer, gadfly.

Melinda Miller – retailer, entrepreneur and good taste cop.

Irene Nelson – our octogenarian conscience, and visionary.

Cammie Bunn – horse lady, architect, and good taste cop.

Jacque Lewis – international retailer with great ideas and insight.

Jane Blackstone – our chamber rep and great contributor to discussions.

Kim Keith – our artist member and leader of the Creative District movement

Tyler Gibbs – planning director second, architect/designer first.

Adam Wright – architect and good contributor to the banter.

Lisa Popovich – our dedicated ED, but the only committee where she does not control the conversation.

### **Ambassador Program Proposal**

**Mission Statement:** Preserve, promote and enhance the life in downtown Steamboat.

**Objective:** To provide a staff of passionate volunteers who are committed to maintaining the cleanliness, safety and vibrancy of Main Street. An organized program that will increase the advocacy and promotion for all businesses and organizations in the downtown area.

**Date of Start:** June 1<sup>st</sup> (training with Lisa)

Program starts: Friday, June 10<sup>th</sup>

**Date of End:** September 24<sup>th</sup>

- Friday ~ (Shift 2pm- 6pm)
- Saturday ~ (2 shifts, 11am – 3pm & 3pm – 7pm)
- Sunday ~ (10am – 2pm)

~ 2 Ambassadors each Shift (split up town with a map for assigning areas of focus).  
Number of Ambassadors needed for the summer: 10 volunteers (+ Lisa, Shoshana & Chad)  
(128 shifts total through the summer) – Each ambassador will commit 12 shifts (1 shift a week) out of 16 weeks

\*not including 4<sup>th</sup> of July and Labor Day

Ambassadors Job Description:

- Check in with Lisa for weekly updates, duties and needs downtown.
- Clean-up (stickers on posts, litter and any walk way hazards) and “sweep” town. Help with the litter situation and monitor the trash cans.
- Be Genuine and helpful. Friendly, accommodating, and answer questions with your provided resources to find an answer. Above and beyond customer service. Be outgoing and polite. Smile and say hi to everyone on the street.
- Collect lost items to police station.
- Gently remind people of rules downtown.
- Promote local events and businesses.
- Communication with the peddie cabs and Lisa.
- Be a walking information center. Providing brochures and information regarding businesses and outfitters downtown.

\*Potentially an organized “*Ambassador Walking Tour*”. – This could be added as a Main Street weekly event.

Potential Uniform:

- White T-Shirt with “AMBASSADOR” printed on backside.
- Black Main Street Logo on front with “Ambassador Name tag” on front.
- Comfortable walking shoes.
- Main Street Steamboat will provide logo umbrellas for raining days.

Ambassador Incentives:

- City will provide a Howelsen Hill Ski Pass.
- Howelsen Screamer passes (SSWSC)
- Medallions for the Haymaker Golf (shared passes)
- Restaurant and retail discounts.

Necessary additional planning:

- Official Ambassador – Description and Training Guide
- Ambassador Daily Checklist
- Ambassador Map of downtown (locations for brochures, bathrooms, parks etc.)
- Ambassador Info Guide & Info/ Contact Card:
  - Important phone numbers, contacts
  - Bathrooms
  - Happy hours
  - Children activities (parks)
  - Museums
  - Arts
  - Music (night life)

- Local events
  - Peddie Cab Program – Networking and planning with the owners of the peddi cab.
  - Possible survey questions with incentives for the Ambassadors to collect the data.