

**Main Street Steamboat Springs
Board of Directors Meeting
Tuesday, June 7, 2016
Crawford Room – Centennial Hall**

Board of Directors present included: President Sally TeStrake, Sue Krall, Kathy Stokes, Sarah Braat, Liza Scudder, Kristen Van De Carr, Chris Dillenbeck, Joan Ilrig, and Linda Cullen,

Also present was: Lisa Popovich (Main Street Program Manager), Brian Duffany and Michelle Chung (Economic and Planning Systems).

Call to Order

The meeting was called to order at 8:06 AM by Sally TeStrake.

Changes to the Agenda

- Approval of the minutes was tabled until the next meeting.
- The Introduction and presentation on development of River Front Property by Mark Scully was postponed until a later date.

Approval of Minutes

The May and June minutes will be approved at the July meeting.

Introductions and Presentations on Retail Study by EPS

Brian Duffany and Michelle Chung from Economic and Planning Systems have been hired, through DOLA, to do a retail study of the Main Street area. They will be looking at the mix of retail business, as well as square foot totals devoted to different kinds of businesses. The goal is to explore the necessity of attracting more retail, as well as looking at connections between businesses, way finding, and parking. In the end, they will make recommendations for Main Street Steamboat and for the city to use regarding business owners. After introductions, there was a brief discussion about the retail mix in downtown with Lisa explaining the strong presence of sporting goods and women's clothing. There was a feeling among board members that it was inappropriate to discuss which businesses thrive and why since the goal of the group is to support all businesses in downtown. The preference was to discuss services that support events and businesses, such as public bathrooms, water, and parking.

When asked if board members have seen visitor demographic changes in the past years, the following observations were voiced:

- There are more visitors from Texas.
- More people are making Steamboat their primary residence.
- Wyndham is using their time-share properties to attract off-season visitors.
- There are not as many international visitors.
- The age of visitors is a little older.
- This is no longer just a ski resort, but also a year-round destination.
- Customers don't buy as much as they did ten years ago.
- There are more people staying with their families in summer, taking advantage of the downtown area.

When asked if there is enough parking and whether it is in the right places, the members opined:

- The wrong people are using the prime parking spots, that is, storeowners and employees. Many employees use parking spaces right in front of their stores.
- Visitors need education about alternate services, such as the free bus and shuttle buses.
- The city is enforcing the 2-hour limit and has hired more code enforcement.
- There was a suggestion that central reservation encourage non-car visits.

Other discussion resulted in these comments:

- There is a need in winter for activities in town for the non-skiing person.
- In the winter, there is an activity hole around ski times. Most of the activities downtown in winter are after ski lifts close. The Chief Theater is being encouraged to have matinee performances.
- Another pedestrian bridge at the bottom of 7th and Yampa to Howelsen would help with parking.
- Health and Rec is expanding into their parking lot (which will reduce parking!) There is interest in forming a Parks and Recreation District, which is, pay to play.
- In summer, there are pools, the river, and sporting events,
- The perception is that there is more activity on the side streets than their used to be, but this is not true of Oak Street. Hopefully the sidewalk projects will help with that. Oak is a wellness and spiritual center, and not as much retail.
- There are some under utilized areas such as Ghost Ranch, the western section of town, and older hotels that are closed.
- The Court House could be more of a green space for downtown.

Brian and Michelle encouraged people to contact them with any questions or for more information about their mission.

Committee Reports

- a. Economic Development-No report.
- b. Design
 - i. Lisa and Cami Bunn have met with the Chief of Police to discuss solutions to the sign pollution problem. The next step is to have City Planning, Public Works and Main Street walk downtown with solutions in mind.
 - ii. The flower baskets are half way completed. They will be installed Thursday morning. The flowers come on Friday. The design committee wanted them to match the bus station and want them to rust out. The board was not happy about this plan and felt that they should be powder coated. They were concerned about the rust staining the sidewalks and making the pots not last as long as they would if coated.

Linda Cullen made a motion, seconded by Kristen Van De Carr, to have the flower baskets powder coated to avoid rust forming. The motion passed unanimously.

Lisa will contact the committee.

- c. Promotion/Marketing
 - i. Farmer's Market--First two weeks will be held at the 7th and Yampa location. The third and fourth weeks are in the old location on 6th Street, but that could be changed to 12th Street, but that is not ideal. The location needs to be good for vendors. 4th of July weekend, it will be back to the original position until August 16th and then week-to-week. Most of the booth space is rented for the summer. Lisa will have the projected income from the market next month.
 - ii. In the past, Main Street only advertised on KBCR Steamboat Radio. Lisa is asking about advertising more extensively. KFMU has a bigger reach, and Lisa wants to trade a booth with them but KBCR is upset about it because they consider themselves a sponsor. Lisa traded two tents with them but that does not make them a sponsor. They don't give Main Street any money. There is a need for additional coverage so both stations are needed, but they are not sponsors because they don't give money. There is already an ad with KFMU for the market. Ads are paid for with KBCR and they have not sent copy for any ads. The consensus was that this is a business decision, and Lisa should go with both stations.

Manager's Report

- a. The first Ambassador meeting is today. FM Light is helping with uniforms. Businesses can sponsor weekends. There are 15 Ambassadors and 13 will be at the meeting. Lisa will send out a list of names to share with the committee. Shirts are yellow with insignia and nametag black with white and straw hats
- b. Channel 18 is doing weekend warm-up for Main Street with 5 live remotes from the Farmer's Market. They will come to member businesses on Thursdays to record the Weekend Warm-Up.
- c. Wednesday, Main Street will be at the Chamber Expo at the Grand and Lisa will send an ambassador.
- d. The Wonder Woman dinner is at Harwigs on Wednesday, June 16th (\$32.00). This is not a Main Street event. Kathy believes an agenda would help and Lisa has offered to help them with it.
- e. Girl Power is at Sake2u this week.

Adjourn

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

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

Respectfully submitted,

Susan Krall
Main Street Steamboat Springs Secretary