

DRAFT

**Main Street Steamboat Springs
Board of Directors Meeting
Tuesday, October 4, 2016
Main Street Office Meeting Room, 141 9th Street**

Board of Directors present included: President Sally TeStrake, Sue Krall, Kristen VanDeCarr, Josh Kagan, Sarah Braat, Liza Scudder, Kelly Landers, and Kathy Stokes.
Also present was: Lisa Popovich (Main Street Program Manager) and Kim Johnson (Big Valley Salon)

Call to Order

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

Changes to the Agenda

There were no changes to the agenda.

Approval of Minutes from September 6, 2016 meeting

There were no changes to the September 6, 2016 Board Meeting minutes:
Liza Scudder made a motion, Kelly Landers seconded to approve the minutes from the September 6, 2016 Board Meeting. The motion passed unanimously.

Retail Study Presentation on October 18, 2016

- Lisa reported that Main Street needs to set up a room to present this to the public.
- The Crawford room is available for the morning session (8 am, in conjunction with the Main Street executive board meeting), and the noon presentation on October 18.
- Lisa has been unable to find a place for evening. The evening would be scheduled Monday night, October 17, to help the presenter's time commitment, and it could be at Creekside, Off the Beaten Path or at Big Valley Salon.
- The presentations are made for questions and for people who fail to read the document. Lisa will put it in the paper, do an email blast and send out some personal invitations.
- It was decided that there would be three presentations: October 17th in the evening, (time and place to be determined) and a morning and noon meeting on October 18th in the Crawford Room.

Lights on Trees along Lincoln Avenue

- The proposals for lighting for the trees were sent out to Board Members. Lisa knows of communities that drop the lights from above, and will be looking at that option. There are places on Lincoln Ave that will be asked for power. They will be LED commercial quality lights. Dustin Lindahl from *Christmas Décor* is in conversation with Lisa and ultimately the City, to string the lights and he is an arborist and can do tree trimming. Lisa has asked him to make a one-year, three year and five-year proposal. She will be asking the city for \$20,000 to fund this.
- Sarah is on Leadership Steamboat and will be presenting this to that group as one of their projects. They would do the coordinating and fundraising.
- Kelly suggested that Main Street look at an all or none proposal so that all of Lincoln Ave. will be covered. Members were reminded that some of Lincoln Ave. tree lights were lit last year. There is no waiting time for this project as it needs to be done ASAP to be completed by Light Up the Night and before weather becomes an issue.

This is a high visibility project for the community. The city needs to know that an attractive downtown brings more tax dollars to fund these projects.

- According to Dustin, solar lights are not possible because the product is not yet available for areas that have the kind of lighting we have downtown.

Committee reports

Economic Development – they are writing a letter to Yampa Valley Electric to ask that they paint the light poles and that they replace the globes on the lights.

Promotions/ Marketing

- Chili Challenge September 10th--Review (report attached). Having the event the weekend after Labor Day and during the Farmer's Market was a win. The benefits were in decreased labor/volunteer force and being able to use sustainability that was already there for Farmer's Market. Lisa will be talking to the Chamber about coordinating this event with them. Chili Challenge and Restaurant Week were added to the promotion package in Fort Collins.
- Restaurant Week-September 24-October 2—Lisa spent \$500 to do promotion on the Front Range that sent people to the Main Street website. The website went from 300-500 views per day to a high of 1,735 after the advertising. Approximately 112 were from the newsletter. She also spent \$40.00 boosting the event on Facebook. There is data and demographics from that boost. She had trouble getting menus from the restaurants until several days before the event. It helped restaurants to have their specials at each table. Expectation is that next year will be even better. The buzz around the event was more important than the specials. For most cities, magazines or newspapers sponsor the restaurant week events. This isn't a moneymaker for Main Street, but rather a publicity event. Partnering with Non-profits would be ideal for the weekend. Tie-ins can also be combined with non-restaurant businesses. Lisa believes this should be once a year, but could consider a restaurant lunch event for spring.

For next year, Lisa would like to walk into any restaurant that doesn't open or respond to the introductory email announcing the week. Kelly heard feedback from restaurants that this is the first time, a theme would be nice, and the 3 courses for \$30 template seemed to work. They also are hopeful that it will continue next year. This was a great event for leaf lookers from out of town. Sarah suggested getting the outside area communities involved. Kelly suggested partnering with the list of people from the Wine Festival. Next year, the Plein Air week coincides with that week, which is good. Kristen would like the Wellness Community included in the week, as well. The planning for this event next year starts now.

- Taste of Steamboat – This was the Friday night before Restaurant week and will be on the Thursday before the event next year.
- Halloween Stroll-October 31
- Style Strut-November 17
- Light Up the Night-November 25
- Sweet Treats on Main Street-November 26
- Merry Main Street- Month of December Celebration

Annual Retreat

1. The Annual Retreat is scheduled for November 1, in the Howelsen Place Penthouse, Unit A404, accessed through the door by Scratch, from 8-12. Kelly (Creekside) will donate fruit and juice and Sue (Off the Beaten Path) will donate coffee and pastries.
2. Subjects to review-Lisa would like a year review and that the attendees use the time to organize the work plans. She would like discussion on the direction of the organization. Josh Bloom, from National Main Street, will come and help Lisa with the work plans after this meeting, using what is done at the meeting to inform those. There needs to be discussion on how Main Street serves the three streets and the different member modalities, such as the services, churches, retail, etc.
3. The BID needs to be discussed and the Board needs to explore why it has not passed twice and how another attempt at passing a BID would look. Lisa can get people from communities that have passed a BID visit us each month.
4. This will also be our Board Meeting for November.
5. Kelly suggested social gatherings for Main Street members and Sally proposed that for the Annual Meeting.

Ambassadors

Sarah reported on feedback from the Ambassador Program:

- They need a place to store their belongings and the umbrellas OR there needs to be a discussion on how that place is chosen.
- More Ambassadors are needed with less time commitment per person.
- Four Ambassadors are needed for Farmer's Market to help Lisa and help on Lincoln Ave.
- There needs to be a more formal training session.

New Board Members and Board Roles

- We need committee chairs and we need them to come to the regular Board Meeting.
- Everyone on the Board needs to have a specific role as a member of the Main Street Board of Directors.
- Lisa would also like us to re-look at the various committees. The new Main Street plan does not actually include a design committee, but ours does good work.
- Sarah and Lisa are going to meet with Ashley Waters from the Chief, and Kristen has brought Kim Johnson to the table to be considered for the board. Lisa has also proposed Mae Greene from the Methodist Church and suggests someone from the Yampa Valley High School. Rachel Hassel from Marmot has expressed interest. Sarah proposed Helen Beall, from the Yampa Valley Foundation.
- Kristen would like to bring in people from outside of the district but that needs to be taken to the Board because our charter is for the specific downtown area. There are clear boundaries defining the Main Street Steamboat Springs area in the charter. There are businesses that are on the periphery of business organizations that have no promotional organization, such as Ore House and Three Peaks. Lisa tries to include them, but needs to be careful because of the charter. This could be a retreat discussion.
- It was noted that from a business perspective, summer is more successful and winter is less successful than it used to be.
- Kelly suggests that the Board could use another restaurant person.

- Leaving the Board for 2017 are Jon Sanders, Phil Armstrong, Linda Cullen, and Joan Ihrig. The Board needs a succession plan for the officers.

Attachment to Minutes

- 2016 Chili Challenge Narrative (attached)
- 2016 Income and Expense Chili Challenge (attached)
- Letter from Jed Gibson to Steve Hoots regarding downtown circuitry repairs, Nov. 18, 2014 (attached)
- Letter from Jed Gibson to Steve Hoots, February 4, 2015. (attached)
- Final Report-Steamboat Springs Downtown Retail Strategy (separate document enclosed)

Adjourn

Sarah Braat made a motion, seconded by Kristen VanDeCarr, to adjourn the meeting at 9:40 AM. The motion passed unanimously.

The next board meeting is the MSSS Retreat on November 1, 2016 from 8:00 am to 12:00 pm.

Respectfully submitted,

Susan Krall
Main Street Steamboat Springs Secretary



2016 Chili Challenge
Narrative Final.doc



2016 Income and Expense
- Chili Challenge



Central Electric LLC
2618 Copper Ridge Circle Unit A
Steamboat Springs, CO 80487
Phone: (970) 871.9611
Fax: (970) 879.9656

November 18, 2014

Steve Hoots
Facility Maintenance Manager
City Steamboat Springs
Steamboat Springs CO 80477
shoots@steamboatsprings.net

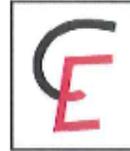
Reference: Down Town Tree Lighting Circuitry

Dear Steve,

Upon inspection of the downtown tree lighting circuitry, it is in the opinion of Central Electric that the underground circuitry has reached the end of its useful life. The underground circuitry is no longer serviceable, has deteriorated to the point that it can no longer be repaired, and is in need of replacement and upgrade. It is recommended by Central Electric that until permanent repairs can be made, the circuits feeding the downtown receptacles remain turned off and unused.

Sincerely,
Central Electric, LLC

Jed Gibson
Service Manager



Central Electric LLC
2618 Copper Ridge Circle Unit A
Steamboat Springs, CO 80487
Phone: (970) 871.9611
Fax: (970) 879.9656

February 4, 2015

Steve Hoots
City of Steamboat Springs Energy Manager
Steamboat Springs CO 80487
shoots@steamboatsprngs.net

Reference: Downtown circuitry repair for receptacles.

Dear Steve,

Central Electric is pleased to provide you with a budget **proposal** in the amount of **\$183,000.00**. Please review the attached qualifications, inclusions and exclusions for a complete scope of work.

Conceptual Allowances:

- Boring underneath roadways in (4) locations. \$55,000.00
- Receptacle work at each tree. \$35,000.00
- Circuitry and other repairs. \$75,000.00
- (4) New services, including (2) aerial services going from overhead to underground fed. \$18,000.00.

Thank you for the opportunity to provide your electrical needs, should you have any questions or require additional information please do not hesitate to contact us.

Sincerely,
Central Electric, LLC

Jed Gibson
Service Manager

**DOWN TOWN RECEPTACLES
STEAMBOAT SPRINGS, COLORADO**

***QUALIFICATIONS, INCLUSIONS
AND EXCLUSIONS***

Qualifications

- Q1. All work to be done on a straight time basis.
- Q2. Price is based on type THHN Copper wire, EMT, PVC, conduit and metal and PVC boxes for branch circuitry.
- Q3. Price is based on information that has been discussed about project. No drawings or other information at this time.
- Q4. Electrical wiring to the 2014 NEC.

Inclusions

- I1. Electrical permit fees.
- I2. Directional boring in (4) locations.
- I3. Demo existing cables and wires that have reached the end of their useful life.
- I4. Demo (4) existing services for existing circuitry.
- I5. Install new circuitry in existing conduits where ever possible.
- I6. Install (4) new services in existing locations.
- I7. Securing and installation of junction boxes and receptacles is to be determined.
- I8. 5 ma GFCI protection for each circuit.
- I9. Consulting with engineer for design.

Exclusions

- E1. Engineering, fees, and design.
- E2. Surveying, fees, and design.
- E3. Safety measures to keep public safe from falling into open trenches and holes.
- E4. Scheduling of work performed around special events.
- E5. Design for mounting and installing receptacles.
- E6. Concrete cutting, hauling off, patching, compaction, and replacing.

End of Document