

**Main Street Steamboat Springs
Board of Directors Meeting
Tuesday, January 16, 2018
8:00 am – 9:00 am
Centennial Hall – Crawford Room
124 10th Street**

Approved

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

Board of Directors present included: Outgoing President Sally Tetrake, Incoming President Liza Scudder, Incoming Vice President Helen Beall, Treasurer Chris Slota, Chris Dillenbeck, Trent Kolste, Kelly Landers, Ashley Waters, Irene Avitia

Also present was: Lisa Popovich(Main Street Executive Director), Kathi Meyers(city rep), Tyler Gibbs(City) Lisa Larkin(Admin Asst. for Main Street Steamboat)

Meeting was called to order at 8:07 by Sally Tetrake

- Introductions
- Discussion at onset of meeting included- Sue K will be taking 3 months off due to personal issues therefore the minutes from the last meeting have yet to be approved. Lisa Larkin will be taking the minutes. Kim Johnson will no longer be on the board because she has moved out of town. The board was wondering if Kathi Meyers was there as the official city council rep? Lisa thinks there should be a council rep required as they have a monetary investment. Helen agreed it should be required. Kathi said that either she or Liesel will be at every meeting.

* Nomination of New Board Members accepted by Sally. Liza made the motion, Chris S. seconds, everyone agrees, motion carried

Election of New Officers

President – Liza Scudder Sally nominated, Trent seconds, motion carries

Vice President- Helen Beall Chris S nominated, Ashley seconds, motion carries

Treasurer- Chris Slota will continue in his role, everyone agrees

Remarks from Exiting President Sally TeStrake -Sally said she thinks Main Street has grown and exciting things are happening. Main Street Program should focus on Oak and Lincoln now and make sure the BID passes. Also, the ambassador program is great and should be expanded. Her time as president has been very rewarding. Lisa P appreciates all help and thinks we are on a good path.

Remarks from Incoming President Liza Scudder – Liza has seen the town evolve to a 3 season resort and is excited to be a part of future growth.

- Lisa asks if MVP has appointed a new person? Liza will find out. Lisa said we have lots of opportunity to partner with them as we can be a real asset.
- Work plan- Lisa is revising the work plan. She has eliminated some events but can always revisit them if the need occurs. Lisa wants to focus more on winter marketing. Chris S. asks about incorporating advertising with new banners. Lisa says yes and remarks that our branding has gotten so much stronger. We now have a great power point template and

designing a thank you card as well. How is Main Street responding to the winter activities on the Mountain. What can we do to bring more people downtown? Liza weighs in about finding an idea for Saturday nights.

- Managers' Report – Lisa talked about Litter Solutions Committee and dates on the calendar for litter clean up. Kelly suggested that we look at dates that coincide with Triple Crown. Kelly also asked if the city has plans regarding more trash removal during busy weeks of summer? Lisa commented on how much it costs the city to hire more trash removal and Kathi said they were looking at revising what incoming events pay. Trent thinks fees should be higher for events. Chris D asks about Sweet Treats and everyone agrees that we should not do it anymore. Lisa said we will not be doing it, just promoting Small Business Saturday. Trent brought up the idea of the businesses ordering their own bags and swag. Everyone agrees this is a good idea. Kelly asked about movement festival on work plan. Lisa said we didn't do anything with health and wellness last year and they would like to revisit opportunities with Shoshanna. Kelly had some ideas to talk about regarding more biking and contests for bikers. Lisa gave numbers about how much money was spent in Steamboat last year-will send separate report. Lisa talked the publications that Main Street Steamboat advertises in and she has applied for additional marketing funds from the chamber for Restaurant Week. Lisa would like to add integrated communities to the work plan so we can incorporate them into helping us communicate with businesses. Lisa thinks this is a good idea.
- Helen let everyone know about the Women's March which is on Sunday the 21st from 10-12. It starts at the library and ends at the courthouse.

Sally adjourns meeting at 9:22. Trent seconds it. Motion passes

Prepared by Lisa Larkin on January 16, 2018
Admin Assistant
Main Street Steamboat