**MINUTES**

**CLAREMORE MAIN STREET, INC.**

**BOARD OF DIRECTORS**

**Wednesday, April 12, 2017 | 5:30 p.m.**

Chamber / Main Street Board Room

419 W. Will Rogers Blvd

**IN ATTENDANCE:**

Debbie Butler

Tim Wantland

Ray Brown

Lou Flanagan

Jill Ferenc

Nancy Fitts

Kathy Glover

Steven Helt

Brenda Reno

Bob Waters

Tracy Whittaker

Jessica Jackson

**ABSENT:**

Chelsea Mize

1. **Call to Order**

Debbie Butler called the meeting to order at 5:32 p.m.

1. **Introduction of Visitors / Visitor Comments and Questions**

Kyle Clifton from city planning office and member of the design and economic vitality committees introduced as a guest.

1. **Approval of Minutes from March 8, 2017 regular Board Meeting**

Nancy Fitts made a motion to approve the March 8, 2017 Board of Directors regular meeting minutes. Lou Flanagan seconded. Motion approved.

1. **Discussion and possible action on the Employee Policy Manual**

The Executive Committee has finalized revisions. Tim Wantland made motion to approve. Tracy Whittaker seconded. Motion passed.

1. **Financial Reports**
2. **March financial statements**

Ray Brown reported major expenses in March were liability insurance and the cost of the audit. The St. Paddy’s event was a successful fundraiser. Total liability to date is $2,269.27 with total liabilities and equities reported at $52,049.61.  Bob Waters made a motion to approve the financial statements as presented. Tim Wantland seconded. Motion passed.

1. **President’s Report**
2. **Employee evaluation**

The Executive Committee has asked Jessica Jackson to do self-evaluation prior to board evaluation, which has been completed. We will complete closer to her two-year anniversary in summer. Board members who would like input should let Debbie know.

1. **Next board meeting: May 10, 2017**
2. **Executive Director’s Report**
3. **OMSC Awards**

Jessica Jackson reported that Claremore is the finals for four State awards, which will be presented in Oklahoma City at a banquet on May 9. The categories are: Best Adaptive Reuse (Main Street Tavern), Best Façade Rehabilitation Over $10,000 (Main Street Tavern), Best Façade Rehabilitation Under $10,000 (Barron Law Firm) and Premier Special Event (Food Truck Thursdays). Please let Jessica Jackson know if you are interested in attending.

1. **New Businesses**

Jessica Jackson reported that a couple of new businesses have opening. The Farmhaus, where Fatpants Alley used to be, is opening soon and features home décor. Three-Twenty on Main is event and wedding center where the dance studio used to be.

1. **Historic Tax Credits**

Jessica Jackson reported that she has begun having conversations with some property owners encourage the use of the Historic Tax Credits they now qualify for from the National Register of Historic Places. Several are interested, and one has begun the process with an independent architect.

1. **Feature in Oklahoma Magazine**

Jessica Jackson reported that Claremore Main Street was featured in the April 2017 copy of *Oklahoma Magazine* in a story about the state program. She was quoted and photos from Claremore were inside.

1. **Winterfest**

Jessica Jackson reported that she’s still involved in monthly meetings to plan a “Christmas Village” in westbend area close to Expo Center in December. The event has been officially named “West Bend Winterland.” The plan is for 3-4 weekends of a portable ice-skating rink and Santa Claus. She is on the marketing committee, and they have designed logos.

1. **Claremore Collective & the Velocity Group Report**

Jessica Jackson reported that Daniel Hintz from the Velocity Group recommends the city’s need for expanding downtown for economic health, and further recommends the Main Street program be the “keeper of the flame”. Jill Ferenc presented overview of a map for the proposed boundary expansion, which includes original town site. Her department is currently reviewing current zoning ordinances that need to be changed or updated regarding city’s Comprehensive Plan. There will be a special board meeting to discuss his report, recommendations and how we perceive the organization’s involvement on April 25 at 5:30 p.m.

1. **Committee Reports**
2. **EV Committee – Ray Brown**

Ray Brown reported that EV chairman Brandon Irby will be leaving CIEDA and starting his own business in June. He will be stepping down as EV chair at that time.

National Historic District signage – Ray Brown

Jill Ferenc reported that the committee is looking at two intersection sites, one by Bike About and one on Will Rogers and Missouri by Streeter Building. The City has funding but Jill wants a recommendation from Board before taking it to the City Manager. The cost is about $3,000 for double-sided sign being bronze and gold. Production takes about eight weeks.

Façade grant/incentive program – Ray Brown

Ray Brown showed us application for the façade grants, which is now open. Jessica Jackson is working on news release to the *Claremore Progress* and MoreClaremore.

Central Business District – Ray Brown

Ray Brown reported zoning as it relates to the Velocity Group report. We want to make sure we are doing something that is needed now and be relevant with the new plan. There was concern about keeping historic value and retail.

1. **Promotions Committee – Debbie Butler**

St. Paddy’s Day recap, profit/loss – Debbie Butler

Debbie Butler reported that the St. Paddy’s Day events were a success with close to $4,800 net, maybe more once final invoices are accounted for.

Taste of Claremore – Debbie Butler

Debbie Butler reported that tickets are available for April 29 event from 6-9 p.m. We are sold out at the Main Street/Chamber office, but others are still available downtown. There are 26 participating wineries and restaurants, and we are doing a silent auction for the first time this year.

Speakers/Sound System – Debbie Butler

Debbie Butler reported that there’s no update to the speaker/sound system project. The committee is still researching downtown speakers, bids thus far are from $28,000 - $120,000.

Billboard – Debbie Butler

Debbie Butler reported that the committee has rented a billboard on Route 66 advertising downtown Claremore, for a total cost of $750 for 10 weeks.

1. **Design Committee – Tracy Whittaker**

Historic Stones Project – Tracy Whittaker

Tracy Whittaker reported that he’s working with City to install the 18 pavers in front of historic buildings and we are waiting to see when they can fit us in.

Flags Project – Tracy Whittaker

Tracy Whittaker reported that the committee has addressed some of the key issues with the flags and will be testing a modified one in the coming weeks.

Corners/bump out redesign – Tracy Whittaker

Kyle Clifton reported during visitor comments about the Design Committee’s newest project of enhancing the corners by providing landscaping in bump outs. The committee created drawings and he created a composite of that and is looking to get feedback and answer any questions. The design uses Oklahoma-proven plants - perennial, draught resistant, could draw monarch butterflies, grow in full sun and shade, some Lenten roses that keep green in the winter, pest resistant, combo of color and fragrance. Bedding materials could be wood chips or crushed granite, and aqua pads will hold water with a slow release. It’ll cost close to $75/bed or $1,800 total but likely a one-time cost. Most plants would be fine to plant after fiscal year, but you’d want to wait until spring for some of them.

1. **Organization Committee** – **Lou Flanagan**

Appreciation Event – Lou Flanagan

Lou Flanagan reported that the appreciation event is scheduled for May 11 at Gazebo Park, featuring a baked potato bar & dessert from Pink House. Invitations include merchants and building owners, Main Street members, key City staff and CIEDA staff and board. Invites were distributed. The City is letting us borrow tables and chairs while the sound system will be from Chamber. The Claremore Museum of History will be open.

Membership Drive – Lou Flanagan

Lou Flanagan reported that the committee is meeting monthly to work on 2017/2018 membership drive timeline and updating the membership list, brochures and letters. The goal is to send mailings and deliver downtown district in May, and they hope to have some collections prior to July 1.

Merchant Group Update – Kathy Glover

Kathy Glover reported that the next 1st Saturday Downtown is the big sidewalk sale that Hudson Metcalf has done in the past. The goal is to boost downtown sales.

Food Truck Thursday update – Kathy Glover

Kathy Glover reported that there are have 13 food trucks and seven non-food vendors signed up for the first Food Truck Thursday on May 25. The Rodeo is hiring the bands, and there will be a 3-hour Zumba class. The Kids Zone is sponsored by Cedar Point Church. Kathy Glover will have volunteer sheet at next meeting asking for volunteers.

**9. New Business**

A. Any New Business that could not have been reasonably foreseen at the time the Agenda was posted.

Bob Waters said he would like to have a way to designate volunteers at the next event. Debbie Butler reported that we are already planning for this.

Debbie Butler indicated nominating committee needs to be established for a slate of officers. Lou Flanagan has agreed to chair, volunteers include Bob Waters and Tim Wantland.

1. **Old Business**

None

**11. Adjourn**

Tracy Whittaker made a motion to adjourn. Lou Flanagan seconded. Meeting adjourned at 7:06 p.m.