

AGENDA
CLAREMORE MAIN STREET, INC.
BOARD OF DIRECTORS
Wednesday, June 14, 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
Chelsea Mize

Brenda Reno
Bob Waters
Jessica Jackson

ABSENT:

Steven Helt

Tracy Whittaker

1. Call to Order

Debbie Butler called the meeting to order at 5:45 p.m.

2. Introduction of Visitors / Visitor Comments and Questions

None

3. Approval of Minutes from May 10, 2017 regular Board Meeting

Bob Waters made a motion to approve the May 2017 Board of Directors minutes. Nancy Fitts seconded. Motion passed unanimously.

4. Financial Reports

A. May financial statements

Ray Brown reported that May expenses were \$6,777 and total expenses for the year are \$84,678. The net income/profit for the year is \$9,546.47, and the Board has spent 83 percent of budget to date. The total income and equities for the fiscal year are \$48,254.60. Bob Waters motioned to accept the financial statements are presented. Nancy Fitts seconded. Motion passed unanimously.

B. Preservation Conference Expense Report

Jessica Jackson reported that the total cost for the Preservation Conference was \$220.28, which includes registration, gas, tolls and food. Money was saved by not getting a hotel room or paying mileage. Bob Waters made motion to approve the expense report. Ray Brown seconded. Motion passed unanimously.

5. Discussion and possible action regarding a new slate of officers to begin July 1

Lou Flanagan presented the slate of officers beginning July 1 as follows:

President: Debbie Butler
Vice-President: Tim Wantland
Secretary: Lou Flanagan
Treasurer: Bob Waters

Nancy Fitts motioned to approve the slate of officers as presented. Kathy Glover seconded. Motion passed unanimously.

6. Discussion and possible action on the proposed budget for FY1718

Ray Brown presented the proposed FY1718 budget. He reported that the program would not be receiving the \$8000 from CIEDA as in past but that the executive committee felt we would be able to manage with \$82,000 budget. He reported we don't want to keep raising retained earnings and want the dollars to be spent. We still have \$3,000 for façade grants. Budget includes sound system and bump-outs. Lou Flanagan motioned to approve the proposed budget as presented. Ray Brown seconded. Motion approved unanimously.

7. Discussion and possible action on the updated annual agreement and resolution with the City of Claremore

Jessica Jackson presented the annual agreement and resolution with the City of Claremore, noting a few minor changes. If approved, it will go before the City Council on Monday. Ray Brown motioned to approve. Debbie Butler seconded. Motion passed unanimously.

8. Discussion and possible action on the Façade Grant Applications

Ray Brown reported that three applications were submitted to the Economic Vitality Committee. Upon review, the committee recommends one for approval for a \$1,000 matching grant. The other two needed some additional work before completion and consideration. The grant was recommended for Rhapsody Boutique, Salon and Spa to add an awning to its building. A quote for expenses plus a photo were presented with the application. Ray Brown made a motion to approve the grant. Chelsea Mize seconded. Motion passed unanimously.

9. Discussion and possible action on the downtown expansion as defined by the Velocity Group report

Ray Brown reported that he, Jill Ferenc and Jessica Jackson have met to discuss Main Street Program recommendation with regards to our involvement with the project. While the committee has made good progress, it is not quite ready to present. They feel they can either present at special meeting or at the regular August meeting.

10. President's Report

A. Employee evaluation

Debbie Butler reported that the Executive Board has completed their evaluation of the Executive Director, which was generally positive. The summary is in the packet for review. They are recommending a \$500 net bonus and three telecommuting days for the new fiscal year.

B. Board Agreement forms

Debbie Butler reported that the packet includes Board Agreement forms like last year. She asks each Board member to fill one out and return it to Jessica Jackson.

C. Next board meeting: Aug. 9, 2017

11. Executive Director's Report

A. New Businesses

Jessica Jackson reported that a couple of new businesses have opened: Endless Treasurers and Frosted Artesian Cake Studio.

B. Self assessment and annual MS meeting

Jessica Jackson reported the results of the self assessment due to the Oklahoma Main Street Center, and announced that the state liaison would be scheduling a meeting with executive committee and each committee chair for review.

C. Preservation Main Street Conference recap

Jessica Jackson reported that the State Preservation Conference last week was a success, and she got a lot of good information. Main Street committee member Jake Krumwiede also attended the conference. She also reported that she'd recently done a few presentations in the last month, including a lunch Rotary and an evening women's group. Finally, she reported that the Oklahoma Main Street Center Conference would be in Claremore August 1-3 at 320 on Main. The conference will have 50-75 people.

12. Committee Reports

A. EV Committee – Ray Brown

Chairman changes – Ray Brown

Upon Brandon Irby's resignation as committee chair, Ray Brown has agreed to take over as chairman.

National Historic District signage – Ray Brown

Jill Ferenc reported that the National Historic District signage was ordered last week and should arrive mid-August.

CBD Zoning – Ray Brown

Ray Brown reported that the committee has discussed changes to the Central Business District Zoning in length. The CBD Zoning will be separate from the National Historic District, the Main Street District, and the Expanded Downtown District that's proposed. Some confusion exists about "historic district", "main street district", "central business district", and "expanded district". Jill will be concurrently working on city's master expansion plan that coincides.

B. Promotions Committee – Debbie Butler

Debbie Butler reported that the committee has been working on Dickens on the Boulevard with plans for new tours, fundraising opportunities and additional sponsors.

Speakers/Sound System – Debbie Butler

Debbie Butler reported that the committee is still researching ways to pay for downtown speakers.

Website Update – Debbie Butler

Debbie Butler reported that website project has not been finalized yet, but there are hopes for a report in August.

C. Design Committee – Tracy Whittaker

Historic Stones timeline update – Tracy Whittaker

Jessica Jackson reported that we are 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. It was suggested to have the unveiling of markers/pavers along with Historic Registry signage.

Flags Project update – Tracy Whittaker

Jessica Jackson reported that the flags are being altered to address the problems and will be put up again in mid-July.

Corners/bump out redesign – Tracy Whittaker

Jessica Jackson reported that Kyle is still securing quotes and will have an update in August.

D. Organization Committee – Lou Flanagan

Appreciation Event recap – Lou Flanagan

Lou Flanagan reported that committee felt that it was good event and turnout considering severe weather conditions. About 50 people attended. It was moved to 320 on Main as a backup, which worked well. She reported that committee members heard merchants and volunteers say they “felt appreciated”. Expenses were under \$1,000.

Membership Drive – Lou Flanagan

Lou reported total dollars collected to date is \$9,279 not including in-kind contributions. Efforts are still underway. Projection is \$12,000.

Merchant Group Update – Kathy Glover

Kathy Glover reported new officers were elected to begin July 1. (Sheila Giannelli – President, Jeannie Smith – VP, Amy Cannon – Treasurer, and Katrina Pope – Secretary). 1st Saturday Downtown last month honored discounts for Veterans to tie in with a reunion event at Gazebo Park. For July, Claremore Progress dedicated a “sidewalk sale day” so many of the merchants will be participating as part of 1st Saturday Downtown.

Jessica Jackson will be laminating 1st Saturday logos for merchant doors.

Food Truck Thursday update – Kathy Glover

Kathy Glover reported financials for May are in the packet. Sponsorships include \$2,250 plus \$1,000 in in-kind donations. There will be fifteen food trucks coming this month with a “wait list” for others. The next one is June 29 and is Luau themed and includes a dunk tank. Kathy Glover provided sign-up sheet for volunteers. Lou Flanagan indicated city manager recently told her he was impressed with latest Food Truck event. Next meeting is July 27th at 5:30 p.m..

13. New Business

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

Ray Brown brought up bicycle rack sponsorships. Bob Waters and Brenda Reno mentioned a need to clean up weeds and alleys in downtown, and Nancy Fitts suggested a mission group in town could do it potentially. Jessica Jackson reported that Big Tent Day was Aug. 16 and asked if the Board wanted to attend that to recruit volunteers. Jessica Jackson also asked the Board about the Downtown Merchants Association bank account. Members had asked her to see if they could possibly use Main Street's FEI to keep it out of an individual's name. The Board was hesitant and Bob Waters agreed to discuss it with our auditor.

14. Old Business

None

15. Adjourn

Brenda Reno motioned to adjourn the meeting. Lou Flanagan seconded. Meeting adjourned at 7:32 p.m.