

MINUTES
CLAREMORE MAIN STREET, INC. BOARD OF DIRECTORS
Wednesday, January 10, 2018 | 5:30 p.m.
Chamber / Main Street Board Room
419 W. Will Rogers Blvd

IN ATTENDANCE:

Debbie Butler
Lou Flanagan
Bob Waters

Ray Brown
Jill Ferenc
Nancy Fitts
Kathy Glover
Ethan Groff

Chelsea Mize
Sarah Lepak
Tracy Whittaker
Jessica Jackson

ABSENT:

Tim Wantland

Brenda Reno

1. Call to Order

Debbie Butler called the meeting to order at 5:36 p.m.

2. Introduction of Visitors / Visitor Comments and Questions

Debbie Butler introduced Ronnie Bowers, of Hood & Associates, and Sheila Giannelli, president of the Downtown Claremore Merchant Association.

3. Approval of Minutes from the November 1, 2017 special Board meeting

Ethan Groff motioned to approve the minutes as presented. Kathy Glover seconded. Motion passed unanimously.

4. 2016-17 Audit Report by Violet Kirkendall and Ronnie Bowers

Ronnie Bowers presented the annual Audit Report as completed by Hood & Associates. The total assets reported at the end of June 30, 2017, were \$85,935.82. Ray Brown motioned to approve the audit report as presented. Nancy Fitts seconded. Motion passed unanimously.

5. Financial Reports

A. November financial statements

Bob Waters presented the financials for November. Total income was \$13,007.77 with the year-to-date income of \$51,529.29. November expenses totaled \$8,400.38 with a year-to-date expenses total of \$33,462.09. Total equity is \$60,377.96. Ray Brown made motion to accept the financials as presented. Ethan Groff seconded. Motion passed unanimously.

B. December financial statements

In December, the monthly income is \$8,715.37 and for the year is \$60,644.66. December expenses totaled \$8,222.57 and for the year is \$42,084.66. According to the reports, year-to-date expenses are 2.5 percent above budget and income projections mid-year are up 47.7 percent. Nancy Fitts made motion to accept the financials as presented. Sarah Lepak seconded. Motion passed unanimously.

6. Discussion and possible action on a Design Improvement Grant

Design Committee has developed new Beautification & Improvement Grant for business owners, a copy of which is included in the Board packets. They are microgrants of \$75 matching grants for exterior improvements. The committee is requesting board approval for 12 months (\$900), which is \$450 for fiscal year remaining. The committee also requested rights to approve/deny applicants as a committee. Jill Ferenc motioned to approve the grant. Ethan Groff seconded. Motion passed unanimously.

7. Discussion and possible action on the 2018 Main Street Event and Activity Schedule

Promotions Committee submitted a proposed activity calendar for the calendar year including activities promoting business, which replace Cash Mob (Mardi Gras Poker Run, Mother's Day Shopping Event, Boomerang Breakfast Bash and Progressive Dinner). Motion to approve made by Lou Flanagan, seconded by Sarah Lepak. Motion passed unanimously.

8. Discussion and possible action on the February regular Board meeting date

Debbie Butler reported that the next scheduled regular Board meeting was Feb. 14 – Valentine's Day and Ash Wednesday. Sarah Lepak motioned to cancel the regular February Board meeting and institute a special meeting on February 21 at 5:30 p.m. to replace it. Tracy Whittaker seconded. Motion passed unanimously.

9. President's Report

- A. **Board Member of the Year voting**
Voting held confidentially to be tallied by Executive Director and announced at the next Board meeting.
- B. **2017 Crowning Achievement**
Debbie Butler reported that the Board needed to determine a Crowning Achievement for 2017 as a part of the Oklahoma Main Street Center Awards. After some discussion, Food Truck Thursday was the majority favorite.
- C. **Celebration/Meeting Sign Ups**
Debbie Butler passed around a sign up sheet to bring snacks to Board meetings for 2018.
- D. **Next board meeting: February 14, 2018**
Canceled, special meeting scheduled February 21.

10. Executive Director's Report

- A. **Oklahoma Main Street Center Awards & Banquet**
Jessica Jackson reported that she is nominating more than 10 businesses, events or activities for the Oklahoma Main Street Center Awards. The banquet will be held on May 8 in Oklahoma City.
- B. **Chamber Awards Banquet & Gridiron**
Jessica Jackson said she would be attending the Chamber Awards Banquet & Gridiron on January 27 at Rogers State University. Anyone who wants to join her should let her know. We could possibly get a table.
- C. **National Main Street Center Conference**
Jessica Jackson reported that the National Main Street Conference this year is scheduled for March 26-28 in Kansas City, and she and Ethan Groff will be attending.

11. Committee Reports

- A. **EV Committee – Ray Brown**
Jill Ferenc reported that Claremore Comprehensive Plan agreement with Kendig Keast out of Houston was approved by the City Council. The plan will consist of aggressive plans for long-term growth and development. The City is still negotiating the district plans which includes downtown. This will be a 14-month process with a \$200,000 budget.
National Historic District signage – Jill Ferenc
Jill Ferenc and Ray Brown indicated the poles are in and signage should be installed this week. An official unveiling of plaques will need to be scheduled. St. Patrick's celebration was suggested, maybe including a city Proclamation.
CBD Zoning update – Jill Ferenc
Jill Ferenc reported drafts of CBD zoning, establishing an overlay district and historic preservation district and including demolition delay process were still being finalized. It would include a preservation commission to oversee demo delay; it would be a nine-member commission including representatives from Main Street, Historical Society and Planning Commission.
Business Recruitment, Retention and Expansion Plan – Ray Brown
Ray Brown reported that the committee developed a survey for business owners and for the community to find out what public is looking for in downtown and what complementary businesses may be. CIEDA will be partner for the development plan and for business recruitment.
- B. **Promotions Committee – Debbie Butler**
Dickens on the Boulevard profit/loss – Debbie Butler
Debbie Butler reported that Dickens on the Boulevard exceeded expectations on profits, netting \$2,690.
St. Paddy's Day – Debbie Butler
Debbie Butler reported that planning is going well for the St. Paddy's Day events, both of which are scheduled for March 16. Pixley Lumber is the presenting sponsor again this year.
Retail events – Debbie Butler
Discussed previously during Item 7.
Photoshoot update – Debbie Butler
Jessica Jackson reported that DroneWorks was hired to do a photoshoot of downtown in February.
Music on Main update – Debbie Butler

Debbie Butler reported the project was \$550 short to fully use the National Main Street Center grant. Board members are asked to donate and solicit friends. A video is in the works.

C. Design Committee – Tracy Whittaker

Historic Paver & bumpout update – Tracy Whittaker

Tracy Whittaker reported that all pavers are in. The bumpouts are tentatively scheduled for March but the main issue is ongoing maintenance once in. The Fire Department has been asked to help.

Alley improvements – Tracy Whittaker

Tracy Whittaker reported the committee is reviewing next step, including alley clean-up day scheduled for March. John Hammer (famous area artist) may be willing to do mural in alley at low cost or no cost. Some interest from City to clean up electric in alleys so a partnership is in the works. Also, looking into painting boarded up windows.

D. Organization Committee – Lou Flanagan

Downtown Hall meetings – Lou Flanagan

Lou Flanagan reported that Downtown Hall meetings area tomorrow, Friday and Tuesday of next week – grouped by categories. Jessica Jackson will present for 10-15 minutes on what is new with us and what projects we are working on, then remainder is to listen to merchant, business owner concerns, hear ideas, best practices and ask questions. Meetings will be quarterly with the Appreciation Event in May being the second quarter meeting. Approximately, 20 businesses have been invited to each meeting. Feedback thus far seems positive.

Leading Ladies Expo profit/loss – Lou Flanagan

Lou Flanagan reported that the Leading Ladies Expo was successful with \$4,194 net for each organization. Plans are underway for this year, which may include a format change.

Merchant Association update – Sheila Giannelli

Moved to after Item 4. Sheila Giannelli presented this year's activities which included donating the three downtown nonprofits - She Brews, Hope Harbor, Second Impressions (Home of Hope declined); a Santa photo fundraiser; the Giving Back Grant Fund, which accepts applications each month for \$250 grants up to 4 total for the year; Souper Saturday earlier this month that sold out; a new DCMA newsletter; and a donation of \$2,500 as a corporate sponsor to Music on Main.

Food Truck Thursday season profit/loss – Kathy Glover

It was reported that the event has grown and each group netted \$3,320.40 for the year. No wrap up meeting has been possible. The next meeting is Jan. 25 to start planning for next year. Food trucks have already shown interest.

12. New Business

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

Debbie Butler read a letter from Brenda Reno offering her resignation from the Board of Directors.

13. Old Business

Small Business Saturday was reported as a success. About 50 people showed up at She Brews that morning to get bags and enjoy the Shopper Breakfast. The rest of the bags were handed out to businesses. She Brews indicated they made as much back in sales as they donated in free food.

14. Adjourn Business Meeting

Nancy Fitts motioned to adjourn in the meeting. Lou Flanagan seconded. The meeting adjourned at 7:30 p.m.