

SPECIAL MEETING MINUTES
CLAREMORE MAIN STREET, INC. BOARD OF DIRECTORS
Wednesday, February 21, 2018 | 5:30 p.m.
Chamber / Main Street Board Room
419 W. Will Rogers Blvd

IN ATTENDANCE:

Debbie Butler
Tim Wantland
Lou Flanagan
Bob Waters

Ray Brown
Nancy Fitts (electronically)
Kathy Glover
Ethan Groff (electronically)

Sarah Lepak
Chelsea Mize
Jessica Jackson

ABSENT:

Jill Ferenc

Tracy Whittaker

1. Call to Order

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

2. Introduction of Visitors / Visitor Comments and Questions

None

3. Approval of Minutes from the January 10, 2017, regular Board meeting

Ray Brown motioned to approve the minutes as presented. Kathy Glover seconded. Motion passed unanimously.

4. Financial Reports .

A. January financial statements

Treasurer Bob Waters reported that the January income was \$5,538.29, making the total year-to-date as \$63,282.85. January expenses were \$7,670.32 with a year-to-date total of \$46,854.98. Total equity is \$58,738.63. Expenses are currently under budget by \$2,474, and we are ahead of budget/revenue by \$13,954.00. Tim Wantland motioned to accept the financials as presented. Ray Brown seconded. Motion passed unanimously.

5. Discussion and possible action on the General Liability and Directors and Officers Insurance for FY1819

The total cost of General Liability and Directors and Officers Insurance for the next year is \$2,286. Ethan Groff motioned to approve the insurance by Philadelphia through Neely Insurance. Tim Wantland seconded. Motion passed unanimously.

6. Discussion and possible action on a proposal for the Historic District Unveiling Event

The Design and EV committees have discussed a Historic District Unveiling event and settled on April 7. The event would include cake and reception, a tour Tim Wantland and hopefully a city Proclamation. Lou Flanagan made a motion to approve the spending of up to \$200 for event, including cake. Kathy Glover seconded. Motion passed unanimously.

7. Downtown Claremore Merchant Association Report

The DMCA is hosting a 1st Saturday Downtown in March with a Kick Off to Spring event. There is currently a vacancy for Vice-President.

8. President's Report

A. Board Member of the Year

Congratulations to Lou Flanagan – Board Member of the year!

B. Downtown Claremore Merchant Association

Debbie Butler reported that the Executive Committee has met with the DCMA leaders and together they are developing a contract in regards to roles and responsibilities for Food Truck Thursday. The contract will be reviewed and potentially voted on by Board in March.

C. Next board meeting: March 14, 2018

9. Executive Director's Report

A. National Main Street Center Conference

Jessica Jackson reported that she and Ethan Groff would be at the conference in Kansas City, Mo., from March 26-28.

B. Oklahoma Preservation Conference

The Oklahoma Preservation Conference is scheduled for June 6-8 in Tulsa. Jessica Jackson reported that she has been asked to do a presentation on Main Streets on Route 66.

C. City Council Presentation

Jessica Jackson reported that she gave a presentation to City Council in February and was well received. This is done on quarterly basis to keep city and council apprised of activities, events and financial updates.

D. New businesses

Kevin Fortna, CPA, opened his doors downtown this year. New businesses slated to come in include a CrossFit gym, art studio and steakhouse restaurant

E. Social Media update

Jessica Jackson reported that the Main Street Facebook page hit 5,000 followers while others continue to grow as well.

F. Historic preservation efforts

Jessica Jackson reported that she was able to save a historic tin ceiling from a downtown building by working with the property owner for alternatives and educating about the importance of historic preservation.

10. Committee Reports

A. EV Committee – Ray Brown

National Registry building update – Ray Brown

Ray Brown reported that on Feb. 5, Rogers County Commissioners approved the pursuit of a nomination for National Register of Historic Places for the Federal Building in Claremore. Claremore Museum of History will also be considered for the NRHP.

Business Recruitment, Retention and Expansion Plan – Ray Brown

Ray Brown reported that the committee is conducting two surveys, one for residents and one for merchants. He asked that all who have not filled out, please do so. Some of Board members are assisting with obtaining the merchant survey results for those who haven't filled it out.

Entrepreneurship Incentives & Economic Development – Ethan Groff

A subcommittee has been developed to create this plan. They will use data from survey as well as other sources, and report back with recommendations soon.

CBD Zoning update – Jill Ferenc

Jill Ferenc reported that the zoning is coming along and that she hopes to have something for the Board to vote on in March. She is looking at government programs that preserve buildings and reviewing at costs and benefits.

B. Promotions Committee – Debbie Butler

St. Paddy's Day – Debbie Butler

Debbie Butler reported that both events being held March 16 and that planning well underway! Presenting Sponsor is Pixley Lumber. Volunteers needed.

Mardi Gras Poker Stroll recap – Debbie Butler

It ended up being a cold day icy day so there was not a lot of participation but feel successful for first time.

Photoshoot recap – Debbie Butler

We had about 25 people participate, many who aren't otherwise connected with downtown.

Music on Main update – Debbie Butler

We've met 50 percent of our goal! The committee wants to see them in place by the end of the year.

C. Design Committee – Tracy Whittaker

Beautification and Improvement Grant – Tracy Whittaker

The committee approved one application for flowers at Thrift Harbor.

Historic Paver & bumpout update – Tracy Whittaker

Bumpouts are ready to go except we're still trying to review a maintenance plan.

Alley improvements & Clean Up Day – Tracy Whittaker

Alley Clean Up Day is scheduled for Sunday, March 11. Everyone is invited and encouraged to help. Food and beverages will be provided! John Hammer, a famous area artist, may be willing to do mural in alley at low cost or no cost.

Design Guidelines – Tracy Whittaker

A subcommittee is forming with Jake Krumwiede as subcommittee chair.

D. Organization Committee – Lou Flanagan

Downtown Hall meetings – Lou Flanagan

Lou Flanagan reported that we had three Downtown Hall meetings with 30-35 participating. The committee believes they were successful, received good feedback and created a productive dialog. Additionally, Main Street had one new membership sign up from them! The next series scheduled for August.

Membership Drive timeline – Lou Flanagan

Lou Flanagan reported that letters and brochures are being updated for individuals, businesses and downtown merchants. Also, the committee is updating master mailing list. Talk with Lou Flanagan or Jessica Jackson if you have folks to add to list.

Taste of Claremore update – Lou Flanagan

Lou Flanagan indicated event scheduled for Saturday, April 28 and planning is underway.

11. New Business

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

Jessica Jackson indicated that Claremore Day at Capital is Feb. 27, and Main Street will have a booth. Lou Flanagan agreed to assist her. Additionally, Jackson reported there will be a workshop series tomorrow from NE Tech Center for merchants called, "From Good to Great." It will address networking for extended customer base.

12. Old Business

None

13. Adjourn Business Meeting

Tim Wantland motioned to adjourn in the meeting. Debbie Butler seconded. The meeting adjourned at 6:40 p.m.