

SPECIAL MEETING MINUTES
CLAREMORE MAIN STREET, INC. BOARD OF DIRECTORS
Wednesday, March 14, 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
Tracy Whittaker
Jessica Jackson

ABSENT:

Tim Wantland

Sarah Lepak

1. Call to Order

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

2. Introduction of Visitors / Visitor Comments and Questions

Debbie Butler introduced visitor Dorothy Gray and introduced her as an interested citizen.

3. Approval of Minutes from the February 21, 2017, special Board meeting

Nancy Fitts motioned to approve the minutes as presented. Kathy Glover seconded. Motion passed unanimously.

4. Financial Reports .

A. February financial statements

Treasurer Bob Waters reported that February income was \$3,372.61 with a year-to-date total of \$66,655.46. February expenses were \$6,362.30 with a year-to-date of is \$53,222.25. The total equity/net worth is \$55,743.97. Expenses are currently under budget by \$31,342.75, and we are under budget/revenue by \$15,459.54. Ethan Groff motioned to accept the financials as presented. Ray Brown seconded. Motion passed unanimously.

5. Discussion and possible action on the Downtown Claremore Merchant Association partnership

Jessica Jackson and DCMA Food Truck representative Amy Cannon have met to discuss this and will report back with a contract at the April meeting.

6. Downtown Claremore Merchant Association Report

The DMCA is hosting Easter Bunny pictures on March 24 at the Cranberry Merchant. They accepted an application from Thrift Harbor of new planters in their Giving Back Grant. The association plans to partner with Safenet for Walk a Mile in Her Shoes on April 21. Food Truck Thursday planning is coming along with four bands already booked.

7. President's Report

A. St. Paddy's Day volunteers needed

Volunteers are needed. A signup sheet went around.

B. Next board meeting: April 11, 2018

8. 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. Melton is donating a car for transportation.

B. Oklahoma Main Street Center Awards & Banquet

Claremore Main Street is up for five award categories as well as Program of the Year. The categories are: Best New Business, Main Street Tavern; Best Façade Rehabilitation under \$10,000, Rhapsody Boutique & Spa; Outstanding Image Promotion, downtownclaremore.org; Best Premier Event Over 1,000 Attendees, Food Truck Thursday; and Best Sustainable Design, Studio B Artworks. Main Street will also be recognized for the Crowning Achievement – Food Truck Thursday and Board Member of the Year – Lou Flanagan. The winners will be announced on May 8 at the banquet in Oklahoma City. Tickets are \$45 and need to be requested by April 20.

C. Historic Walk Unveiling and Ribbon Cutting

The Historic Walk Unveiling and Ribbon Cutting will take place at 2 p.m. on April 7. It will include cake and a historic walking tour by Tim Wantland.

9. Committee Reports

A. EV Committee – Ray Brown

Ray Brown reported that the Claremore Museum of History (MoH) approved Main Street moving forward with a nomination of the Will Rogers Library to the National Registry of Historic Places. The nomination may or may not include the entire park.

Business Recruitment, Retention and Expansion Plan – Ray Brown

Ray Brown reported that the committee has gathered data from nearly 500 community members to start this project. It will take a while to compile the data since there are a lot of open-ended questions. The committee is still collecting surveys from merchants.

Entrepreneurship Incentives & Economic Development – Ethan Groff

Ethan Groff reported that a subcommittee was formed with Steven Burrus, Liberty Shere and new postmaster Jesse Sixkiller and potentially other members. The purpose is to focus on ways to assist people in getting started in business and the goal is to organize a quarterly forum for people who may be wanting to move downtown – hope to get up and running this year. Long-term projections and ideas include TIF Districts.

CBD Zoning update – Jill Ferenc

Jill Ferenc reported that a subcommittee met few weeks ago to work through details of the zoning with small tweaks including overlay district for downtown to be specific about uses. It also establishes process to create a Historic Preservation overlay and Preservation Commission for future use. The City of Claremore Comprehensive Plan Update has a public event coming up, April 3 at 6 p.m. at Conference Center.

B. Promotions Committee – Debbie Butler

Debbie Butler reported that the next event will be a Mother's Day retail event, but the committee is still working out details. The Pink House will be catering.

St. Paddy's Day – Debbie Butler

The committee is hoping for 500 in the daytime and good turnout at the nighttime event. The event has had good press both from the paper and online and was even named No. 1 St. Paddy's event in Oklahoma.

Music on Main update – Debbie Butler

Debbie Butler reported that the committee is close to raising the full \$25,000 and hope to wrap it up by the St. Paddy's Day Party on March 16. The goal is to have it implemented by late 2018.

C. Design Committee – Tracy Whittaker

Beautification and Improvement Grant – Tracy Whittaker

None submitted.

Bumpout update – Tracy Whittaker

Jessica Jackson reported that the committee is still coming up with a maintenance plan and are considering working with merchants as a possibility.

Alley improvements & Clean Up Day – Tracy Whittaker

Jessica Jackson reported that they hosted an Alley Clean Up Day on March 11 and it was well attended with more than 25 volunteers, many of which haven't volunteered for Main Street in the past. The committee is also compiling and reviewing the alley surveys.

Design Guidelines – Tracy Whittaker

A subcommittee is forming with Jake Krumwiede as subcommittee chair.

D. Organization Committee – Lou Flanagan

Membership Drive timeline – Lou Flanagan

Lou Flanagan reported that letters and brochures are being updated for individuals, businesses and downtown merchants. The committee is also updating master mailing list. Mailing is scheduled for early June and the committee will be asking for assistance to prepare mailings.

Appreciation Event planning – Lou Flanagan

Lou Flanagan reported that the Appreciation Event was scheduled for May 17 at 320 on Main, catered once again by Pink House. Fun prizes will again be given. In all, they are expecting more than 100 people. Also invited are key city people and all Main Street partners.

Taste of Claremore update – Lou Flanagan

Lou Flanagan indicated event scheduled for Saturday, April 28 and planning is underway. The goal is to have 20-25 food and wine vendors in downtown stores. Tickets sell out usually. The event is from

6-9 p.m. and will have a silent auction as needed with a goal for \$1,000 from auction. Donations accepted.

10. New Business

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

Jessica Jackson reported that Jeremy Zeller from State Main Street Center will be in town on March 21 and meeting with the EV Committee and merchants.

11. Old Business

None

12. Adjourn Business Meeting

Lou Flanagan motioned to adjourn in the meeting. Kathy Glover seconded. The meeting adjourned at 6:54 p.m.