

MEETING MINUTES
CLAREMORE MAIN STREET, INC. BOARD OF DIRECTORS
Wednesday, April 11, 2018 | 5:30 p.m.
Chamber / Main Street Board Room
419 W. Will Rogers Blvd

IN ATTENDANCE:

Debbie Butler
Tim Wantland
Bob Waters

Ray Brown
Jill Ferenc
Nancy Fitts
Kathy Glover

Ethan Groff
Chelsea Mize (electronically)
Tracy Whittaker
Jessica Jackson

ABSENT:

Lou Flanagan

1. Call to Order

Debbie Butler called the meeting to order at 5:31 p.m.

2. Introduction of Visitors / Visitor Comments and Questions

None.

3. Approval of Minutes from the March 14, 2018, regular Board meeting

Bob Waters motioned to approve the minutes as presented. Tracy Whittaker seconded. Motion passed unanimously.

4. Financial Reports .

A. March financial statements

Treasurer Bob Waters reported that the March income was \$6,622.02 with a year-to-date total of \$73,277.48 with three months left to go. March expenses were \$10,664.24 with a year-to-date of \$63,906.88. The total equity/net worth is \$52,081.36. Nancy Fitts motioned to accept the financials as presented. Tim Wantland seconded. Motion passed unanimously.

B. National Main Street Center Conference expense reports

Jessica Jackson presented the expense report from the National Main Street Center Conference for review.

5. Discussion and possible action on the Downtown Claremore Merchant Association partnership & Food Truck Thursday contract

Jessica Jackson presented the proposed contract between the Downtown Claremore Merchant Association (unincorporated) and Claremore Main Street, Inc., regarding Food Truck Thursday. Ray Brown motioned to approve the contract as written. Tim Wantland seconded. Motion passed unanimously.

6. Discussion and possible action on the proposed updates to the CBD Zoning and overlap districts

Jill Ferenc presented proposed updates to the Central Business District Zoning, the creation of a downtown overlay district and the formation of a Historic Preservation Commission in preparation of a historic overlay district. She reviewed highlights from the proposed ordinances, including uses by right, special exception and restricted within the district. The Historic Preservation Commission would help protect historic structures throughout town and would be a governing body for any Historic Overlay Districts in the future. Bob Waters motioned to hold any voting until next meeting after the Board had more time to review the ordinances and changes in depth. Tracy Whittaker seconded. Motion passed unanimously.

7. Downtown Claremore Merchant Association Report

Kathy Glover reported that the DCMA has been focusing on Food Truck Thursday and is currently reviewing ideas for 1st Saturday Downtown in May.

8. President's Report

A. Officers nominating committee

Debbie Butler reported they are currently looking for next year's slate of officers. Those interested in pursuing an office or being on the nominating committee should let her know.

B. Committee budget items

In preparation for next year's budget, each committee should come up with their projects for next year and any items they request be included in the budget to provide to officers by the May Board meeting.

C. **Director evaluation**

Debbie Butler reported an evaluation will be given to the Executive Director to self-evaluate. In addition, the Executive Board also will be evaluating her.

D. **Next board meeting: May 9, 2018**

9. **Executive Director's Report**

A. **National Main Street Center Conference recap**

Jessica Jackson reported that she and Ethan Groff attended the conference in Kansas City, Mo., from March 26-28. During that time, Jessica Jackson spoke briefly during a presentation regarding the way we raised money for the Music on Main project. Each came away with lots of good information.

B. **Historic Walk Unveiling and Ribbon Cutting recap**

The Historic Walk Unveiling and Ribbon Cutting took place April 7. It was a cold day weather-wise but about 30 people attended. It included a Proclamation from the City of Claremore, a Certificate from the State of Oklahoma, a ribbon cutting from the Chamber of Commerce and the actual unveiling of one of the plaques. Cake was provided, and Tim Wantland led a historic walking tour.

C. **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.

D. **Food Truck Thursday update**

Jessica Jackson reported that progress is coming along on Food Truck Thursday. All the themes have been established, and Kathy Glover has booked all the entertainment.

10. **Committee Reports**

A. **EV Committee – Ray Brown**

Business Recruitment, Retention and Expansion Plan – Ray Brown

Ray Brown reported that Kaleigh Hossack and John Feary of CIEDA were proceeding to draft a BRRE Plan based on the survey data. Ray Brown said he was working with an RSU professor to analyze the open ended questions with word clouds.

Entrepreneurship Incentives & Economic Development – Ethan Groff

Ethan Groff reported the County Assessor has agreed to be a part of the subcommittee, which has concluded the subcommittee recruiting. A meeting will be scheduled for next month.

City of Claremore Comprehensive Plan – Jill Ferenc

Jill Ferenc reported the first community input meeting has taken place with about 60 people in attendance, and they're in the data-gathering process right now. The final draft should be done by January, but there will be a fall milestone for the community to review. It's looking positive to budget for a downtown sub-area plan next year.

B. **Promotions Committee – Debbie Butler**

St. Paddy's Day recap & prelim profit/loss – Debbie Butler

Preliminary profit/loss statements were included in the Board packets. The committee has already began talking about next year and are planning an event on St. Patrick's Day (a Sunday) next year, potentially partnering with J. Farley's.

Music on Main update – Debbie Butler

Debbie Butler reported that the money has been collected, but it will be a month or so until it's in hand. The goal is to have them up and running by Dickens on the Boulevard in November.

Mother's Day event (May 10) – Debbie Butler

Debbie Butler reported that the committee is working on a May 10 Mother's Day event, which will be a brand new shopping event for the whole family.

Marketing Strategy and Plan – Debbie Butler

Debbie Butler reported that the committee is hosting a marketing strategy session with the Oklahoma State Main Street Center at 10:30 a.m. April 25 in Claremore. The Promotions Committee is invited

as well as representatives from the Board, City of Claremore, Visit Claremore, local media organizations and merchants.

C. Design Committee – Tracy Whittaker

Bumpout update – Tracy Whittaker

Jessica Jackson reported that the committee is still coming up with a maintenance plan, but that she and Kyle Clifton would be meeting with Leading Edge Lawn Care on Friday to discuss a partnership.

Alley improvements & Clean Up Day recap – Tracy Whittaker

Jessica Jackson reported that 25-30 people showed up for the Alley Clean Up Day.

Design Guidelines – Tracy Whittaker

Jessica Jackson reported that the subcommittee met today to begin work on the design guidelines. They set the boundaries from railroad to railroad and 5th Street to Patti Page Boulevard.

D. Organization Committee – Lou Flanagan

Membership Drive timeline – Lou Flanagan

Jessica Jackson reported that the brochures are being designed. They are shooting to go out in early June.

Appreciation Event planning and update (May 24) – Lou Flanagan

Jessica Jackson reported the Appreciation Event will be from 5:30-7:30 p.m. May 24 at 320 on Main. Catering will be provided by The Pink House. If anyone has recommendations for awards, please see Jessica Jackson, Lou Flanagan or Debbie Butler.

Taste of Claremore update (April 28) – Lou Flanagan

Jessica Jackson reported that posters were out and the committee was still looking for silent auction items. Tickets are on sale now.

11. New Business

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

None

12. Old Business

None

13. Adjourn

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