

**MEETING MINUTES**  
**CLAREMORE MAIN STREET, INC. BOARD OF DIRECTORS**  
**Wednesday, May 9, 2018 | 5:30 p.m.**  
**Chamber / Main Street Board Room**  
**419 W. Will Rogers Blvd**

**IN ATTENDANCE:**

Debbie Butler  
Lou Flanagan  
Tim Wantland

Ray Brown  
Jill Ferenc  
Nancy Fitts

Kathy Glover  
Ethan Groff  
Jessica Jackson

**ABSENT:**

Bob Waters  
Sarah Lepak

Chelsea Mize  
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 April 11, 2018, regular Board meeting**

Nancy Fitts motioned to approve the minutes as presented. Ethan Groff seconded. Motion passed unanimously.

**4. Financial Reports .**

**A. April financial statements**

April income was \$4,874.38 and YTD is \$78,155.82. April expenses were \$5,418.45 and YTD is \$69,925.33. Expenses are currently under budget by \$15,640, and we are under budget/revenue by \$3,959. Total equity/net worth is \$51,019.03. Ethan Groff motioned to accept the financials as presented. Nancy Fitts seconded. Motion passed unanimously.

**5. Executive Session**

**A. Executive session to discuss the employee performance, evaluation and compensation of the Executive Director**

**6. Discussion and possible action employee performance, evaluation and compensation of the Executive Director**

Jessica Jackson received an excellent performance evaluation for her leadership and program accomplishments during FY 2018. The executive committee is recommending a 10 percent raise based on current salary effective July 1, 2018. Tim Wantland made a motion to accept the executive committee's recommendation. Kathy Glover seconded. Motion passed unanimously.

**7. Discussion and possible action on the proposed CBD Zoning and overlay districts**

Jill Ferenc explained the highlights for the proposed CBD Zoning and overlay districts. Added a line under Demolition Requests that specify structural issues could approve delay. Under Preservation Commission, adding "real estate broker or economic development professional" as one of the professional members. Ray Brown suggested adding a one-year term to initial "length of terms" with one of the property owners and one of the other two-year term professionals. Under Powers and Duties, adding recommendation of National Register of Historic Places. Under Downtown Special Overlay District, adding some prohibited uses. Nancy Fitts made motion to approve for recommendation to Planning Commission. Ray Brown seconded. Motion passed unanimously.

**8. Discussion and possible action on Music on Main speaker quote by StreetSounds**

Invoice presented from AIRNETIX, LLC for \$25,300 for speaker system with 50 percent due on order and the balance upon shipping/installation. Ray Brown suggested we have installer here for extra day to make sure it's installed and performing to our satisfaction. Ray Brown made a motion to approve the quote with an extra day added. Kathy Glover seconded. Motion passed unanimously.

**9. Downtown Claremore Merchant Association Report**

Kathy Glover reported that the DCMA was gearing up for Food Truck Thursday, which starts May 31. She asked for volunteers and passed around a volunteer sheet.

## 10. President's Report

### A. Nominating Committee's slate of officers

Debbie Butler reported the proposed slate of officers include: Lou Flanagan, President; Ethan Groff, Vice President; Bob Waters, Treasurer; and Nancy Fitts, Secretary.

### B. Committee priority lists

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. Next board meeting: June 13, 2018

## 11. Executive Director's Report

### A. Oklahoma Main Street Center Awards & Banquet

Jessica Jackson reported that Claremore Main Street was nominated for five categories and came home with one first-place vote for Best Premier Special Event Over 1,000 Attendees for Food truck Thursday.

### B. New businesses

Jessica Jackson reported the following new businesses within the Main Street District:

- Art Nest Boutique & Studio (322 W. Will Rogers Blvd.)
- Coleman Antiques (404 W. Will Rogers Blvd.)
- CrossFit Parts Unknown (321 W. Will Rogers Blvd.)
- Coming Soon: Blooms on the Boulevard and Does Eat Place

### C. Food Truck Thursday update – starts May 31

See Item 9.

### D. Oklahoma Preservation Conference – June 6-8

Jessica Jackson reported that she will be attending the Oklahoma Preservation Conference in Tulsa on June 6-8 and will be presenting about Main Streets on Route 66. Board members are encouraged to attend as well.

## 12. Committee Reports

### A. EV Committee – Ray Brown

Business Recruitment, Retention and Expansion Plan – Ray Brown

Ray Brown reported that John Feary and Kaleigh Hossack are working on this based on survey results. By August meeting, he should have all the data available in a more final draft.

He reported the committee was also working on changing Façade Grant to have special emphasizes to hopefully entice more people to make use of them.

Entrepreneurship Incentives & Economic Development – Ethan Groff

No updates

City of Claremore Comprehensive Plan – Jill Ferenc

Jill Ferenc reported that the More Family Mailbox Initiative has been going well, asking "what is needed most in Claremore?" and soon releasing online questionnaire. She said there was a hearing on City Budget on May 21 to approve the budget, which includes funding for a sub-area plan for downtown Claremore.

### B. Promotions Committee – Debbie Butler

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

Debbie Butler reported that the committee is hosting a new Mother's Day event with Pink House catering.

She also reported that the committee held a special Cash Mob for Waterfront Frame & Art as a going out of business assistance. About 25 people attended.

Marketing Strategy and Plan – Debbie Butler

Debbie Butler reported that the committee hosted Tamara Price and Kelli Yaden from Oklahoma Main Street come and brainstorm on marketing/advertising plan. The brainstorming group included several representatives from merchants, city staff, property owners, etc. Now, the committee is working on development plan.

### C. Design Committee – Tracy Whittaker

Bumpout update – Tracy Whittaker

Jessica Jackson reported that Claremore Main Street has received a bid from a local landscaping company who is willing to maintain the bumpouts. Jill Ferenc and Kyle Clifton will be meeting with Jim Thomas to discuss the proposal.

Design Guidelines – Jessica Jackson

Jessica Jackson reported that the subcommittee has begun creating the Design Guidelines template and is hoping to have a first draft in a couple of months.

**D. Organization Committee – Lou Flanagan**

Membership Drive timeline – Lou Flanagan

Lou Flanagan reported that the membership drive was still going well with mailing planned for early June. The goal is to bring in \$18,000-20,000 from the campaign.

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

Lou Flanagan 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. The committee is expecting about 100 people including volunteers, merchants, partners and City officials.

Taste of Claremore recap and prelim profit/loss – Lou Flanagan

Lou Flanagan reported that Taste of Claremore went well with about 400 tickets sold. The preliminary profit/loss shows that each partner organization – Main Street and Claremore Chamber – will get close to \$3,000 net profit.

**13. New Business**

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

Nancy Fitts announced that her last day with the Claremore Chamber of Commerce is Friday. She will remain on the Main Street Board.

**14. Old Business**

None

**15. Adjourn**

Ethan Groff motioned to adjourn in the meeting. Nancy Fitts seconded. The meeting adjourned at 7:00 p.m.