**MINUTES**

**CLAREMORE MAIN STREET, INC. BOARD OF DIRECTORS**

**Wednesday, January 11, 2017 | 5:30 p.m.**

Chamber / Main Street Board Room

419 W. Will Rogers Blvd

**IN ATTENDANCE:**

Debbie Butler

Tim Wantland

Ray Brown

Lou Flanagan

Jill Ferenc

Nancy Fitts

Steven Helt

Chelsea Mize

Brenda Reno

Bob Waters

Tracy Whittaker

Jessica Jackson

**ABSENT:**

Kathy Glover

Barb Stelzer

1. **Call to Order**

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

1. **Introduction of Visitors / Visitor Comments and Questions**

There were no visitors or public comments.

1. **Approval of Minutes from November 9, 2016 regular Board Meeting**

Nancy Fitts made a motion to approve the November 9, 2016 Board of Directors minutes. Tracy Whittaker seconded. Motion passed.

1. **Financial Reports**
2. **November financial statements**

Ray Brown reported total income was $9,163.61 with expenses of $7,459.93. Year-to-date income is $42,111.86. The City has made both its monthly payments and is current. Membership goal is met for this fiscal year with more anticipated prior to July 1, 2017. Total assets are $49,044.11. Bob Waters made a motion to accept the financials as presented. Lou Flanagan seconded. Motion passed.

1. **December financial statements**

Total income for the month of December is $4,916.88 with expenses of $5,855.56 and a net income of (- $938.58). In calculating mid-year, income exceeds 50 percent and expenditures are less than 50 percent. The total income for the year to date is $47,018.74 and total expenditures are $37,297.44. Bob Waters made motion to accept the financials as presented. Jill Ferenc seconded. Motion passed.

1. **President’s Report**
2. **Update on Employee Handbook**

Debbie Butler reported the Employee Handbook is near completion and should be ready by next board meeting for final review.

1. **Next Board Meeting: February 8, 2017**
2. **Executive Director’s Report**
3. **Claremore Day at the Capitol**

Jessica Jackson reported Claremore Day at the Capitol is Monday, February 13, and Claremore Main Street will be attending and have a table display. She asked for interested volunteers to help with the exhibit. This is a day where Claremore businesses and organizations showcase Claremore at the Capitol and lunch is provided for legislatures. It is hosted by the Claremore Chamber. Let the director know if you can attend.

1. **Upcoming Main Street Conferences**

May 1-3 is National Main Street Conference in Pittsburgh, Penn. Jessica Jackson will be attending. She asked if anyone would like to attend to please let her know. Jessica also informed board that Claremore has been accepted to host the State Main Street Conference August 1-3. Approximately 40-60 people will be in attendance and this will be a good opportunity to showcase Claremore! We will ask for everyone’s support with this event. Details still undecided, and Jessica Jackson will be searching for meeting space.

1. **Accreditation Standards**

We have been accredited by Main Street America for the 2016 fiscal year. Recommendations included being sure the Board of Directors were familiar with the mission statement, implementing design guidelines, reviewing by-laws. It was suggested that the Economic Vitality committee be more active, which could include statistics on the business makeup of downtown.

1. **OMSC Awards**

These state awards are due January 27, and Jessica Jackson asked for suggestions in different categories to be submitted to her ASAP. Last year, North Block Common and Burlap won in respective categories. It was suggested we submit a Board Member of the Year nomination and the National Historic Registry accreditation as the Crowning Achievement.

1. **Claremore Collective – Downtown Development**

Jessica Jackson relayed that several Main Street Board Members (Ray Brown, Debbie Butler, Lou Flanagan, Jill Ferenc and herself) traveled to Bentonville, Ark., in November to look at their downtown development as part of the Claremore Collective’s initiative for downtown development. She also informed board that the Chamber Gridiron is January 28 and would like for several board members to attend if possible.

1. **Committee Reports**
2. **ER Committee – Ray Brown**

National Historic District Update – Ray Brown

Ray Brown reported that Main Street is hosting a historic tax credit workshop on January 19 from 9 a.m.-12 p.m. at Northeast Technology Center. The State Historic Preservation Office will be on hand to present information and answer questions regarding the state and federal tax credits. Anyone is welcome, particularly property owners in the Historic District who would like more information on how this tax credit could be beneficial as they plan to rehabiliate.

Parking Study Update – Ray Brown

A draft was included in the packet. Ray Brown reported that the study observed all parking spaces at five different times during the day on three days in October. Volunteers recorded license plates of car parked in any given spot at those times. The average rate of occupancy is 52.3 percent. Certain times and certain areas were congested. On Missouri, one time it was more than 100 percent due to an illegally parked car. The parking occupancy varied quite a bit by day and by street. During the three-day period, 114 cars – or 15 percent - were parked for four of the five times. It pointed out how many merchants parked on the side streets to avoid parking on Will Rogers Boulevard. The study’s major purpose was to establish a bench mark and where we (collectively) go from here.

1. **Promotions Committee – Debbie Butler**

Dickens on the Boulevard – Debbie Butler

Debbie Butler reported the profit and loss for Dickens on the Boulevard. In total, the event netted $605.

St. Paddy’s Day – Debbie Butler

Debbie Butler reported that both the Bangers and Mash Lunch and the St. Paddy’s Day Party will be on the same day: Friday, March 17 (actual St. Patrick’s Day). Main Street Tavern is partnering with us for the evening event. Pixley’s Lumber has agreed to be presenting sponsor.

Speakers/Sound System – Debbie Butler

Debbie Butler reported that the Promotions Committee has been gathering information and bids for the possibilities for this project. A committee meeting will be January 29 to further discuss. Lou Flanagan mentioned that Dewey, Okla., has music and sound in their downtown, which might be good to inquire about.

1. **Design Committee – Tracy Whittaker**

Historic Stones Project – Tracy Whittaker

Tracy Whittaker reported that pavers are in, but the committee and City will need to waiting on warmer weather to install. There are 12 historic pavers to be placed in front of selected historic buildings.

Flags Project – Tracy Whittaker

Tracy Whittaker reported that the committee still needs to address the issues with the torn grommets and the flags wrapping to see if the project can be salvaged.

1. **Organization Committee** – Lou Flanagan

Lou Flanagan reported that other projects include an online donation system, which is operational but hasn’t been used yet, and welcome packets for new merchants beginning this month. The packets give new businesses information about Main Street as well as events happening in downtown Claremore. The committee is also working on a volunteer appreciation event on May 11 at the Gazebo Park. The event will include merchants, members, City and CIEDA personnel and volunteers. The committee will have more details by the February meeting.

Membership Drive – Lou Flanagan

Lou Flanagan reported that the committee has been meeting monthly and working on 2017/2018 membership timeline, including updating membership list, brochures and letters. The drive will start in May.

Ladies Lifestyle – Lou Flanagan

Financials for the Ladies Lifestyle event still are not finalized as two sponsor checks were still outstanding. The Chamber has issued Main Street’s portion of $2,733 excluding the outstanding checks. When the checks arrive, they will issue another check, and Main Street can expect an additional $312.50.

Merchant Group Update – Kathy Glover

Kathy Glover was not present, no report.

Food Truck Thursday monthly profit/loss – Kathy Glover

Monthly profit/loss statements were included in the packet but no report was given.

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

None

1. **Old Business**

None

1. **Adjourn**

Lou Flanagan made a motion to adjourn. Nancy Fitts seconded. The meeting adjourned at 6:45 p.m.