**MINUTES**

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

**Wednesday, February 8, 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

Kathy Glover

Chelsea Mize

Brenda Reno

Bob Waters

Tracy Whittaker

Jessica Jackson

**ABSENT:**

Steven Helt

Barb Stelzer

1. **Call to Order**

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

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

Davis Johnson with the Burrows Agency was introduced as a guest.

1. **Approval of Minutes from January 11, 2017 regular Board Meeting**

Nancy Fitts made a motion to approve the January, 2017 Board of Directors minutes. Tracy Whittaker seconded. Motion passed.

1. **Discussion and possible action regarding a volunteer appreciation budget for the Organization Committee**

Lou Flanagan made request for financial support for proposed May 11 Volunteer Appreciation event for estimated 125 people. The committee proposes a baked potato bar, dessert and drinks for key volunteers, city council, key city folks, legislators, Main Street members and merchants. The bids so far are averaging of $10/$11 per person, and music is still pending. The committee is asking for up to $2,000 for the event. Bob Waters made motion for $2,000 to be allowed on event. Brenda Reno seconded. Motion passed.

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

Ray Brown reported the total income for January was $6,686.85 with expenses of $5,278.67 for a net income of $1,408.18. The year to date income is $53,705.59 with expenses of $42,576.11, netting $11,129.480 on the fiscal year. Total assets are $49,168.11. Nancy Fitts made a motion to approve 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 still pending.

1. **Employee Evaluation**

Debbie Butler reporter that the executive committee has met and decided to revisit the format of current evaluation to better address and meet needs of executive director. More information will be available by the next meeting.

1. **Board Member of the Year**

Debbie Butler announced Ray Brown was chosen as the Board Member of the Year! Congratulations Ray! He has put a lot of hard work into Board projects and was instrumental in getting downtown Claremore on the National Register for Historic Places. He will be recognized at the annual Oklahoma Main Street Center Awards Banquet will be May 9 in Oklahoma City.

1. **Next board meeting: March 8, 2017**
2. **Executive Director’s Report**
3. **Claremore Day at the Capitol**

Jessica Jackson reported Claremore Day at the Capitol is Monday, February 13th 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 organizations and businesses get to showcase Claremore at the Capitol, and lunch is provided for legislatures. It is sponsored by Claremore Chamber.

1. **OMSC visited Claremore**

Jessica Jackson reported that two of the folks from the Oklahoma Main Street Center came out recently and met with eight of our downtown businesses to offer business and interior design advice and assistance. Some of the store owners got more out of the visit than others, depending on what questions they had and the type of business they are. It was free to the business as well as to the organization; it’s one of the perks of being a Main Street community.

1. **Claremore Collective – downtown development**

The downtown development initiative by the Claremore Collective will be entering Phase II. They are working on getting a speaker to Claremore in March to host focus groups and develop a downtown master plan.

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

Ray Brown reported that the committee wants to use the OMSC architect to help come up with a historic preservation plan for the district. Additionally, the committee would also like to find financial incentives for building owners for architectural assistance to help get people up and going. The overall plan would include streetscape, parking, buildings, etc.

National Historic District signage – Ray Brown

Jill Ferenc said the city budget meetings are in the coming weeks and that she will propose signage in the budget for next year. The idea was tossed around to use a big event, like Food Truck Thursday, to launch the new signage. Bids are about $2,000 each, and we’re proposing two signs, one at each end of the district. Ray Brown added that he’d like to see a sign on the interstate but thinks the city would have to propose that to different folks. Jill Ferenc said she would make that request to the city.

Parking Study update – Ray Brown

The parking study, a collaborative process with CIEDA and City of Claremore, is finished. The major purpose was to establish a bench mark of where we are to look at where we go from here. The study was conducted two hours from 9:30 a.m.-5:30 p.m. on three separate days. It included 253 public parking spaces. Utilization rate was 52.3%. At given times on given streets, there is a pinch, however within a block or two, there is parking. Highest by day is Thursday at 68.2%. Highest time is 11:30 a.m. at 68.4%. Highest parking usage was Missouri Street at 68.1%. Parking planners consider 80% the ideal threshold for parking. Missouri is affected by Main Street Tavern parking, which has created some of the high occupancy rates. The study also looked at all-day parking, which consisted of 14% of the total public parking usage. For example, on Cherokee Street on Thursday, 25% were parked for six or more hours, however Muskogee Street was highest at 35.9%. Some of the private lots are extremely full and others are not. If we can shift some things so private lots are fuller, we open parking in public. Parking Study recommendations are listed on the final page. Ray Brown and Jessica Jackson are presenting study to City Council on February 20.

1. **Promotions Committee – Debbie Butler**

St. Paddy’s Day – Debbie Butler

Debbie Butler reported that the St. Paddy’s Day events are scheduled for Friday March 17. In all, there are $2,000 in sponsorships, plus in-kind sponsorships – including Pixley’s Lumber as the presenting sponsor, Eason Collision as the stage sponsor and Walke Bros and Boomarang donating food and supplies. Main Street Tavern is partnering with us for the evening event.

Speakers/Sound System – Debbie Butler

Debbie Butler reported that the committee still researching downtown speakers. Bids have come in from $28,000-$120,000, so it’s not a short-term project.

1. **Design Committee – Tracy Whittaker**

Tracy Whittaker reported that the committee has begun brainstorming new projects.

Historic Stones Project – Tracy Whittaker

Tracy Whittaker reported that the pavers are in and waiting on warmer weather to install. There are be 18 historic pavers to be placed in front of selected historic buildings, and the committee will work with City to install.

Flags Project – Tracy Whittaker

Tracy Whittaker reported that he plans to modify the flags in the next few weeks and test to see if they can solve the issues we’ve had.

1. **Organization Committee** – **Lou Flanagan**

Lou Flanagan reported that there’s new Main Street signage on the building. The committee has also completed welcome packets to be delivered to new merchants. The volunteer appreciation event was discussed previously.

Membership Drive – Lou Flanagan

Lou Flanagan indicated the committee is meeting monthly working on 2017-2018 membership drive timeline, updating membership list, brochures and letters. The goal is to send mailings and deliver downtown district in May.

Merchant Group Update – Kathy Glover

Kathy Glove reported that there was a good turnout and successful Souper Saturday event in January. In all, they sold about 90-95 tickets.

Food Truck Thursday update – Kathy Glover

Kathy Glover reported that plans were underway for Food Truck Thursdays, held the last Thursday of each month in the summer. The first Food Truck event is May 25 and the group will partner with the City and the rodeo again. There was change in leadership, which includes Kathy as the chairwoman.

1. **New Business**

Jessica Jackson reported that Neely Insurance has gotten a rebid at lower cost for our insurance with Philadelphia. It was recommended we switch to Philadelphia. Ray made motion to accept the new insurance. Kathy Glover seconded. Motion passed.

1. **Old Business**
2. **Adjourn**

Tim Wantland made a motion to adjourn the meeting. Nancy Fitts seconded. The meeting was adjourned at 6:47 p.m.