**MINUTES**

**CLAREMORE MAIN STREET, INC.**

**BOARD OF DIRECTORS**

**Wednesday, March 8, 2017 | 5:30 p.m.**

Chamber / Main Street Board Room

419 W. Will Rogers Blvd

**IN ATTENDANCE:**

Debbie Butler

Ray Brown

Jill Ferenc

Nancy Fitts

Kathy Glover

Chelsea Mize

Brenda Reno

Bob Waters

Tracy Whittaker

Jessica Jackson

**ABSENT:**

Lou Flanagan

Tim Wantland

Steven Helt

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**

Debbie Butler introduced Violet Kirkendall of Hood & Associates CPAs.

1. **Approval of Minutes from the February 8, 2017 Board meeting**

Nancy Fitts motioned to approve the minutes from the February 8, 2017 Board meeting as written. Kathy Glover seconded. Motion approved.

1. **2015-2016 Audit report by Violet Kirkendall**

Violet Kirkendall presented the independent auditor’s report for the fiscal year ending June 30 2016. The current assets included $40,966.91 plus fixed assets and an overall net income of $11,159.01. As in the past, the report found deficiencies in receipts and in reporting depreciation. Bob Waters motioned to accept the audit report as presented. Brenda Reno seconded. Motion approved.

1. **Financial Reports** 
   1. **February financial statements**

Ray Brown reported that the total income for February was $8,292.45 with total expenses of $5,216.84 for a net income of $3,075.61. With two fundraising events left, we’ve hit 81.34 percent of the total income projected for the year, while on expenses, we’ve spend 63.2 percent of the budget for the year. The year-to-date net income is $13,810.09, and the Board may consider putting some money into a CD. Bob Waters motioned to accept the financial statements as presented. Jill Ferenc seconded. Motion passed.

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

Debbie Butler reported that the Employee Handbook is almost done. The executive committee will look over it once more and present it the Board at the next meeting.

* 1. **Employee evaluation**

Debbie Butler reported that an official employee evaluation is available for any Board members who want to do one. Each committee chair will do a short one about that specific committee. Additionally, Jessica Jackson will fill out the evaluation as well. The executive committee will go over the evaluation with the director.

* 1. **Next board meeting: April 12, 2017**

1. **Executive Director’s Report**
   1. **OMSC Awards**

Jessica Jackson reported that Claremore was up for four awards – Best Premier Event, Food Truck Thursday; Best Façade Rehabilitation over $10,000, MST Claremore; Best Façade Rehabilitation under $10,000, Barron Law Firm; Best Adaptive Reuse, MST Claremore – at this year’s Oklahoma Main Street Center Awards Banquet on May 9 in Oklahoma City. Tickets are $45 per person. Those who want to go must RSVP and pay by April 14. The Board decided to offer free tickets to the Mayor and his wife, the City Manager and his wife and our legislators.

* 1. **New businesses**

Jessica Jackson reported that several new businesses have opened downtown, including Fabulash, Twine & Thread and 320 on Main, which will likely be hosting the Oklahoma Main Street Conference in August.

* 1. **Winterfest**

Jessica Jackson reported that the City is working on a Winterfest this year at the Expo Center. It will kick off after the Christmas Parade and go through the New Years Eve Bash on Thursday and Friday nights and Saturday and Sunday days. Jessica Jackson has been asked to be on the committee. They are looking for local organization to sponsor nights. Board members suggested getting a trolley downtown and having Dickens-style window sitters and a progressive hot cocoa tour.

* 1. **Claremore Collective – downtown development**

Jessica Jackson reported that the Claremore Collective’s Downtown Development initiative will have Tedx speaker Dan Hintz of Velocity Group in town on Thursday and Friday and he will report his findings by late April.

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

Ray Brown reported that the EV committee met the day before to discuss signage, regulations on the Central Business District and façade grants.

National Historic District signage – Ray Brown

Jill Ferenc reported that she has four quotes for National Historic District signage and has reached out to two Oklahoma companies as well. Prices and sizes vary, but are around $3,000 total. She will have recommendations and options at the April meeting. Additionally, she is working with the Turnpike Authority to try to get a sign on the turnpike, but that will require a traffic study.

Façade grant/incentive program – Ray Brown

Ray Brown reported that the committee reviewed a number of façade grants other Main Street communities have plus one Claremore used to have, and will be building an application that combines the aspects we like from them. We’re planning three $1,000 matching grants on fiscal year with a rolling deadline every quarter. Since the committee would like to get this application out as soon as possible, Ray Brown motioned to allocate $3,000 of this fiscal year’s budget to go to his program. Jill Ferenc seconded. Motion approved.

Ray Brown also reported that the committee discussed zoning for the Central Business District, which was a major priority two years ago but was put on hold while Main Street went through the National Register of Historic Places process. The next steps are to review a sample of the zoning regulations and the one previously worked on.

Ray Brown also reported that the Parking Study was presented to the City Council, which went well and the council was engaged. He said he already started a conversation with RCB regarding their parking lots.

* 1. **Promotions Committee – Debbie Butler**

St. Paddy’s Day – Debbie Butler

Debbie Butler reported that the St. Paddy’s Day events are going well, and that a volunteer sign up sheet will be going around. The event will include a raffle for three baskets. We will have the normal Pot-O-Gold Giveaway but are including $25 Green Bucks in two t-shirts to help encourage t-shirt sales. The money for those was donated.

Taste of Claremore – Debbie Butler

Debbie Butler reported that Taste of Claremore will be April 29. Tickets are $12 in advance and $15 day of. The committee is working on getting restaurants and wineries signed up, and the group will be adding a silent auction this year as an additional fundraiser. Dell Davis has most of the entertainment booked, and the flag art project is moving along.

Speakers/Sound system – Debbie Butler

Debbie Butler reported that we applied for a grant that could fund the speaker/sound system downtown but it required a video, which Jessica Jackson and Travis Peck produced under the wire.

* 1. **Design Committee – Tracy Whittaker**

Historic Paver timeline update – Tracy Whittaker

Tracy Whittaker reported that he would be getting in touch with the City this week to get on the schedule to put the pavers in.

Flags Project update – Tracy Whittaker

Tracy Whittaker reported that the committee is working on modifications to eliminate the flag wrapping around the poles and the poles twisting. Once we figure out whether the modifications work and how much they will cost, we will have a report. He said they hope to have the flag back from the shop and up by the end of next week to begin testing.

Tracy Whittaker also reported that the committee has started working on new project ideas. One includes embedded flower beds in the corner bumpouts that includes signage and may have a programmable sprinkler system.

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

Debbie Butler reported that the committee has started revising membership letters and brochures to send out in May.

Appreciation Event – Lou Flanagan

Debbie Butler reported that the committee is working on an Appreciation Event for May 11. The Pink House will cater a baked potato bar and committee members will be serving to guests as a way to personally thank them each. The committee is still looking for a band.

Merchant Group Update – Kathy Glover

Kathy Glover reported that the group has set dates and themes for all of the 1st Saturday Downtown events through the year.

Food Truck Thursday update – Kathy Glover

Kathy Glover reported that Food Truck Thursday is moving along, and already 10 trucks have expressed interest this year. Most themes are set, except for September. Cedar Point is providing the Kids Zone. The first one, May 25, will be partnered with the Will Rogers Stampede Rodeo again and will be themed, “Boots on the Boulevard.”

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

Debbie Butler reported that Barb Stelzer has decided to resign from the Board. She has not received a formal resignation but it is forthcoming.

Nancy Fitts reported that the person who painted Wilson’s Hardware suggests a sealant put on it to preserve it. Tracy Whittaker cautioned that if a sealant were put on it, it’d have to be removed to repaint.

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

Tracy Whittaker motioned to adjourn the meeting. Ray Brown seconded. Meeting adjourned at 7:09 p.m.