**MINUTES**

**CLAREMORE MAIN STREET, INC.**

**BOARD OF DIRECTORS**

**Wednesday, May 10, 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

Brenda Reno

Bob Waters

Tracy Whittaker

Jessica Jackson

**ABSENT:**

Chelsea Mize

Steven Helt

1. **Call to Order**

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

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

Sarah LePak, member of Organization Committee, was introduced as a guest.

1. **Approval of Minutes from April 12, 2017 regular Board Meeting**

Ray Brown made a motion to approve the April 2017 Board of Directors minutes with the change of “total equity of $49,780.34 equals $52,049.61” in the financial statements. Lou Flanagan seconded. Motion passed.

1. **Approval of Minutes from special board meeting of April 25, 2017**

Ray Brown made motion to approve. Lou Flanagan seconded. Motion passed.

1. **Discussion and possible action on the revised budget for FY1617**

The Executive Board has finalized revisions to the FY1617 budget to better reflect income and expenditures to date. The budget Includes new items for appreciation event and façade grants, adds to website budget. Bob Waters made motion to approve. Jill Ferenc seconded. Motion passed.

1. **Discussion and possible action on the downtown expansion as defined by Velocity Group Report**

Jessica Jackson reported on National Main Street response to Velocity Group request of Main Street. The National representative said the extensive residential expansion to include much larger area may not fit with Main Street mission. Much discussion held on pros and cons of the larger “vision” and the effects it could have on our organization. Ray suggested forming a committee to decide what we want to do and develop a proposal to bring to the board, then submit to City Manager Jim Thomas. Bob Waters made a motion to approve the formation of a committee led by Ray Brown and Jill Ferenc. Tim Wantland seconded. Motion passed.

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

Ray Brown reported that the main account in April shows a total gross profit of $3,669.88 and total expenses of $6,382.40. The total year-to-date income is $73,608.95 and total expenses year-to-date is $63,645.45 with the net income year-to-date $9,963.50. Total liabilities and equities is $48,002.13. He also presented the financials from the Special Events Account, which is where Taste of Claremore is filtered through. Tim Wantland made a motion to approve both sets of financial statements as presented. Tracy Whittaker seconded. Motion passed.

1. **Special Events Account**

See above.

1. **National Conference Expense Report**

Jessica Jackson presented the expense report that included the flight, hotel, meals and conference registration for the director to attend the required National Conference. Lou Flanagan made a motion to approve the expense report. Bob Waters seconded. Motion passed.

1. **President’s Report**
2. **Employee evaluation**

Debbie Butler reported that the executive committee is meeting shortly to complete the evaluation for the executive director for this summer, her two-year anniversary.

1. **Next board meeting: June 14, 2017**
2. **Executive Director’s Report**
3. **OMSC Awards**

Jessica Jackson announced that Main Street Tavern won the state award for Best Façade Rehabilitation Over $10,000 at the annual awards banquet. Ray Brown was named Board Member of the Year for Claremore Main Street, and the organization was recognized for its Crowning Achievement of being listed on the National Register of Historic Places. Other significant honorable mentions the Food Truck Thursday event series for Best Premier Event, Barron Law Firm for Best Façade Rehabilitation Under $10,000 and Main Street Tavern for Best Adaptive Reuse.

1. **New Businesses**

Jessica Jackson reported that a couple of new businesses have opening. The Farmhaus, where Fatpants Alley used to be, opened featuring farm style home décor. Sea Monkey Ultra Sound recently opened on Cherokee, and a new bakery is going in where Caboose Bakery was.

1. **National Main Street Conference**

Jessica Jackson reported that she returned from the National Conference in Pittsburgh last week and said it was a good and productive conference with good ideas and takeaways. She sent the whole Board the notes from the conference for review.

1. **State Preservation Conference – June 7-9**

Jessica Jackson gave some details on the State Preservation Conference and asked Board members to let her know if they wanted to go. It was announced that committee member Jake Krumwiede was planning to attend.

1. **State Architect in town Friday**

Jessica Jackson reported that the state architect would be coming to Claremore on Friday to meet with seven Main Street businesses, many of whom are interested in applying for the Façade Grants.

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

National Historic District signage – Ray Brown

Jill Ferenc reported that she’s done a lot of research on signage and is getting to finalizing the two double-sided bronze and gold signs to denote the National Historic District. The cost is approximately $5,837, and will be covered through the City Planning budget. The signs will be placed near Bike-About Bicycles and near the Streeter Building. Production will take about eight weeks. The hope is to unveil them along with the historic paving stones.

Façade grant/incentive program – Ray Brown

Ray Brown reported that the committee will be reviewing the grant applications in its next meeting and will submit recommendations to the Board of Directors in June for approval. The committee is still reviewing zoning ordinances.

1. **Promotions Committee – Debbie Butler**

Taste of Claremore – Debbie Butler

Debbie Butler reported that the event was successful, despite the threat of and eventual rainfall. After splitting proceeds with the Chamber, the event’s cohost, Main Street netted $3,380.

Speakers/Sound System – Debbie Butler

Debbie Butler reported that the committee is still researching downtown speakers and the newest bid from a company at the National conference is about $15,000 for 9-12 poles. Jessica Jackson will be meeting soon with Jim Thomas to discuss it further.

Website Update – Debbie Butler

Debbie Butler reported that the committee now has three bids for a website and will report back in June with more details.

1. **Design Committee – Tracy Whittaker**

Historic Stones timeline update – Tracy Whittaker

Tracy Whittaker reported that he’s working with City to install the 18 pavers in front of historic buildings and we are waiting to see when they can fit us in.

Flags Project update – Tracy Whittaker

Tracy Whittaker reported that the committee has addressed some of the key issues with the flags and will be testing a modified one in the coming weeks.

Corners/bump out redesign – Tracy Whittaker

No new report. An update will be presented at the June meeting.

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

Appreciation Event – Lou Flanagan

Lou Flanagan reported that the appreciation event is scheduled for Thursday evening at Gazebo Park. It will feature a baked potato bar and dessert from the Pink House. The committee hopes to have good weather and a good turnout. She encouraged all Board members to attend and hinted to the fact that the committee will give out fun prizes.

Membership Drive – Lou Flanagan

Lou Flanagan reported that membership letters and individualized brochures will be sent next week and invited the Board to the stuffing party. We will be mailing to nearly 700 merchants and individuals throughout the community and will hand deliver to downtown merchants and business folks. She said we hope to have significant amount of collections prior to July 1. Budget goal is $12,000.

Merchant Group Update – Kathy Glover

Kathy Glover reported that the Sidewalk Salebration was last week and it did well as merchants had good traffic. A new food truck, C&J Concessions, attended and was well received. They will also be at Food Truck Thursday.

Food Truck Thursday update – Kathy Glover

Kathy Glover reported that the first Food Truck Thursday is May 25. As of right now, there is wait list on trucks and many have paid for six months. This is a partnership with the Will Rogers Stampede Rodeo. The City is providing bull riding machine and pony rides, and Rodeo providing band. Cedar Point Church will have Kids Zone with a bounce house, and there will be gold mining. Sponsorships for the season include Union Pacific for $1000, Midtown Rental in-kind for $1,000 and Kevin Fortna, CPA, for $500. Kathy will provide volunteer sign-up sheet.

**9. New Business**

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

None

1. **Old Business**

Nominating committee still developing slate of officers, which will be presented at the June meeting. Anyone interested should contact Lou Flanagan. The Executive Committee working on new board member nominations. Suggestions should be submitted to the Executive Committee.

**11. Adjourn**

Ray Brown motioned to adjourn the meeting. Tracy Whittaker seconded. Meeting adjourned at 7:27 p.m.