

MINUTES
CLAREMORE MAIN STREET, INC. BOARD OF DIRECTORS
Wednesday, August 9, 2017 | 5:30 p.m.
Chamber / Main Street Board Room
419 W. Will Rogers Blvd

IN ATTENDANCE:

Debbie Butler
Lou Flanagan (electronically)
Bob Waters

Ray Brown
Jill Ferenc
Nancy Fitts
Kathy Glover

Sarah Lepak
Brenda Reno
Jessica Jackson

ABSENT:

Tim Wantland
Steven Helt

Chelsea Mize
Tracy Whittaker

1. Call to Order

Debbie Butler called the meeting to order at 5:35 p.m.

2. Introduction of Visitors / Visitor Comments and Questions

Debbie Butler introduces Ethan Groff from RCB Bank, who will be on the agenda to vote in as a new Board member next month. He said he's excited to get involved in Claremore community.

3. Approval of Minutes from the June 14, 2017 annual Board meeting

Bob Waters motioned to approve the minutes as presented. Brenda Reno seconded. Motion passed unanimously.

4. Approval of Minutes from the June 14, 2017 regular Board meeting

Nancy Fitts pointed out that under item 8D, the Appreciation Event recap and Membership Drive update were incorrect. Under Membership Drive, the minutes needs to replace the Appreciation Event recap, and new minutes for Membership Drive should be created. Bob Waters motioned to table the acceptance of the minutes until next meeting. Nancy Fitts seconded. Motion passed.

5. Approval of Minutes from the July 12, 2017 special Board meeting

Bob Waters motioned to approve the minutes as presented. Nancy Fitts seconded. Motion passed unanimously.

6. Discussion and possible action on the resignation of Steven Helt from the Board

Debbie Butler reported that Steven Helt has resigned from the Board of Directors. Nancy Fitts motioned to accept his resignation. Ray Brown seconded. Motion passed unanimously.

7. Financial Reports

A. June financial statements

Bob Waters reported that at the end of the fiscal year, the Main Street balance was \$58,059.40, which is \$18,681.77 more than we began the year with. The month's income, which includes a lot of membership and two City contributions, is \$14,537.83 with a net income of \$9,160.30. Revenue for the year was \$94,512.21, including \$43,000 from the City/CIEDA, \$22,000 memberships and \$29,000 from fundraising events. Fiscal year expenses were \$75,830. Nancy Fitts motion to approve the June financial statements as presented. Ray Brown seconded. Motion passed unanimously.

B. July financial statements

Bob Waters reported that the total revenue for the month was \$4,826.15 and total expenses were \$6,184.80 for a monthly deficit of \$1,358.65. Being the first month of the fiscal year, the year-to-date reflects the same numbers. The balance sheet shows \$55,461.75 in liabilities and equity. Ray Brown motion to approve the July financial statements as presented. Brenda Reno seconded. Motion passed unanimously.

8. President's Report

A. Big Tent Day

Debbie Butler reported that Main Street needs volunteers to work the tent at RSU's annual Big Tent Day. It is a good opportunity to get student volunteers for the year. Additionally, Jessica Jackson needs help making fans to hand out.

B. Claremore Progress' 40 Under 40

Debbie Butler reported that Board members Jill Ferenc and Chelsea Mize, as well as executive director Jessica Jackson were chosen for Claremore Progress' 40 Under 40 Class of 2017. There's an award ceremony Aug. 15 from 4-6 p.m.

C. Committee FY1718 projects

Debbie Butler asked committees to meet this month to review and chose their 2017-18 goals and projects to present to the Board in September to approve.

D. Next board meeting: September 13, 2017

9. Executive Director's Report

A. Downtown expansion as defined by the Velocity Group report

Jessica Jackson reported that following the special meeting in July, she presented the proposal letter to Jim Thomas and Meggie Froman-Knight individually in person and then left the letter for Jeri Koehler, stating that Main Street would like to be an active partner but not the "keeper of the flame." She reported that both individuals had a few questions, which she was able to answer.

B. Oklahoma Main Street Center Conference recap

Jessica Jackson reported the Main Street Center conference in Claremore last week went wonderfully. She heard a lot of compliments about the downtown as well as Claremore as a whole and collectively, conference attendees spent more than \$16,000 in Claremore in about 48 hours, which she presented to City Council on Monday. During the conference itself, a lot of great ideas for Claremore came out.

C. Director speaking engagements

Jessica Jackson reported that she has had several speaking engagements in the last few months, including the Rogers County Historical Society, Rotary, City Council for the Annual Report and Keller Williams.

10. Committee Reports

A. EV Committee – Ray Brown

Ray Brown reported that the committee met to discuss the CBD zoning and discussed the parking study recommendations and strategic planning for FY1718. He reported that the City did re-stripe downtown parking prior to the conference.

New Projects – Ray Brown

Ray Brown reported that the committee began reviewing projects for 2017-18. Projects considered are a business recruitment package and parking study recommendations. He said the committee will meet in September to finalize.

National Historic District signage - Ray Brown

Jill Ferenc reported that the plaques should be done this week per schedule, but she will follow up with them in the coming days. No unveiling date has been chosen yet, pending City availability.

CBD Zoning – Ray Brown

Ray Brown reported that the committee is reviewing the Central Business District zoning and suggesting changes, including a demolition delay on historic buildings. They're working with a good framework from an out-of-state community.

B. Promotions Committee – Debbie Butler

Debbie Butler reported that the Dickens on the Boulevard committee is working and getting things going well this year. The committee includes high school students. This year, we will be adding an Historic Walk on the Saturday afternoon and in the evening, we'll have Victorian fencing.

Speakers/Sound system – Debbie Butler

Debbie Butler reported that an expanded promotions committee met in July to tackle this project. The committee includes some city councilors, Claremore Collective folks, representatives from RCIDA, merchants and others. The committee will create a proposal for crowdfunding for September meeting for Board to approve along with bids from companies.

Website update – Debbie Butler

Jessica Jackson showed off the new Main Street website with progress to date and agreed to send a link to Board members for further review. Suggestions should be sent to her. The Board decided Jessica Jackson could make the call on launching the site when ready.

Dickens of a Ride – Debbie Butler

Debbie Butler reported that progress is going well on Dickens of a Ride this year. She showed the t-shirt design and offered at-cost prices to Board members.

C. Design Committee – Tracy Whittaker

New projects – Tracy Whittaker

Jessica Jackson reported that the committee met last month and determined short-term, mid-range and long-term projects to tackle this fiscal year. Projects include a historic overlay district and an alley plan. They will be presented to the Board in September.

Historic Paver – Tracy Whittaker

Jessica Jackson reported that the first historic paver was put in in front of Tracy Whittaker's building in time for the Main Street Conference. The City has to demo and replace an entire square of concrete and experienced issues with sand getting into the sealant. They are reviewing ways to resolve before they put the rest in, which is scheduled for late September.

Flags Project- Tracy Whittaker

Jessica Jackson reported that the branding flags have been fixed and are up and doing great!

Corner/bumpout design – Tracy Whittaker

Jessica Jackson showed the most recent plans for the bumpout redesign. More details will be presented for approval at the September Board meeting.

D. Organization Committee – Lou Flanagan

Lou Flanagan reported that the committee had a meeting schedule for August but the meeting was canceled after she was injured. The committee will meet prior to the September meeting.

Membership Drive – Lou Flanagan

Lou Flanagan reported Main Street has received about \$11,500 in the partnership drive in total, which met the goal for last fiscal year. The committee will be working on follow up meetings with some previous partners

Merchant Group Update – Kathy Glover

Kathy Glover reported that the association was fully focused on the monthly food truck event. The association still has 1st Saturday Downtown but is not pushing for big things each time, but do have signs to put in windows for awareness to people. The new officers are in place, and the association is hosting a School Supply Drive for the month of August. Fox 23 came out and did story about the School Supply Program as well.

Food Truck Thursday update & July & July profit/loss statements – Kathy Glover

Kathy Glover reported that this month's Food Truck Thursday is back-to-school themed and has 20 trucks and 13-15 nonfood vendors. Last month, we moved Kids Zone to 500 block, which went well. An Army recruiter wants to bring climbing wall, inflatable and gaming trailer, which will be in 300 block. The feedback from trucks is positive and many are selling out. The Board packet includes profit/loss statements for June and July but they need updated. She reported that the September Food Truck Thursday will partner with Studio B for a scarecrow auction. Studio B is making stands and heads and different businesses and organizations will pay \$35 to dress the scarecrow. At the event, we will have 10 in a live auction and the rest will be in a silent auction. Merchants will display theirs at the store for two weeks. A portion of proceeds will be for a downtown art project, with the rest to Studio B.

11. New Business

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

Jessica Jackson passed around a sign-up sheet for Bluegrass & Chili Festival parking, which Main Street does every year as a fundraiser.

12. Old Business

None

13. Adjourn Business Meeting

Bob Waters motioned to adjourn in the meeting. Sarah Lepak seconded. The meeting adjourned at 7:10 p.m.