

MINUTES
CLAREMORE MAIN STREET, INC. BOARD OF DIRECTORS
Wednesday, September 13, 2017 | 5:30 p.m.
Chamber / Main Street Board Room
419 W. Will Rogers Blvd

IN ATTENDANCE:

Debbie Butler
Tim Wantland
Lou Flanagan
Bob Waters

Ray Brown
Jill Ferenc
Nancy Fitts
Kathy Glover
Ethan Groff

Sarah Lepak
Chelsea Mize
Brenda Reno
Tracy Whittaker
Jessica Jackson

ABSENT:

None

1. Call to Order

Debbie Butler called the meeting to order at 5:33 p.m.

2. Introduction of Visitors / Visitor Comments and Questions

Debbie Butler introduces Sheila Giannelli, president of the Downtown Claremore Merchants Association.

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

Ray Brown motioned to approve the minutes as presented. Lou Flanagan seconded. Motion passed unanimously.

4. Approval of Minutes from the August 9, 2017 regular Board meeting

Ray Brown motioned to approve the minutes as presented. Lou Flanagan seconded. Motion passed unanimously.

5. Discussion and possible action on the following items:

A. Appointing Ethan Groff to the Board

Brenda Reno motioned to approve the appointment of Ethan Groff to the Board for a term to expire in 2020. Nancy Fitts seconded. Motion passed unanimously.

B. FY1718 committee projects

The Board review the Fiscal Year 2017-2018 committee projects. Ray Brown asked for a clarification under the Economic Vitality Committee to change "Business Recruitment Plan" to "Business Recruitment, Retention and Expansion Plan." Jill Ferenc motioned to approve the FY1718 committee projects with that change. Kathy Glover seconded. Motion passed unanimously.

C. CBD Zoning Ordinance – EV

Jill Ferenc presented updated to the City's ordinances regarding zoning in the Central Business District, which includes six blocks of downtown on Will Rogers from Lynn Riggs boulevards to Muskogee and 2nd Street to 4th Street. The majority of the changes included possible business usage in the district, including adding "tavern" and "brewpub" to appropriate uses, and a demolition delay to help preserve historic buildings. The delay is a soft approach, which creates a 120-day delay if a demolition is proposed, giving Main Street and others a chance to open a conversation about alternative approaches. Ethan Groff suggested removing a line that states that only 50 percent of a building can be residential. Jill Ferenc asked for the Board to recommend approval. With Board recommendation, the Planning Commission will review and finally the City Council. It could go into effect as early as December, pending City Attorney review. Ray Brown motioned to recommend approval with the changes discussed. Bob Waters seconded. Motion passed unanimously.

D. Music on Main - Promotions

Debbie Butler presented the proposal for plans to move forward on Music on Main, the speaker-sound system plan for downtown. Jessica Jackson explained the plan in detail. Ethan Groff suggested adding "As a small thank you..." to the page for sponsors to express the perks are not intended to be a 1:1 value. Bob Waters motioned to approve the plan with the addition. Sarah Lepak seconded. Motion passed unanimously.

E. Corners/Bumpout design – Design

Tracy Whittaker and Jessica Jackson presented the design and budget for the corners/bumpout design. The budget includes all plant materials but not soil or granite. The Design Committee asked

for approval from the Board up to the \$2,000 budgeted for the project. Lou Flanagan motioned to approve the plan. Jill Ferenc seconded. Motion passed unanimously.

6. Discussion on downtown bathrooms

Debbie Butler reported that a request came from Mayor Bill Flanagan and the City Council for Main Street to review an option for public bathroom downtown. After discussing it with merchants, the consensus was they were needed. Debbie Butler suggested the Board assign a committee to champion the project, suggesting Economic Vitality. Bob Waters motioned to establish the Board's interest in pursuing the project. Ethan Groff seconded. Motion passed unanimously.

7. Financial Reports

A. August financial statements

Bob Waters reported that the balance sheet showed a total of \$54,117.54 with equity of \$52,417.80. For the month of August, the income was \$3,753.89 with expenses of \$5,729.66 for a net income of - \$1,975.77. Being only two months into the fiscal year, it's too early for year-to-date comparison. Tim Wantland motioned to accept the financials as presented. Nancy Fitts seconded. Motion approved unanimously.

8. President's Report

A. Big Tent Day review

Debbie Butler thanked Brenda Reno, Ray Brown, Kathy Glover and Nancy Fitts for helping with Big Tent Day, which was a successful day. Several volunteers signed up.

B. Dickens of a Ride volunteers

Debbie Butler reported that Dickens of a Ride is coming up on the first Saturday in October and we are looking for volunteers.

C. Dreams 2025 Town Hall meetings

Debbie Butler asked Board members to try to attend one of the Claremore Dreams 2025 Town Hall meetings. There are four in all, with three more on Sept. 14, Oct. 19 and Nov. 16. They are a good opportunity to show support and help the City develop their next master plan.

D. Review of Mission Statement

Debbie Butler asked the Board to look over the mission statement and be prepared to discuss it at the next meeting.

E. Next board meeting: October 11, 2017

9. Executive Director's Report

A. Downtown lighting

Jessica Jackson reported that the City Electric Department met with her, Debbie Butler and representatives from the Downtown Claremore Merchants Association about potentially changing the light fixtures downtown to single LED bulbs. He will be doing an illumination study and will keep us in the conversation.

B. Upcoming presentation to City Council

Jessica Jackson reported she plans to give a report and update regarding committee projects and goals for this year to the City Council at its meeting on Monday.

10. Committee Reports

A. EV Committee – Ray Brown

National Historic District signage - Ray Brown

Jill Ferenc reported that the plaques are in and beautiful. She said the City plans to move quickly to install and it could be done by the end of September.

B. Promotions Committee – Debbie Butler

Website update – Debbie Butler

Jessica Jackson showed off the new Main Street website, which is ready to launch this week.

Dickens of a Ride – Debbie Butler

Debbie Butler reported that registration is up and going well, but we're still collecting door prizes.

Dickens on the Boulevard – Debbie Butler

Debbie Butler reported that Dickens on the Boulevard planning is coming along. New aspects this year will include Victorian fencing and a Historic Walk. We wanted to have a guy who hosted Victorian cricket but we were not able to provide travel expenses for him.

C. Design Committee – Tracy Whittaker

Fresh Paint Days – Tracy Whittaker

Tracy Whittaker reported that we received the Fresh Paint Days grant from Keep Oklahoma Beautiful. We have scheduled a paint day to paint The Cranberry Merchant from 4-9 p.m. on Sept. 19. Dinner will be provided.

Paver update – Tracy Whittaker

Tracy Whittaker reported that the City has the pavers and they plan to put them in soon. The Board consensus was to have them placed in the center of the sidewalk rather than close to the building.

D. Organization Committee – Lou Flanagan

Lou Flanagan reported that the committee met on the strategic plan and upcoming projects, which include attending the merchant meetings, “downtown hall” meetings for merchants, updated partner perks and a way to recruit and retain volunteers.

Membership Drive – Lou Flanagan

Lou Flanagan reported Main Street is closing out on the partnership drive. In all, paid, committed and in-kind totals reach more than \$23,000. She wants to make sure all Board members have participated.

Leading Ladies Expo – Lou Flanagan

Lou Flanagan reported that the Leading Ladies Expo is Oct. 12. We are almost full on vendors and LeAnne Taylor from Channel 6 will be there to present the Leading Ladies Awards, which has received strong nominations to date. Main Street gets half of the profits in this joint event with the Chamber.

Merchant Group Update – Sheila Giannelli (guest)

Sheila Giannelli reported that the Downtown Claremore Merchants Association wrapped up the August school supply drive, donating school supplies to Claremore, Verdigris and Sequoyah. They plan to decorate the bumpouts for fall like always, which includes donations from Lowe’s for pumpkins and mums. Oct. 7 is 1st Saturday Downtown and it will be a “Kickoff Fall” window decorating contest. The Association has been focused on the Food Truck Thursday events, which continue to grow. The Association is also considering changing their officers to a calendar year rather than fiscal year to better coincide with Food Truck Thursday.

Food Truck Thursday update & August profit/loss statement – Kathy Glover

Kathy Glover reported that this month’s Food Truck Thursday is Fall Festival themed. There are 15 non-food vendors and 19 food trucks scheduled to come. The event includes a scarecrow auction by Studio B. There are 25 scarecrows from different companies throughout town. The 10 that get the most votes on Facebook will be live auctioned and the other 15 will be on a silent auction. Proceeds will go to Studio B and to a downtown art project.

11. New Business

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

Jessica Jackson announced that volunteer sign up for West Bend Winterland is up and that we should choose a date to get one of the best nights.

12. Old Business

None

13. Adjourn Business Meeting

Lou Flanagan motioned to adjourn in the meeting. Chelsea Mize seconded. The meeting adjourned at 7:56 p.m.