

**MINUTES**  
**CLAREMORE MAIN STREET, INC. BOARD OF DIRECTORS**  
**Wednesday, October 11, 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 5:32 p.m.

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

None

**3. Approval of Minutes from the September 13, 2017 regular Board meeting**

Bob Waters motioned to approve the minutes as presented. Tim Wantland seconded. Motion passed unanimously.

**4. Discussion and possible action on a Façade Grant Application**

Ray Brown reported that the Economic Vitality Committee received an application from the Rogers County Historical Society for the Belvidere Mansion for repair and replacement some windows, trim and paint. The project is estimated to cost \$18,490, but the matching funds would be for front side only not in excess of \$1,000. The Belvidere is on National Register of Historic Places and in Main Street District. The committee recommends approval for \$1,000 grant. Bob Waters made motion to approve. Ethan Groff seconded. Motion passed unanimously.

**5. Discussion on the Claremore Main Street Mission Statement**

The Board discussed the current language of Claremore Main Street Mission Statement and agreed it should be revised. Ideas were given to Jessica, who will forward to executive committee to review, then present to entire board for final edit.

**6. Financial Reports**

**A. September financial statements**

Bob Waters reported that the monthly income was \$10,666.01 and for the year is \$31,144.14, including partnership drive funds that came in last fiscal year. September expenses were \$5,299.11 and for the year is \$17,270.65. According to the reports, year to date income is 13 percent above budget and expenses are 4 percent below projected budget. Total equity/net worth as of September 30 is \$56,184.25. Ray Brown made motion to accept the financials as presented. Nancy Fitts seconded. Motion passed unanimously.

**7. President's Report**

**A. November Board meeting**

Debbie Butler reported that Jessica Jackson will be absent during the regularly scheduled meeting due to a mandatory Oklahoma Main Street Center conference. The Board decided to meet a week early on Nov. 1.

**B. Leading Ladies Expo volunteer sheet**

Debbie Butler reported that the Leading Ladies Expo is coming up tomorrow and we are still looking for volunteers.

**C. Next board meeting: November 1, 2017**

**8. Executive Director's Report**

**A. West Bend Winterland**

Jessica Jackson reported that the three dates we requested to volunteer for West Bend Winterland were already taken, so we are signed up to volunteer on December 15. A volunteer sign up form will be presented at the November Board meeting.

**B. Oklahoma Main Street Center training in November**

Jessica Jackson reported the Oklahoma Main Street Center conference will be in Durant from November 7-9. If anyone is interested in going with, please let her know.

**9. Committee Reports**

**A. EV Committee – Ray Brown**

Downtown bathrooms – Ray Brown

Ray Brown reported that he met with the owner of a building considered viable for downtown bathrooms. The owner is willing to sell, however asking price was \$40,000. The building is 104' wide and 206 sq.ft. so it provides challenges in making a restroom facility within the narrow area. Ray Brown met with the city inspector and brainstormed ideas, including one ADA bathroom and two additional bathrooms. Ray Brown said he was going to relay that information to Jim Thomas, city manager.

National Historic District signage – Jill Ferenc

Jill Ferenc reported that there has been a delay as they were hoping to start last week. They estimate one paver every two days. The goal is to have them in by Dickens on the Boulevard.

CBD Zoning update – Jill Ferenc

Jill Ferenc reported the last draft was reviewed by city attorney, and two issues came up. He wanted the CBD information to be within the existing code with exemptions/exceptions. He also was concerned about violation of due process on the demolition delay – where all public could respond and cause delay, which could lead to bribery. He also felt there should be a body who would review delays. Jill Ferenc indicated there's a similar law in Tulsa we are considering. Ethan Groff asked if they could do a standard of 120 days with the City Council under authority to waive some of the delay. Ray Brown indicated they would prefer more time to gather information to oppose. Ray Brown said the committee has also been working to follow up with parking issues. RCB Bank has recently completed their new parking lot on the south side of Patti Page, where employees are parking. That additional parking opened 57 public parking places at the Muskogee lot. Thanks to RCB.

**B. Promotions Committee – Debbie Butler**

Dickens of a Ride recap – Debbie Butler

Debbie Butler reported that the ride was October 7. We had 186 registered riders from four or five states. Thanks to everyone who participated or helped.

Dickens on the Boulevard – Debbie Butler

Debbie Butler reported that Dickens on the Boulevard is scheduled for November 17-18. The next planning meeting is October 16. The event is progressing well, and silent auction items needed. Tim Wantland is doing "Historic Walk" downtown on Saturday afternoon. The committee is also creating ornaments to sell as well. A volunteer sign-up sheet will be at the November meeting.

St. Patrick's Day date – Debbie Butler

Debbie Butler reported that planning meetings have started for St. Patrick's Day, mostly to establish a date. The committee decided to host both the Bangers & Mash Lunch and the St. Paddy's Day Party on Friday, March 16 rather than on St. Patrick's Day itself.

Music on Main update – Debbie Butler

Debbie Butler reported that committee is in the process of gathering corporate sponsors for the project. So far, they've received one in the amount of \$2,500 from the Claremore Museum of History.

**C. Design Committee – Tracy Whittaker**

Fresh Paint Days recap – Tracy Whittaker

Tracy Whittaker reported that Fresh Paint Days was completed with 16 people and 35 volunteer hours. The group painted inside of Chelsea Mize's Cranberry Merchant. She expressed her appreciation.

Paver update – Tracy Whittaker

Tracy Whittaker reported that the City should begin installing pavers soon.

Downtown gateway signage – Tracy Whittaker

Tracy Whittaker reported that the committee is designing crosswalk gateway signage for either end of downtown. They reviewed what others have done and designed their own. It will be put into one master design.

Alley beautification – Tracy Whittaker

Tracy Whittaker reported that the committee is formulating a five-year plan for alley beautification and transformation. They will be working closely with the City of Claremore.

Design Standards – Tracy Whittaker

Tracy Whittaker reported that a subcommittee will be formed to review and create building design standards.

**D. Organization Committee – Lou Flanagan**

Membership Drive update – Lou Flanagan

Lou Flanagan reported the committee is wrapping up the membership drive. Total collected or projected to date is \$24,000 including in-kind contributions. There are 25 new contributors with a 13 percent growth in memberships. Lou Flanagan thanked the committee for their efforts.

Leading Ladies Expo update – Lou Flanagan

Lou Flanagan reported that updates had already been reported. She encouraged everyone to attend and congratulated Jill Ferenc on being named the Leading Lady of the Year.

Downtown Hall meetings – Lou Flanagan

Lou Flanagan reported the committee has started planning and will develop small invite groups from merchants and business owners. The purpose is to engage, build partnerships and inform what Main Street is doing, as well as ask for their ideas and suggestions. The format is one hour prior to opening of business or during lunch hour (business owners). Jessica Jackson will present and maybe have one or two from Organization Committee attend. The goal is to start in December or January and hold quarterly. Sheila Giannelli is a new committee member.

Merchant Group Update – Kathy Glover

Kathy Glover indicated the group is in the process of doing a window contest voted on by public. Winner gets \$50 to Tavern; second place is \$25 to Pink House. Go on the Main Street Facebook page and vote for your favorites.

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

Kathy Glover reported that October 26 is last Food Truck Thursday of the year. They have 11 nonfood and 20 food trucks. The theme is Nightmare on Main Street, and includes a costume contest, and Kids Zone. No report on how the scarecrow event went.

**10. New Business**

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

Lou Flanagan reported the Claremore Museum of History (CMH) is partnering with Will Rogers Memorial (WRM), for the Will Rogers Birthday Bash following the November 4 Parade held at 11 a.m. The Birthday Bash at noon and the museums are expecting 500 people with birthday cake being served at Gazebo Park. The CMH is utilizing 4-5 food trucks at the event and is requesting to use Main Street liability event insurance for food trucks. WRM has insurance, however is not sure it will cover food trucks. Tim Wantland agreed to review their insurance. If it does not, Lou Flanagan is requesting the event be listed under Main Street insurance if OK with board. Main Street could be listed as co-sponsor of Birthday Bash. Ethan Groff made motion to co-sponsor pending approval from our insurance agreeing to add the event at no additional cost to Main Street. Kathy Glover seconded. Motion passed unanimously.

**11. Old Business**

None

**12. Adjourn Business Meeting**

Tracy Whittaker motioned to adjourn in the meeting. Kathy Glover seconded. The meeting adjourned at 7:01 p.m.