

SPECIAL MINUTES
CLAREMORE MAIN STREET, INC. BOARD OF DIRECTORS
Wednesday, November 1, 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
Brenda Reno
Tracy Whittaker
Jessica Jackson

ABSENT:

Chelsea Mize

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 October 11, 2017 regular Board meeting

Tim Wantland motioned to approve the minutes as presented. Debbie Butler seconded. Motion passed unanimously.

4. Discussion on the Claremore Main Street Mission Statement

Five options of new Claremore Main Street Mission Statements were presented to the Board. The consensus was the first one with the word "ongoing" added. It now reads, "Claremore Main Street is dedicated to the ongoing revitalization of historic downtown Claremore. With focus on economic vitality, historic preservation and placemaking, the organization strives to secure downtown as the social and economic core of the community." Tim Wantland made motion to approve. Kathy Glover seconded. Motion passed unanimously.

5. Financial Reports

A. October financial statements

October income was \$7,392.32 and for the year is \$38,536.46. October expenses totaled \$8,324.36 and for the year is \$25,595.01. According to the reports, year-to-date income is 13.5 percent above budget and expenses year-to-date are 2 percent below projected budget. Total equity/net worth as of October 31, 2017 is \$55,252.21. Lou Flanagan made motion to accept the financials as presented. Ray Brown seconded. Motion passed unanimously.

6. Discussion and possible action on a Christmas Bonus for the Executive Director

A net bonus of \$500 had been proposed by the Executive Board for the Executive Director for December 2017. A \$500 bonus was also executed at beginning of this fiscal year. Lou Flanagan motioned to approve the bonus. Ray Brown seconded. Motion passed unanimously.

7. Discussion and possible action on an Organization budget increase for Downtown Hall meetings

Lou Flanagan discussed the concept of quarterly "Downtown Hall meetings" for merchants and business owners. The proposal is to invite small groups for one hour, to educate, inform, dialog and empower, to get ideas from participants on how we can help each other and help give them a voice for positive change and improvements. It is also an opportunity for them to exchange ideas and let others know what is working (or has been a challenge) for them in their business environment. The committee is proposing two morning one-hour sessions and one noon session and is asking for a budget of \$500 for all three meetings to cover coffee, pastries and lunch. The second quarter will be encompassed in the May Appreciation Event. Bob Waters made a motion to budget \$500 for the events. Ethan Groff seconded. Motion passed unanimously.

8. Discussion and possible action on a Promotions budget increase for downtown photography

Debbie Butler indicated that the Promotions Committee has been talking about getting a new set of photos to use in marketing. Professional photos will make a huge difference and is worth the cost. The committee asked for up to \$1,000 to hire a professional photographer to take and edit about 150 shots. Because of weather, it was proposed to do two shoots, one in the winter and one in the summer for more well-rounded variety of photos.

Ethan Groff motioned to approve up to \$1,000 contract for a single shoot or up to \$1,500 for two shoots this fiscal year. Brenda Reno seconded. Motion passed unanimously.

9. President's Report

- A. **Dickens on the Boulevard volunteer form**
Debbie Butler passed around a Dickens on the Boulevard volunteer sheet for the event this month.
- B. **West Bend Winterland volunteer form**
Debbie Butler also passed around a West Bend Winterland volunteer form. Claremore Main Street will get a portion of the proceeds from the night we work, Dec. 15.
- C. **Next board meeting: January 10, 2018**

10. Executive Director's Report

- A. **Oklahoma Main Street Center Conference**
Jessica Jackson reported the Oklahoma Main Street Center conference will be in Durant from November 7-9.
- B. **Veterans Day holiday**
Due to the upcoming Dickens on the Boulevard, Jessica Jackson asked if she could work the Veterans Day holiday on Nov. 10 and take a floating holiday sometime this calendar year after Dickens on the Boulevard. Tim Wantland motioned to approve the request. Ethan Groff seconded. Motion passed unanimously.

11. Committee Reports

- A. **EV Committee – Ray Brown**
Jill Ferenc reported on Claremore Comprehensive Plan, which is currently in negotiations with potential contractor. The contract will hopefully be submitted to city council Dec. 4 detailing more information moving plan forward.
Downtown restrooms – Ray Brown
Ray Brown reported that after discussion on ADA compliance, the plan would be to make one ADA accessible and two not. The cost would be about \$45,000 to do renovations plus \$40,000 asking price, but that does not include ongoing cost of supplies and utilities. The Claremore Comprehensive Plan for downtown could include development of greenspace and could have better opportunity to find something to better fit restroom needs downtown and possibly less expensive. The committee recommends delaying project until city finalized negotiations for the Claremore Comprehensive Plan.
National Historic District signage – Jill Ferenc
Jill Ferenc reported the National Historic District signage should go in after the completion of the historic pavers, which have started. The goal is to have everything installed by Dickens on the Boulevard.
CBD Zoning update – Jill Ferenc
Jill Ferenc reported that she's working with Linda Ozan from the State Historic Preservation Office for ordinance ideas to legally protect historic buildings.
Ray Brown reported that the committee is working on a Business Recruitment, Retention and Expansion Plan. Committee members John Feary and Kaleigh Hossack will be creating surveys to gather information from business owners and the public.
Ray Brown reported that the City is looking into using drones to monitor parking to supplement our Parking Study from last year and are considering limiting parking on Will Rogers to three hours.
Ray Brown reported that work is being started on the Federal Building mid-November. It will be an administration office for the Sheriff's Department.
- B. **Promotions Committee – Debbie Butler**
Dickens of a Ride profit/loss – Debbie Butler
Debbie Butler reported that Dickens of a Ride collected \$3,942 in net profit.
Dickens on the Boulevard update – Debbie Butler
Debbie Butler reported that Dickens on the Boulevard is scheduled for November 17-18. There will be a silent auction on Friday night, the Historic Walk on Saturday afternoon and the Tales from the Top tours both evenings. Tickets are on sale now.
Music on Main update – Debbie Butler
Debbie Butler reported that committee is in the process of gathering corporate sponsors for the project and received a grant from the National Main Street Center for \$3,000 in matching funds.

C. Design Committee – Tracy Whittaker

Historic Paver update – Tracy Whittaker

Tracy Whittaker reported that the City is installing the pavers now.

Design Standards – Tracy Whittaker

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

D. Organization Committee – Lou Flanagan

Leading Ladies Expo recap and preliminary profit/loss – Lou Flanagan

Lou Flanagan reported that the event went smoothly and the preliminary profit-loss reports show a net of \$2,300 for Main Street after splitting half with the Chamber of Commerce.

VIP Perks – Lou Flanagan

Lou Flanagan reported that the committee is hosting a reception with wine and cheese for Will Rogers Partners and event sponsors during Dickens on the Boulevard on Friday night. It will be in the Cranberry Merchant building on the second floor. The Downtown Claremore Merchant Association agreed to contribute \$100 and Tracy Whittaker is donating some wine.

Downtown Hall meetings – Lou Flanagan

Discussed during item 7.

Merchant Group update – Kathy Glover

Kathy Glover reported that the group is preparing for Souper Saturday on Jan. 6 and will have a Food Truck Thursday wrap up meeting on Nov. 14.

Food Truck Thursday recap & October profit/loss statement – Kathy Glover

Kathy Glover reported that the October 26 Food Truck Thursday was a success and a lot of people participated in the costume contest. A year profit loss statement was presented and indicated that Main Street's portion – half the proceeds – will be \$3,295.

12. New Business

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

Jessica Jackson reported that Main Street was participating in Small Business Saturday on Nov. 25 but needed help organizing and hosting an event since she was busy with Dickens on the Boulevard. Ethan Groff said he would talk to She Brews about hosting a breakfast. Nancy Fitts and Brenda Reno offered to help as well. The group agreed to get discount coupons for the tote bags to hand out.

13. Old Business

None

14. Adjourn Business Meeting

Nancy Fitts motioned to adjourn in the meeting. Kathy Glover seconded. The meeting adjourned at 7:00 p.m.