

SPECIAL MEETING MINUTES
CLAREMORE MAIN STREET, INC. BOARD OF DIRECTORS
Wednesday, August 1, 2018 | 5:30 p.m.
Chamber / Main Street Board Room
419 W. Will Rogers Blvd

IN ATTENDANCE:

Lou Flanagan
Ethan Groff
Nancy Fitts
Bob Waters

Ray Brown
Debbie Butler
Kyle Clifton
Kathy Glover

Andrew Hocutt
Sarah Lepak
Jessica Jackson

ABSENT:

Jill Ferenc
Tim Wantland

Tracy Whittaker

1. Call to Order

Lou Flanagan called the meeting to order at 5:37 p.m.

2. Introduction of Visitors / Visitor Comments and Questions

Lou Flanagan introduced and welcomed the visitors: Barby Myers, President and CEO of Claremore Area Chamber of Commerce, and John and Carla Hammer, of Hammer Studio, well renowned artists from Claremore and Artist of the Year for Mayfest.

3. Approval of Minutes from the June 13, 2018, annual Board meeting

Ethan Groff motioned to approve the minutes as presented. Nancy Fitts seconded. Motion passed unanimously.

4. Approval of Minutes from the June 13, 2018, regular Board meeting

Ray Brown motioned to approve the minutes as presented. Debbie Butler seconded. Motion passed unanimously.

5. Financial Reports

A. June financial statements

Treasurer Bob Waters reported that the final month of the 2017-18 fiscal year appear misleading since it includes \$25,237.86 received from ioby for the Music on Main project, which are restricted funds. Taking into the account and money that has come in from next year's partnership drive, the budget is in good shape finishing off the year. Nancy Fitts motioned to accept the financials as presented. Kathy Glover seconded. Motion passed unanimously.

B. July financial statements

Bob Waters presented the July financial statements, which is basic given that it's the first month of the fiscal year. Ray Brown motioned to accept the financials as presented. Ethan Groff seconded. Motion passed unanimously.

6. Discussion of the proposed alley mural – John Hammer

Kyle Clifton presented the project as the first within the Alley Activation 2025 scope, starting off with a strong piece of public art to drive economic vitality, tourism and heritage. The project will be funded by partnerships with Hammer Studios, Spectrum Paint and City of Claremore. John Hammer presented his piece, which will be painted on the North Block Common building at 115 N. Missouri Ave. The large design will cover the entire side of the building and feature Will Rogers, Stuart Roosa, Route 66 and modes of travel. It will be bright and colorful and true to "John Hammer" style.

7. Discussion and possible action on received Façade Grant application

Ray Brown presented two applications for the same building – front and rear entrances – for Kevin and Amy Fortna's building at 512 W. Will Rogers Blvd. The rear includes a public entrance and patio. The Economic Vitality Committee recommends approval of both applications with a request for a patio sketch and promise to have an architect sign off on project. Ray Brown motioned to approve the applications with the conditions above. Kyle Clifton seconded. Motion passed unanimously.

8. Discussion and update on City of Claremore Downtown Sub-Area Plan

Kyle Clifton presented that Kendig Keast is planning to have a public open house later this month to showcase the sub-area districts. After some discussion on Jessica Jackson's involvement in the Downtown Sub-Area Plan, the Board decided she should dedicate as much time as necessary to helping formulate the Master Plan for downtown.

9. Downtown Claremore Merchant Association Report

Kathy Glover reported that the upcoming 1st Saturday was Tax Free Weekend in Oklahoma. Recently, the DCMA started hosting a Coffee & Conversation event for merchants to discuss things informally. The July Food Truck Thursday event was successful with perfect weather and a popular hula hoop contest.

10. President's Report

A. Welcome new Board members

Lou Flanagan welcomed the next Board members and thanked Debbie Butler for her service as President with a card and gift certificate.

B. Next board meeting: Sept. 12, 2018

11. Executive Director's Report

A. Westbend Winterland – update discussion

Jessica Jackson reported that Westbend Winterland planning was in full swing. The tree lighting will be the Monday after Thanksgiving on Nov. 26. This year, the event will be limited to Friday night, Saturday day and Saturday evening. Each weekend will have a different theme.

B. Office cleaning – tonight!

The Chamber is hosting an office cleaning night to help us organize the office. If you can stay after to help, it would be appreciated!

C. Oklahoma Main Street Center Conference – Aug. 7-9

The Oklahoma Main Street Center Conference is in Muskogee next week. It's free, so let Jessica know if you'd like to attend.

D. Big Tent Day – Aug. 22

Jessica Jackson said Main Street would have a booth at Big Tent Day again this year. She's looking for volunteers and good ideas for giveaways. Ideas included snacks/food, frozen coffee or flash drives.

E. Food Truck Thursday update – next one: Aug. 30

Jessica Jackson reported that the theme is "At the Hop," and they are partnering with Volunteers for Youth. There will be a Classic Car Show with a \$10 entry fee to support Volunteers for Youth.

12. Committee Reports

A. EV Committee – Ray Brown

Business Recruitment, Retention and Expansion Plan – Ray Brown

Ray Brown reported that Kaleigh Hossack and John Feary of CIEDA were proceeding to draft a BRRE Plan based on the survey data. The Board reviewed word clouds that came out of the survey data to get a sense of the results.

Entrepreneurship Incentives & Economic Development – Ethan Groff

Next meeting is on Friday.

B. Promotions Committee – Debbie Butler

Marketing Strategy and Plan – Debbie Butler

Debbie Butler reported the committee is still working on the CMS Marketing Plan that includes roughly \$1,500 digital, \$875 with Visit Claremore, \$625 for radio/TV, \$500 with *Daily Progress* and \$500 extra for other opportunities.

Music on Main update – Debbie Butler

Jessica Jackson reported that the City offered a recycled computer to use for the system. The electric department is trying to solve a current problem with the plug-ins at the top.

Breakfast at the Boom – Debbie Butler

Debbie Butler reported that the next event will be Breakfast at the Boom on Aug. 18. It will be like a Cash Mob for the restaurant and include shopping dollars with partner stores.

Professional Photoshoot – Debbie Butler

The committee is hosting the second approved photoshoot on Aug. 18 after the breakfast.

Dickens of a Ride update – Debbie Butler

Dickens of a Ride planning is coming along. The postcard is out and volunteer sheet will be presented at next meeting. The ride is Oct. 6.

C. Design Committee – Tracy Whittaker

Alley Activation 2025 – Tracy Whittaker
Presented with Item 6.

Grant Applications – Tracy Whittaker
No new applications have come in.

Design Guidelines – Jessica Jackson

Jessica Jackson reported that the subcommittee has not met since last June Board meeting.

D. Organization Committee – Lou Flanagan

Membership Drive timeline – Lou Flanagan

Lou Flanagan reported that partnerships have come in to the tune of \$8,300 so far and some follow up is needed.

Leading Ladies Gala update – Lou Flanagan

Lou Flanagan reported that the Leading Ladies Gala will be on Oct. 11 at the Claremore Conference Center. The event is a partnership with the Claremore Chamber.

13. New Business

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

Jessica Jackson passed out Board of Directors Expectations & Commitment Forms and the Board of Director contact sheet. She also included a revised map of downtown stores that features owner/manager names and contact information.

14. Old Business

It was suggested that Jessica Jackson announce who is bringing food to the next meeting at the end of each meeting.

15. Adjourn

Debbie Butler motioned to adjourn in the meeting. Kyle Clifton seconded. The meeting adjourned at 7:32 p.m.