

MEETING MINUTES
CLAREMORE MAIN STREET, INC. BOARD OF DIRECTORS
Wednesday, September 12, 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

Debbie Butler
Jill Ferenc
Kathy Glover

Andrew Hocutt
Tracy Whittaker
Jessica Jackson

ABSENT:

Ray Brown
Kyle Clifton

Sarah Lepak
Tim Wantland

1. Call to Order

Lou Flanagan called the meeting to order at 5:34 p.m.

2. Introduction of Visitors / Visitor Comments and Questions

Lou Flanagan introduced and welcomed Tanya Andrews – Claremore Expo Center & Visit Claremore.

3. Approval of Minutes from the August 1, 2018 special Board meeting

Nancy Fitts motioned to approve the minutes as presented. Debbie Butler seconded. Motion passed unanimously.

4. Financial Reports

A. August financial statements

Bob Waters presented the August financials. The balance sheets indicates a total of \$82,670.42, but that includes restricted funds for Music on Main. Total revenue for the month is \$4,535.51 with a year to date of \$9,918.93. Expenses for August totaled \$5,561.87 with a year to date of \$11,335.40. The deficit is nothing to be concerned about since it's so early in the year. Food Truck Thursday income to date is \$12,723.22 with expenses off \$2,122.50. Tracy Whittaker motioned to accept the financials as presented. Ethan Groff seconded. Motion passed unanimously.

5. Discussion and possible action regarding a Westbend Winterland trolley, presented by Tanya Andrews

Tanya Andrews presented some background about Westbend Winterland, the community's holiday celebration now in its second year. This year, one of the focuses is shopping local, so the committee is considering renting a trolley for three weekends in December to take guests from the event to downtown, Ne-Mar and the museums. The total cost for 12-8 p.m. three Saturdays is \$3,600. Tanya said the committee would cover \$1,000 of the cost as is asking Main Street to commit \$1,000. The Board discussed ways to promote the trolley, including it being at the Christmas Parade and Trolley Stop signs out early, and the need for a fourth weekend. Ethan Groff motioned to commit \$1,000 with the request that the Westbend Winterland committee add a fourth weekend in funding is available. Jill Ferenc seconded. Motion passed unanimously.

6. Presentation on Board Responsibilities Overview by Jessica Jackson

Jessica Jackson gave a short presentation based on a conference lecture by the Oklahoma Center for Nonprofits. The presentation included details on Board's legal responsibilities, conflicts of interest and best practices.

7. Discussion and possible action regarding a Special Board meeting with Daniel Hintz

For context, Item 8 was reported first. The Board decided to host a special Board meeting on Sept. 27 at 9 a.m. in the Main Street Board Room.

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

Jill Ferenc reported that the City hosted an open house last month at J. Farley's, which was well attended. The goal was to introduce potential boundaries for the proposed sub-area districts. This month there will be one at North Block Common during Food Truck Thursday that will include exercises for public, transportation models and a visual preference survey. The consultants want to make sure each sub-area is viable and needs a nonprofit watchdog to move each district forward along with the private and public sector.

9. Downtown Claremore Merchant Association Report

Food Truck Thursday this month is Downtown Fall Festival. Studio B is hosting a scarecrow contest again. There will be two bands – one on either end of the street. In the past, the DCMA has done fall decorations on the

bumpouts, but this year are low on funds because of other commitments (Music on Main, grants, ads) and are proposing \$200 come out of the Food Truck Thursday account for the decoration. Andrew Hocutt motioned to approve the budget change. Debbie Butler seconded. Motion passed unanimously.

10. President's Report

A. Volunteer Opportunities

A volunteer sheet for Dickens of a Ride and Food Truck Thursday is going around. Additionally, Lou Flanagan requested that Board members consider contributing financially to Claremore Main Street even if they are "sponsored" by their employer's contribution. Every little bit helps.

B. Next board meeting: Oct. 10, 2018

11. Executive Director's Report

A. Volunteer badges

Jessica Jackson reported that she has built nice volunteer badges and a "leveling up" program for volunteers. Each volunteer gets a sticker and for a certain number of hours volunteered a new sticker indicating the hours will be given. Volunteer badges and stickers were passed around.

B. Oklahoma Main Street Center recap

Jessica Jackson reported that the conference in August went well. The focuses were on Best Board Practices and public speaking and she came back with good information.

C. Grant Writing Workshop – Sept. 26, Oklahoma City

Jessica Jackson reported that she will be attending a one-day Grant Writing Workshop in Oklahoma on Sept. 26.

D. Food Truck Thursday update – next one: Sept. 27

See Item 9.

12. Committee Reports

A. EV Committee – Jill Ferenc

Business Recruitment, Retention and Expansion Program – Jill Ferenc

Jill Ferenc reported that a draft of the BRE Plan by CIEDA has been completed but it needs some refining before it comes before the Board for adoption.

She also reported that the Central Business District ordinances had to be put on back burner for pressing state laws but is a priority again now. It will go before a public meeting soon and she would like to see the Board there to speak in support.

She also reported that the Opportunity Zone, which was designated by the Governor, includes downtown. She is looking into using this for revitalization.

Entrepreneurship Incentives & Economic Development – Ethan Groff

Ethan Groff reported that there is a scheduled meeting coming up.

Business Seminars (Sept. 14) – Jessica Jackson

Jessica Jackson reported that the business seminars – From Good to Great – will resume on Sept. 14. It is a partnership with Northeast Tech. The title is "Marketing on a Shoestring Budget." There will be another one in November on maximizing the business season.

B. Promotions Committee – Debbie Butler

Debbie Butler reported that two new committee members have joined – Andrew Hocutt and Bruce Hartley.

Marketing Strategy and Plan – Debbie Butler

Debbie Butler reported that the committee was currently reviewing how to evaluate the effectiveness of each marketing point to make the best use of the limited marketing dollars.

Music on Main update – Debbie Butler

Jessica Jackson reported that the demo kit for the Music on Main system should be coming in this week to verify that it looks good and functions for us. Tracy Whittaker asked her to find out the heat threshold for the speakers.

Dickens of a Ride (Oct. 6) update – Debbie Butler

Debbie Butler reported that Dickens of a Ride was coming along.

Dickens on the Boulevard (Nov. 16-17) update – Debbie Butler

Debbie Butler reported that meetings and plans were in full force. The Committee is planning a Chili Cook-off this year on Saturday and food trucks on Friday.

C. Design Committee – Tracy Whittaker

Alley Activation 2025 update – Tracy Whittaker

Jessica Jackson reported that the mural project was underway!

B&I Grant Applications – Tracy Whittaker

Jessica Jackson reported that a B&I Grant for Back in the Day, 409 W. Will Rogers Blvd., came in for scraping in preparation for Fresh Paint Days. The application was accepted.

Fresh Paint Days (Sept. 17) – Jessica Jackson

Jessica Jackson reported that Fresh Paint Days will be for Back in the Day on Sept. 17 beginning at 5 p.m. Volunteers are needed. Food will be provided.

Design Guidelines – Jessica Jackson

Jessica Jackson reported that the first pass through of the Design Guideline is done and the committee will be reviewing the more closely now.

D. Organization Committee – Lou Flanagan

Partnership Drive update – Lou Flanagan

Lou Flanagan reported that so far, \$12,070 has been committed with \$9,520 in so far. Personal meetings and reminders will bring in some more.

Downtown Hall meetings (Sept. 18, 19, 20) – Lou Flanagan

Lou Flanagan reported that the date of the 19th has been changed to the 21st, still at 8:45 a.m. The business owners are divided in three groups by number of years in business.

Leading Ladies Gala (Oct. 11) update – Lou Flanagan

Lou Flanagan reported that the Leading Ladies Gala has a different format this year. It is \$30 for a dinner, band, BRAvo Auction and Leading Ladies Awards.

13. New Business

- A. Any New Business that could not have been reasonably foreseen at the time the Agenda was posted. Jessica Jackson reported that Kevin Fortna, recipient of a Façade Grant, had a question for the Board. One of the windows in the rear appears to be historic while the other is missing. He wanted to know how to proceed as far as the grant is concerned. The Board asked that he consider restoring the historic window and replicating the look and feel as closely as possible for the new one.

14. Old Business

None.

15. Adjourn Meeting

Kathy Glover made a motion to adjourn the meeting. Nancy Fitts seconded. Meeting adjourned at 7:51 p.m.