

**MEETING MINUTES**  
**CLAREMORE MAIN STREET, INC. BOARD OF DIRECTORS**  
**Wednesday, January 9, 2019 | 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  
Jill Ferenc

Andrew Hocutt  
Tim Wantland  
Tracy Whittaker  
Jessica Jackson

**ABSENT:**

Kathy Glover  
Sarah Lepak

**1. Call to Order**

Lou Flanagan called the meeting to order at 5:32 p.m.

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

Brooke Truman with Hood & Associates

**3. 2017-18 Audit Report by Brooke Truman with Hood & Associates**

The Audit Report was presented, listing total assets and liabilities. However, the \$25,237.86 for Music on Main was not listed as restricted funds but should have been. Brooke Truman said she would look into it and get it fixed, with accurate Reports available for the February meeting. Ethan Groff motioned to table the approval of the Report until February. Andrew Hocutt seconded. Motion passed unanimously.

**4. Approval of Minutes from the November 14, 2018 regular Board meeting**

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

**5. Financial Reports**

**A. November financial statements**

Bob Waters presented the November financials. He reported the equipment for Music on Main were moved into assets since it has been paid. For the month, income is \$11,700.08 Expenses are \$6,094.03 for a net income of \$5,606.05. In the Food Truck Thursday account, the event raised \$14,882.63 gross income while total expenditures were \$2,958.05. Ray Brown motioned to accept the financials. Ethan Groff seconded. Motion passed unanimously.

**B. December financial statements**

Bob Waters presented the December financial statements. Total income was \$3,416.67 while expenses were \$5,651.89 for a net loss of \$2,235.22. The Year to Date income has exceeded expenses by \$8,902.39. Ray Brown motioned to accept the financials. Andrew Hocutt seconded. Motion passed unanimously.

**6. Discussion and possible action on a budget revision**

Bob Waters presented an updated budget to reflect a lower partnership drive total and cutting some expenses, including some in streetscaping and marketing. It also includes the \$1,000 spent on the trolley. Ethan Groff motioned to approve the budget revision. Jill Ferenc seconded. Motion passed unanimously.

**7. Discussion and possible action regarding the Business Recruitment, Expansion and Retention Plan**

Ray Brown presented the completed Business Recruitment, Expansion and Retention Plan, which will serve as a guide to the Board and Executive Director in successful BRER initiatives. The Plan started with data collection, and was prepared by CIEDA, Main Street and Northeast Tech. The bottom line is it's saying Main Street will take a more active approach in recruiting businesses. Bob Waters motioned to approve the Plan as presented. Debbie Butler seconded. Motion passed unanimously.

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

Jill Ferenc reported that next week will be a busy one with Daniel Hintz and Kendig Keast in town. Monday will be a Comp Plan public meeting, Tuesday is an invite-only culinary event called Culinary Crossroads hosted by Claremore Collective but supported by City and Main Street and Wednesday is the Place Accelerator workshop focused on sub-area plans.

- 9. Discussion and possible action regarding the Velocity Group proposal for Strategic Framework Session**  
Lou Flanagan presented a recommendation from the Executive Committee to approve hiring Velocity Group's Daniel Hintz to do a Strategic Framework Session regarding future of the organization within the Comp Plan for \$2,500 to be conducted on January 16 at 8:30 a.m. It is an opportunity to clarify our role in the grander plan and the organization's mission for the foreseeable future as well as a way to show the City and stakeholders we are a willing partner. Discussion was had on the pros and cons of the proposal. Ethan Groff motioned to approve the plan. Bob Waters seconded. The motion passed with a 9-1 vote.
- 10. Discussion and possible action on the Façade Grant Program**
- A. **New applications**  
Ray Brown reported that one application for the awning grant was submitted but it did not meet the guidelines because it was not a public entrance. The EV committee voted not to recommend approval. Ray Brown motioned to not approve the application. Ethan Groff seconded. Motion passed unanimously.
- B. **Policy revisions**  
Ray Brown presented another recommendation from the EV committee regarding an extension to the 6-month time frame projects must be completed. He motioned to add to the grant an option for a 45-day extension option when the grantee submits a written request stating why the project was not able to be completed on time. Ethan Groff asked him to amend the motion to allow for a 90-day extension. Ray Brown said he would amend to the 60-days tops. Andrew Hocutt seconded. The motion passed 9-1. Andrew Hocutt then motioned to offer an extension opportunity to existing grantees as needed. Ethan Groff seconded. Motion passed unanimously.
- 11. Discussion and possible action regarding Food Truck Thursday**  
The Board was reminded that the Executive Committee, acting on behalf of the Board due to the time-sensitive nature of the request, accepted the request by Sheila Giannelli, Downtown Claremore Merchant Association President, acting on behalf of the Association, for Claremore Main Street to take full ownership over the Food Truck Thursday event series, effective immediately. Ethan Groff motioned to re-confirm Main Street's commitment to Food Truck Thursday for 2019. Bob Waters seconded. Motion passed unanimously. Discussion then commenced regarding the schedule for 2019 and how many events would take place. Bob Waters motioned to reduce the 2019 series to four months, May through August. Tracy Whittaker seconded. The motion failed with three in favor, six against and two abstaining.
- 12. Discussion and possible action regarding 2019 Goals and Objectives**  
Ethan Groff said the Executive Committee has recognized the relationship between the Board of Directors and individual merchants has been lacking. The Committee is recommending the Board make 2019 the Year of the Merchant and focus on getting more merchants involved in the organization and making personal connections. It was suggested that each Board member take at least one merchant to really get to know and build a relationship with. No action was taken.
- 13. President's Report**
- A. **Board Member of the Year**  
Lou Flanagan announced that the Board Member of the Year was Debbie Butler! She has committed her time, energy and talent to the organization for years. She is a role model for our Board and a tireless worker.
- B. **Next board meeting: February 13, 2019**
- 14. Executive Director's Report**
- A. **Music on Main!**  
Jessica Jackson reported that the Music on Main is up and working!
- B. **National Main Street Center Conference – March 25-27 (in Seattle)**  
Jessica Jackson reported that this year's national conference is in Seattle. Money was retained the budget to send her, but the Oklahoma Main Street Program recently updated their regulations to only require communities to send representatives every other year. The Board unanimously encouraged Jessica to make the necessary arrangements to attend the conference.
- C. **Oklahoma Main Street Center Awards**  
Jessica Jackson reported that award nominations are due January 25. Committees have reviewed the awards and make recommendations for nominations.

**D. Culinary Event – January 15**

Jill Ferenc discussed the event during Item 8.

**E. Volunteer hours & Board Member of the Month**

Jessica Jackson reported volunteer hours for the month. In December, the Board committed 46 volunteers hours while non Board members committed an additional 45. Ethan Groff and Lou Flanagan tied for the most hours in December and are named Board Members of the Month.

**F. Executive Director timesheet & Vacation**

Jessica Jackson presented a breakdown of how she utilized her time in November and December. She reported she will be on vacation from Feb. 14-20.

**15. Committee Reports**

**A. Design Committee – Tracy Whittaker**

Alley Activation 2025 update – Tracy Whittaker

Jessica Jackson reported that the committee reviewed a small public alley art project that would allow local artist to decorate “ugly” features in alleys.

**B. EV Committee – Ray Brown**

None

**C. Organization Committee – Lou Flanagan**

Mimosas with Main Street – Jan. 15 & 17 – Lou Flanagan

Lou Flanagan reported the Org Committee has scheduled a downtown hall meeting called Mimosas with Main Street for next week. The committee hand-delivered 40 invitations and mailed few more. The goal is the cultivate relationships. The Appreciation Event is booked for May 9.

**D. Promotions Committee – Debbie Butler**

Cash Mob – Debbie Butler

Debbie Butler reported that the committee is working on updating Cash Mob and has started to work with partners on changes to make it more appealing.

The St. Paddy’s Day committee is working on making this year the biggest and best yet. Bangers & Mash Lunch is scheduled for March 15 while the St. Paddy’s Day Party is March 17.

**16. New Business**

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

None

**17. Old Business**

None

**18. Adjourn Meeting**

Andrew Hocutt made a motion to adjourn the meeting. Kyle Clifton seconded. Meeting adjourned at 8:38 p.m.