



Claremore Main Street, Inc.
 Board of Directors – Special Meeting
 Saturday, January 10, 2026 | 9:00 a.m. Claremore Main Street Offices

ITEM #1: Establish a Quorum and Call to Order – Matt Mize

P	Amber Brassfield
A	Kathy Glover
P	Bridgett Hunt
A	Mary Ann White
P	Patty Lederman
P	Susan Gebhart
A	Rockell Sisco
P	Megan Douglas
P	Lindsey Martin-Dow
P	Cassie Woods Howell
P	Jamie Peckham
P	Matt Mize

P=Present, A=Absent, L=Arrived Late, Z=Attended Via Zoom
 Quorum Established; the meeting is called to order at 9:08 a.m.

ITEM #2: Introduction of Visitors / Visitor Comments and Questions

ITEM #3: Discussion and possible action on She Brew's request for additional space.

Y	Amber Brassfield
	Kathy Glover
Y	Bridgett Hunt
	Mary Ann White
Y	Patty Lederman
Y	Susan Gebhart



	Rockell Sisco
Y	Megan Douglas
Y	Lindsey Martin-Dow
	Cassie Woods Howell
Y	Jamie Peckham
Y	Matt Mize

1. Yes/No/Abstain=9/0/0
2. Megan moves to not approve, Cassie seconds. Motion carries.

ITEM #4: Discussion and possible action on approval to increase the monthly rent cost by \$100, from \$800 to \$900.

Y	Amber Brassfield
	Kathy Glover
Y	Bridgett Hunt
	Mary Ann White
Y	Patty Lederman
Y	Susan Gebhart
	Rockell Sisco
Y	Megan Douglas
Y	Lindsey Martin-Dow
Y	Cassie Woods Howell
Y	Jamie Peckham
Y	Matt Mize

1. Yes/No/Abstain=9/0/0
2. Cassie motions, Jamie seconds. Motion carries.



ITEM #5: Discussion and possible action to allow the Hiring Committee to review, select, and interview potential candidates for the Program Manager position.

Y	Amber Brassfield
	Kathy Glover
Y	Bridgett Hunt
	Mary Ann White
Y	Patty Lederman
Y	Susan Gebhart
	Rockell Sisco
Y	Megan Douglas
Y	Lindsey Martin-Dow
Y	Cassie Woods Howell
Y	Jamie Peckham
Y	Matt Mize

1. Yes/No/Abstain=8/0/0
2. Megan moves to give the committee the authority to review potential candidates. Jamie seconds the motion. Motion carries.

ITEM #6: Strategic Planning Session with Tamara Nelson, Oklahoma Main Street Center

The meeting focused on preparing for an upcoming Wednesday board meeting and discussing strategic planning. Tamara emphasized the need to clarify roles and responsibilities, develop a clear vision and priorities for 2026, and create a mission statement to differentiate the organization from others. The group also discussed the importance of succession planning, as several board members will be rolling off in June.

Claremore Main Street Identity Discussion

The meeting focused on defining and communicating Claremore Main Street's core values and identity. Tamara emphasized the need to clarify the organization's mission



and presence in the community, highlighting confusion about its role and branding. Participants discussed the importance of connecting with merchants, fostering community engagement, and ensuring that the organization's efforts are recognized and valued. They also explored ways to leverage the town's unique charm and welcoming atmosphere to attract visitors and support local businesses.

Mission Statement and Compliance Review

The board discussed updating their mission statement, with Tamara noting that while the current statement is on their website, it may not be clear to external readers. The group decided to revise the mission statement to explicitly list their four focus areas rather than referencing a "four-point approach," though they agreed to wait until their bylaws review in February to make this change. The discussion also covered compliance matters, with Tamara encouraging that while their IRS issues are now resolved, they need to ensure all required filings are up-to-date with both the IRS and Secretary of State.

Streamlining Onboarding and Mission Update

The board discussed roles and responsibilities, with Tamara emphasizing the need for a streamlined onboarding process. We agreed to form a committee to update the mission statement, with Matt following up on Wednesday to formalize this. Tamara outlined the four-point approach for committees, highlighting the importance of organization as the foundation. She encouraged the board to focus on storytelling and community engagement, suggesting bringing on potential new volunteers to join the committees. The group discussed the need for better communication strategies and the importance of controlling their narrative in the community.

Main Street Operations Strategic Planning

The meeting focused on organizing Main Street's operations into the four key areas: Organization, Leadership and Volunteer Development, and Economic Vitality. Lindsey outlined the structure for the Organization team, emphasizing the need for leaders who can manage volunteers, communicate effectively, and secure funding. Cassie and Lindsey discussed the Economic Vitality committee's role in developing a diverse downtown



economy, highlighting successful examples like Prevalis' downtown transformation in Tahlequah. The discussion also addressed challenges in recruiting committee members and building relationships with business owners, with emphasis on the importance of patience and consistent communication in overcoming past mistrust.

Downtown Revitalization and Building Activation

The meeting focused on challenges and progress in downtown revitalization efforts, particularly regarding building ownership and activation. Tamara highlighted difficulties in contacting building owners, and Cassie noted that the Progress building is owned by the Alabama Teachers Retirement System and lacks local interest in sale or development. The group discussed the importance of activating empty spaces to generate tax income and improve city infrastructure, with national averages suggesting a \$100,000 loss per 100 feet of unused storefront. They also reviewed the success of the "Townscape Partners" program, which solicits donations for street decorations and involves community volunteers, and addressed concerns about pedestrian safety and street lighting, with the city planning to replace asphalt with stamped concrete for crosswalks by April.

Historic Preservation and Event Planning

Tamara discussed the importance of preserving historical buildings and their stories, emphasizing the need for a historian to maintain the integrity of the downtown area. She highlighted the use of the Time Frame app to provide historical information about buildings and suggested empowering local businesses to take ownership of events and promotions. Tamara also reviewed the calendar of events for the upcoming year, including planning cycles for various festivals and the need for promoting the Masquerade Ball. She encouraged the group to register for the National Main Street Conference early to take advantage of discounted rates.



Main Street Program Event Planning

The group discussed several upcoming events and activities for their Main Street program. They reviewed preparations needed for April events, including the Main Street Conference and Taste of Claremore. A significant portion of the discussion focused on the Sunny Dayz Festival, a mural project that has raised concerns about historic preservation. Anita was tasked with contacting SHIPO (State Historic Preservation Office) to get guidance on which buildings could be used for murals. The group also covered plans for May events, including Main Street Day at the Capitol, Boots on the Boulevard, and the Lilac Festival. They discussed the purpose and format of Main Street Day at the Capitol, emphasizing its importance for advocacy and networking with state legislators. The conversation ended with a review of upcoming training sessions and events in June, including a Department of Commerce visit to Claremore.

Event Planning and Budget Strategy

The meeting focused on planning and organizing various tasks and events for the upcoming months. Tamara discussed the importance of completing paperwork and the need for transformation strategies, which will involve surveys and focus groups. She also talked about the "Weekend of Local" event in July, aimed at boosting retail sales during the slowest month. The group reviewed the schedule for streetscape changes, including decorations for different seasons. Our board was advised to consider the fiscal years of potential sponsors when planning fundraising efforts. They also discussed the need for board member training and the upcoming "Board Member Boot Camp" event in August.

Event Planning and Budget Review

The meeting focused on planning and budgeting for upcoming events and partnerships. Tamara discussed various events in August, September, and October, including board training, Corporate Olympics, Fall Festival, and Dickens event. The team reviewed their current budget, including \$27,000 from confirmed event sponsorships and \$7,500 from Claremont Economic Development. They explored ways to increase partnerships, with opportunities to secure \$100, \$500, \$1,000, \$2,500, and \$5,000 level contributions. The



group agreed to start planning for the next year's events early in October, after the Tulsa State Fair.

Operational Review and Strategic Planning

The meeting focused on reviewing and addressing various aspects of the organization's operations, including fundraising strategies, event planning, budgeting, and volunteer management. Key decisions included prioritizing the creation of a clear and accurate budget, defining the organization's relationship with the Lilac District, and implementing strategies to secure consistent funding, including exploring new membership and partnership goals. Action items included cleaning up the budget, revising fundraising goals, and developing a campaign to educate the public about the organization's identity. The team also discussed leveraging tools like GiveButter for volunteer management and event planning. Open questions remain about the long-term strategy for the Lilac District and how to balance historical preservation with development goals.

ITEM #7: Any New Business that could not have been foreseen at the time the agenda was posted.

ITEM #8: Adjournment

	Amber Brassfield
	Kathy Glover
Y	Bridgett Hunt
	Mary Ann White
Y	Patty Lederman
Y	Susan Gebhart
	Rockell Sisco
Y	Megan Douglas
Y	Lindsey Martin-Dow
Y	Cassie Woods Howell
Y	Jamie Peckham
Y	Matt Mize

1. Yes/No/Abstain=8/0/0
2. Cassie moves to adjourn, Matt seconds the motion. Motion carries.
3. The meeting is adjourned at 2:01p.m.

Lindsey C. Martin, Board Secretary

