

MAIN STREET BUSINESS IMPROVEMENT DISTRICT BOARD

REGULAR MEETING

April 15, 2011 – 11:00 AM

Downtown Library – Meeting Room B

MINUTES

The meeting was called to order at 11:03 A.M. Roll call:

Members present:	Matt Smith (Chair)	Members Absent:	none (one position vacant)
	Susan Scott		
	Tom Bosch		
	Matt Gabbert		
	Gary Gaspar		

Approval of August 2, 2010 Meeting Minutes

Motion by Gaspar, second by Gabbert, to approve the August 2, 2010 meeting minutes as presented.
Motion passed 3 yes, 0 no, 1 absent.

Update from DTSF, Inc.

Jason Dennison of DTSF introduced himself as its new executive director/president, and talked about his vision for that organization. Among his stated priorities are creating and implementing a strategic plan for the organization and maximizing communication. He intends to outreach to stakeholders to form an advisory team of around seven members for guiding the process as input from those vested in downtown is sought. Gaspar recommended that a strong weight be given to property owners in developing the advisory team. Chuck Point of Ronning Companies offered and requested to serve on the advisory team.

Dennison also stated that the organization is working on 2011 work plans that address current needs and take into account future needs.

Consideration of 2011 District Needs

Jason Dennison presented the board with a 2011 organization budget along with allocation breakdowns based on revenue source and expenditure activity. He noted that he is currently developing a more detailed breakdown of BID-related needs for future funding requests and requested the board take action to set in motion steps for renewing the BID assessment in August 2011.

Brent O'Neil, City of Sioux Falls, outlined the timeframe and steps necessary for a renewal of the BID. He stated that an approval of the DTSF request today would initiate other actions by the City to evaluate and formulate the next steps for a BID renewal. Among this timeline were BID board meetings in May and June, communication with DTSF, communication with property owners, and legal posting requirements.

Bosch asked whether DTSF should identify its needs and budget first and then make the renewal request, or present the needs and budget prior to the BID board making any recommendation on a renewal. Dennison suggested that DTSF wants to evaluate the BID structure more closely and has done some preliminary reasoning on whether an expert could be hired to evaluate the BID.

Motion by Gaspar, second by Scott, to adopt the schedule as proposed for taking steps on the 2011 BID levy. Motion passed 4 yes, 0 no.

Other Business / Open Discussion

Chuck Point made a request of the board to rescind its motion approving initiating the 2011 BID renewal process forward. Point, on behalf of Ronning, made an objection to the BID and made several assertions:

- Ronning Companies wished to have its properties removed for the district;
- Ronning Companies considers its properties to be part of the Beadle Greenway, not Downtown;
- Ronning Companies objects to the use of a special assessment as the method for collecting BID revenue

- Ronning Companies believe they have received no benefit for their inclusion in the BID.

- He believes there are better methods for funding downtown projects and the DTSF organization, and proposed that rather than a BID, the City subsidy be increased to offset what the BID generates in revenue.

- He questioned the fairness of the BID by way of example stating that Minervas assessment due was considerably lower than that of the Ronning properties, but that Ronnings properties were collectively assessed at a much higher level.

- Consider starting the BID over from scratch to determine the level of support for it.

Point also mentioned that Ronning Companies have made a substantial investment in the area, but also feel the City should have committed more resources to the Beadle Greenway development. He also noted that the road condition in the vicinity of their properties. Point also iterated that Ronning Companies wishes to support downtown and DTSF, but not through a different mechanism.

Board members made several comments as well which are summarized in group according to each member.

Gaspar:

- Agrees that while there may be disagreement on the level of benefit properties may receive, he disagrees with the statement that Ronning properties receive no benefit;

- He does believe the question of equity needs to be addressed;

Bosch:

- Disagrees with the statement that Ronning properties receive no benefit;

Scott:

- Downtown is the “living room” of the City.
- Investment in downtown has paid dividends

Smith:

- Could an evaluation or consultation occur early enough to address concerns and possible changes to the BID prior to the August 2011 renewal.

Gabbert:

- Asked Dennison to assemble and provide to the board information comparing the BID revenue and expenses to previous years.

Set Next Meeting Date

Motion by Smith, second by Gaspar, to set a meeting for April 29 at 11:00 AM at the Downtown Library subject to confirmation of the meeting space with the main topic to discuss options for evaluating the current BID structure. Motion passed 4 yes, 0 no.

Adjourn

Motion by Bosch, second by Gabbert, to adjourn. The meeting was adjourned at approximately 11:50 AM.