

Main Street Business Improvement District Board

Regular Meeting
May 7, 2014, 3 p.m. Downtown
Library—Study Room C

Minutes

The meeting was called to order at 3:05 p.m.

Members present: Lyle Pudwill (Chair), Loren Koepsell, Cindy Palleschi, Dave Syverson, and Gary Gaspar

Members Absent: None (one position vacant).

Approval of November 22, 2013, Meeting Minutes

Motion by Koepsell, second by Syverson to approve the November 22, 2013, meeting minutes. Motion passed 4 yeases, 0 noes.

Public Input

There was no public input.

DTSF Update

Jason Dennison of DTSF provided updates on proposed/current initiatives including:

- A *Good Neighbor* guide for residents, businesses, and property owners that provides an understanding of what good neighbors are and the expectations for us to be good neighbors.
- Community policing efforts within downtown.
- “Project Give Real Change”—faux parking meters provided at different locations that folks can drop change into, and funds generated provide assistance to organizations that serve the less fortunate.
- Retail Incubator Program—\$100,000 from DEDIF funds has been set aside to support new downtown retail concepts in the form of a rental subsidy. First business recently accepted into the program is the 605 Running Company.

- Wayfinding Program that wraps utility boxes with guides that assist residents and visitors navigate throughout downtown.

Proposed BID Budget

Jason Dennison presented a draft of the 2014 Main Street BID budget. Strategic emphasis is being placed on the Clean and Green Program, transportation, and economic development items. Year-round foliage is proposed to be placed in the planters throughout downtown, new banners added to streetscape improvements on Sixth Street and Phillips Avenue, flowers for new construction improvements on Philips Avenue, and the Downtown Market Analysis are new items being added to the budget.

Motion by Gaspar, second by Syverson, to recommend approval of proposed 2014 BID budget. Motion passed 5 yeses, 0 noes.

BID Revision Committee Update

Proposed BID revision process includes hiring a third-party unbiased independent consultant to review and provide recommendations to include but not limited to the following scenarios:

- Review the current cap(s) and determine an appropriate level.
- Evaluating all property exemptions.
- Address the impact to owners of multiple properties.
- Reviewing rate structure including the combination of land/improvements into a single rate and/or a zone assessment strategy.
- Review BID boundaries.
- Provide examples of assessment models utilized in similar markets.

Motion by Gaspar, second by Syverson, to support action steps thus far in the process. Motion passed 5 yeses, 0 noes.

Other Business/Open Discussion

- Bylaws are in the process of being reviewed.
- Discuss how the new zoning ordinance will impact the BID at the next meeting.
- Board will meet again in July.

Adjourn

Motion by Pudwill, second Koepsell to adjourn. Motion passed 5 yeses, 0 noes. The meeting was adjourned at approximately 4:04 p.m.