



DOWNTOWN ACTION ORGANIZATION (DAO)

Executive Committee Meeting

February 9, 2022

9am

Zoom Meeting ID: 806 654 7370

Passcode: Downtown

Phone: 669-900-9128, Meeting ID: 806 654 7370, Passcode: 93058399

AGENDA

- | | | |
|-------------|--|-------------------------|
| 1.0 | CALL TO ORDER | Natalie Balfour |
| 2.0 | PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)
Comments from the public will be allowed on all agenda items at the time each item is called. | |
| 3.0 | CONFLICTS OF INTEREST OR ABSTENTIONS | Natalie Balfour |
| 4.0 | CONSENT ITEMS
4.1 January 12, 2022 Meeting Minutes | Natalie Balfour |
| 5.0 | FINANCIAL REPORT
Review of DAO financial statements ending January 31 | Joe Dietzen |
| 6.0 | EXECUTIVE DIRECTOR REPORT
Update provided on potential expansion of the District, Courthouse Square events, Executive Committee nominations, business changes in the District and other projects | Cadance Hinkle Allinson |
| 7.0 | STREET LEVEL SERVICES RECOMMENDATION
Review of proposed landscape maintenance and street level services contracts and determine recommendation to take to Board for future services | All |
| 8.0 | 2022 DAO WORKPLAN RECOMMENDATION (ATTACHMENT)
Review proposed 2022 workplan for Board level discussion | Hugh Futrell |
| 9.0 | FEBRUARY BOARD MEETING AGENDA | All |
| 10.0 | ADJOURNMENT | Natalie Balfour |

Executive Committee Meeting
January 12, 2021, 9am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128

Executive Committee Present: Natalie Balfour, Joe Dietzen, Hugh Futrell, Doug Van Dyke

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 9:03am.

2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)

There were no public comments at this time.

3.0 CONFLICTS OF INTEREST OR ABSTENTIONS

There were no conflicts of interest or abstentions.

4.0 CONSENT ITEMS

4.1 Motion to approve consent item, December 8, 2021 Executive Committee Meeting Minutes, as presented was unanimously passed.

5.0 FINANCIAL REPORT

Joe Dietzen reviewed the DAO's financial documents ending December 31. The P&L shows net income for the year just under \$600,000 and expenses were \$541,095, with net income at \$58,000. This is due to a few items: the StreetPlus budget coming in \$40,000 under and using a very small percentage of the contingency. This surplus is why the DAO is running a deficit budget for 2022.

6.0 EXECUTIVE DIRECTOR REPORT

Cadance Hinkle Allinson shared that the Downtown Subcommittee meeting was canceled again and remains in flux since it currently only has one member and no chair.

The StreetPlus team is currently operating with three staff. One recently quit and one is on leave.

The Winter Lights rink has officially wrapped up and was overall a success. There will be a lot of outreach to participants and sponsors as the Chamber works out whether or not to move forward with a similar program next year.

While Kindred Fair Trade is unfortunately closing, Cadance has heard from a number of business owners that they had incredibly successful fourth quarters.

Peter is working with Raissa to secure additional funding for Courthouse Square event management. This will allow for another staff member to be hired who can deal with the day-to-day details and logistics, both for Chamber and District events, as well as for outside events. Cadance will oversee the position, which will allow the DAO to maintain a high level of oversight around what is happening in the Square. There are currently four outside events already scheduled for the year.

The new benches, with dividers, will be installed in the next few months thanks to the Parks Department. They are also installing bumps along the planters to prevent skateboarding.

The light project is still delayed, but Cadance will be working to get the new lights installed as soon as they're available.

Hugh asked about the status of the subcommittee, as it is a critical channel for the DAO to communicate on policies and other issues. Cadance will follow up to see who is being selected to join and who will step in as Chair. Joe Dietzen will also ask Mayor Rogers at the Chamber's Advocacy Meeting.

7.0 STREET LEVEL SERVICES REVIEW

Cadance shared a recommendation that the Street Level Services budget shift to include dedicated Landscape Maintenance. She has received a quote from BriteView, who currently manage Railroad Square and Courthouse Square for \$64,800 that would include all sidewalk and tree maintenance within the District, broken into four zones that would be addressed every four weeks. They would also manage all the planters on 4th Street.

She recommends having three full time and one part time StreetPlus staff member, and that all the hourly workers get paid an increased amount to better attract and retain quality staff members.

Natalie suggested that there be a strong preference for all StreetPlus staff to have their Security Guard certifications.

Hugh suggested additional bids should be sought for the landscape work.

The Board will weigh in at the next meeting to determine if there is interest in pursuing this strategy.

Joe asked whether the homeless interactions have increased. Cadance will share a comparison of 2020 and 2021 numbers at the board meeting.

8.0 DISCUSSION AND RECOMMENDATION ON ADDITIONAL ASSESSEES

Cadance has not been able to meet with Marco to talk through the process of annexing properties onto the District.

A discussion ensued about the importance of verifying the process, which should include a recommendation from the DAO Board, as the overseers of the Management Plan. The DAO's approval is fundamental to start the process. Annexation requests should be discussed by the board on annual basis. It is critical to figure out the cost to the District to annex a property and provide services and if, regardless of costs, there is a philosophical commitment to expanding the boundaries anyway.

If the museum is interested in joining, then Caritas Village/Catholic Charities should also be consulted. Cadance will begin the conversation with them and include an update on the February Executive Committee meeting agenda.

9.0 2022 BOARD MEMBER NOMINATIONS

Joe Dietzen shared that the nominating committee, which he chaired, met this month. Other committee members included Pauline Block and Bernie Schwartz. There was one definite open seat and another board member indicated they'd be willing to step off if there was strong interest.

The committee interviewed Chris Denny and Don Tomasi. Both are business and property owners Downtown. The committee is recommending that both of them join as new board members. Hugh Futrell, Natalie Balfour and Sonu Chandi are all interested in renewing their terms.

A discussion ensued how to recognize with the difference between business and property owners. Natalie requested the property owner and business owner board member ratio be reviewed later in the year.

10.0 2022 DAO WORKPLAN DISCUSSION

Hugh suggested that the board consider adopting a workplan for 2022, which is slightly more granular than the broad priorities previously relied on. The Board will have to approve the plan, and it will be subject to modification. It will provide guidance and structure for the Executive Director and the board for the work they focus on in 2022. Hugh recommends that a Work Plan get developed based on the projects the DAO is already working on and that it provides a basis for board discussion. This should hopefully better engage the board in the work of the DAO.

The Executive Committee will review a prospective plan drafted by Hugh and Cadance at their February meeting and the board will review the following week.

11.0 JANUARY BOARD MEETING AGENDA

Board member nominations will occur after the financial report.

Cadance will include an update on the priority setting workplan discussion in her report, letting everyone know it will be discussed in February.

Cadance will also share Street Level service recommendations for 2022.

12.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 10am.

ATTACHMENT 1 – Items proposed to be included in 2022 Work Plan

Policy Initiatives. Working with other stakeholders, take effective action to ensure Council and staff:

- 1) Do all steps necessary for launching the EIFD;
- 2) Adopt an office mitigation/.incentive policy (parking; business licenses; TI permits; sign permitting; other) in 1-2Q 22
- 3) Complete a long-term downtown surface and garage parking plan (including no development on designated lots)
- 4) Help the County Center move forward downtown
- 5) Make Parks policy (park fees collected downtown spent downtown) permanent
- 6) Finalize permanent garage parking incentives by July 1
- 7) Help Downtown Subcommittee actively engage in the issues happening Downtown with three dedicated councilmembers

Homelessness and downtown crime:

- 1) Downtown camera system
- 2) Catholic Charities caseworker access
- 3) DAO to manage services, compete for City funds (caseworker/mental illness)
- 4) Ordinance re sleeping in downtown core
- 5) Pressure on no-bail/release policies

Event management:

- 1) Impact on DAO cost-shifted to City
- 2) Ensure well-handled and part of an integrated marketing plan

Marketing

- 1) Fully integrated marketing plan
- 2) Social media, website
- 3) Some VSR funds earmarked for marketing downtown
- 4) Pursue BIA

Improvements

- 1) Regular landscape maintenance
- 2) Fountain
- 3) Art
- 4) Benches
- 5) Planting
- 6) Wayfinding
- 7) Lighting
- 8) Media Box removal and installation policy

Board Culture/Governance

- 1) Charge and role of Standing Committees
- 2) Role of ED
- 3) Relationship with Chamber (advocacy, board etc)
- 4) Board member education/commitment/recruitment