

**REGULAR MEETING OF THE
FLAGSTAFF DOWNTOWN BUSINESS IMPROVEMENT
AND REVITALIZATION DISTRICT**

**Tuesday, January 5, 2016 – 10:00 AM
Staff Conference Room – Second Floor
Flagstaff City Hall – 211 West Aspen, Flagstaff, Arizona**

MINUTES

NOTICE OF OPTION TO RECESS INTO EXECUTIVE SESSION

Pursuant to A.R.S. §38-431.02, notice is hereby given to the members of the FDBIRD Board of Directors and to the general public that, at this meeting, the Board may vote to go into executive session, which will not be open to the public, for legal advice and discussion with the District's attorney on any item listed on the following agenda, pursuant to A.R.S. §38-431.03(A)(3).

1. Call to Order

Chairman Stilley called the meeting to order at 10:06 a.m.

2. Roll Call

PRESENT:

Chairman David Stilley
Vice Chairman Karen Kinne-Herman
Member John VanLandingham
Member Tim Kinney

ABSENT:

Member Antoinette Beiser

Others present: District Attorney Dana Kjellgren (via telephone); District Treasurer Brandi Suda; FDBA Executive Director Terry Madeksza; Recording Clerk Stacy Saltzburg.

3. Approval of Minutes of the Board meeting of October 6, 2015.

Member Kinne-Herman moved to approve the minutes of the Board meeting of October 6, 2015; seconded; passed unanimously.

4. Approval of Financial Statements:

- A. May 2015
- B. June 2015
- C. July 2015
- D. August 2015
- E. September 2015
- F. October 2015
- G. November 2015

Member Stilley asked if they are required to approve the financial statements monthly or if they could be done on a quarterly basis. Ms. Kjellgren stated that there is no statutory requirement nor is there any requirement in the District's Rules of Procedure that they have to be done monthly. The Board agreed that going forward these reports should be approved on a quarterly basis.

Ms. Suda explained that she also provided a compilation report to provide an overview of each month. She stated that they are required to do an annual audit and she is working on getting that lined up. She stated that the net income came in a little less than what was anticipated due to some people who still owe on the property taxes. She is currently working on compiling that information as some of the taxes were received after the end of the fiscal year. Things are on track from the revenue perspective for FY16. She indicated that once she confirms the information about the delayed property taxes it will be provided to the Board for their review.

Member Kinne-Herman asked about the procedure for collecting delinquent taxes. Ms. Suda explained that the County handles the collection process.

Member Stilley moved to approve the Financial Statements of May, June, July, August, September, October, and November of 2015; seconded; passed unanimously.

5. Flagstaff Downtown Business Alliance (FDBA) Director's Presentation of Overview of Written Annual Report, required by Section 1.2 of Scope of Work of Contract between District and the FDBA.

Ms. Madeksza provided a review of the Flagstaff Downtown Business Alliance Annual Report, as indicated in the attached PowerPoint (Exhibit A) and Report (Exhibit B).

With regard to item 1.4 Member Kinne-Herman asked if the estimated \$400,000 is for phase one. Ms. Madeksza stated that the \$400,000 is the cost estimate for all services that the City currently provides and the phase one totals will be included in the presentation that she will be giving to the Flagstaff City Council. She will make sure that the presentation is provided to the Board for their review.

Ms. Suda asked if the shift to the District providing services will have an impact on City staffing. Ms. Madeksza stated that the hope is that the City staff will be reallocated back to other projects and tasks. She further explained that the intent is for the District to provide enhanced services in addition to what is currently being provided by the City.

Ms. Madeksza stated in regards to item 2.3.7 of the report that she will be working to develop a position on Wheeler Park and getting it included in the permit process. She intends to research best practices of other communities with similar climates and how they manage the events in their parks. The Board agreed that Wheeler Park is a huge asset to the community and more should be done to allow the park to be utilized more during the peak seasons.

Member Stilley thanked Ms. Madeksza for her report and offered that there has not been the kind of momentum and discussion that they are seeing now for many years; he

encouraged her to continue her efforts and he looks forward to seeing what she is able to do moving forward.

6. Consideration of Year 2 Work Plan for FDDB, required by the Contract between the District and the FDDB.

Ms. Madeksza provided a PowerPoint presentation that covered the following:

BACKGROUND
MANAGEMENT
EVENTS

There is a lot of focus on tourism and that is good and important but she is also working hard on increasing the efforts to reach out to the local audience. Member VanLandingham added that developing an emotional attachment to downtown is important and pays off throughout the year.

HOLIDAYS

Vice Chairman VanLandingham stated that this year had the best holiday engagement downtown that he has seen in years and he would like to see that continue. Ms. Madeksza stated that everything that was done this year was done on a zero budget; she is excited to see what can happen as sponsorships are acquired for the various events.

Vice Chairman Kinne-Herman stated that one of the things Ms. Madeksza is good at is acknowledging people and businesses for what they are providing to the community; she asked if there is a way to do that publicly through a press release or posting in a community forum. This has been a great season for downtown and the Board should acknowledge the contributions of the businesses and all the participants. Ms. Madeksza agreed and said she will work on getting something out.

WEBSITE
COMMUNICATION – SOCIAL MEDIA, DOWNTOWN UPDATE=ENGAGED AUDIENCE
LOOKING AHEAD
ADVOCACY
ADVOCACY LOOKING AHEAD
PARKING
APPROACH
ROADMAP
WRONG WAY
HOW WE GET THERE
PARKING LOOKING AHEAD

7. Discussion and Consideration of Authorization for Annual Payment to the FDDB for the Management Contract, Year 2.

Vice Chairman Kinne-Herman suggested that the Management Contract and budget should be approved by the FDDB before payment is authorized by the District.

Member VanLandingham stated that he is concerned about the vagueness of the contract with regards to the payment schedule. He suggested cleaning up the language so there is not discussion year after year about how and when payments are to be made.

Vice Chairman Kinne-Herman stated that it would make more sense to have a set schedule and dollar amount provided in the contract; she suggested a bi-annual payment with a schedule determined by the periods of income. Ms. Kjellgren stated that her recommendation would be to specify when the payments will be made through a contract amendment. Member Stilley suggested that a special meeting be held to review any information coming back from FDBA, approve the payment and authorize the contractual amendment. Ms. Kjellgren added that the proposed contract amendment should be authorized by the FDBA prior to approval by the District.

Member VanLandingham suggested that the special meeting be held on February 2, 2016, at 10:00 a.m.; all members were in agreement on the date.

Ms. Kjellgren added that she would recommend creating an annual calendar with actions that need to be taken yearly by the FDBIRD; it should coincide with the payment schedule and work plan. This will ensure that the annual report and presentation of the work plan for the coming year is completed prior to the payment for the coming year.

8. Consideration of Public Infrastructure Improvement Project and Possible Action by the Board.

Ms. Madeksza stated that she provided a detailed update in her annual report but reiterated that the project is on track and is scheduled to start fabrication in April and May with a completion date of June 4, 2016.

9. Monthly Update by FDBA Executive Director Terry Madeksza.

Ms. Madeksza reported that the FDBA is pursuing options to take over the management of the Heritage Square Trust which would give the District access to a 501c3 to enhance fundraising efforts. All that it would require is having the current board members resign and appointing new board members to the Trust. Member VanLandingham added that this is being done in agreement with the members of the Trust.

10. Update on Tax Receipts from November 2015.

Ms. Suda stated that she is continuing to work on getting the information finalized and ready for reporting. She also reported that the County made their in-lieu of tax deposits recently.

11. PUBLIC PARTICIATION

Public Participation enables the public to address the Board about an item that is not on the agenda. Comments relating to items that are on the agenda will be taken at the time that the item is discussed.

None.

12. Report of Board of Directors.

None

13. Adjournment

The Regular Meeting of the Flagstaff Downtown Business Improvement and Revitalization District Board of Directors held January 5, 2016, adjourned at 11:37 a.m.

David Stilley, Chairman

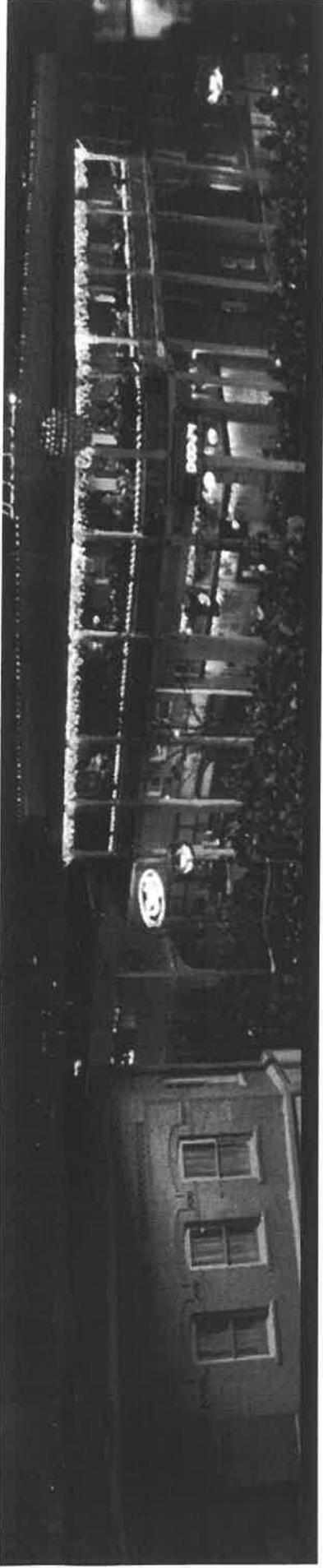
ATTEST:

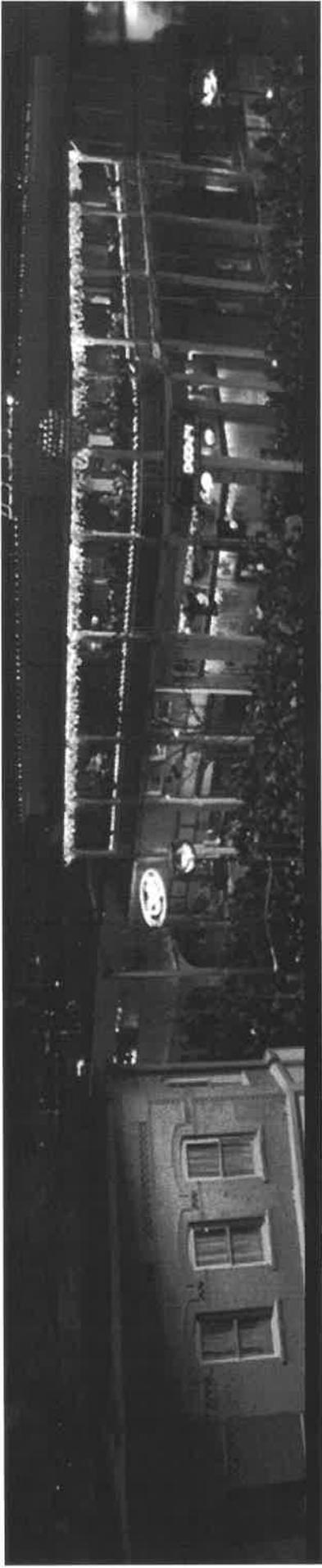
Elizabeth A. Burke, District Clerk

Flagstaff Downtown Business Improvement and Revitalization District

Annual Report

January 5, 2016





Background:

- Management Agreement in place and deliverables being met
- Additional goals of the District:
 - Management
 - Advocacy
 - Parking

Management:

- Established first FDBA office
- High energy, central, co-work location
- Wrote Policies and Procedures & Employee Manual approved by board
- Promote / Market the downtown area, businesses & events
- Host weekly stakeholder meetings
- Selected as project manager for 2 City infrastructure jobs - \$45,000 management fee to FDBA

Events:

- MOTS – highly engaged despite low sponsorship
- FDBA's role as facilitator - ensure business involvement & minimize impacts
- Activate public space, create vibrancy
- Attract people → Spend \$\$
- Engage local audience – low hanging fruit



Kim Ake I love that it is something fun and FREE to do with your family!
Unlike · Reply · Message ·  1 · September 9 at 12:04pm



Amanda Rene Steavenson We love getting together and just spending time with our little one. It's also nice to spend time with those in our community. It's overall a wonderful experience! We wish to keep coming back in the years to come. 😊

FLAGSTAFF
DOWNTOWN
FOR THE HOLIDAYS

FLAGSTAFF
DOWNTOWN
FOR THE HOLIDAYS

Shop, Rock and Roll

Tuesday, December 15th
5:30pm - 8:30pm



ORPHEUM

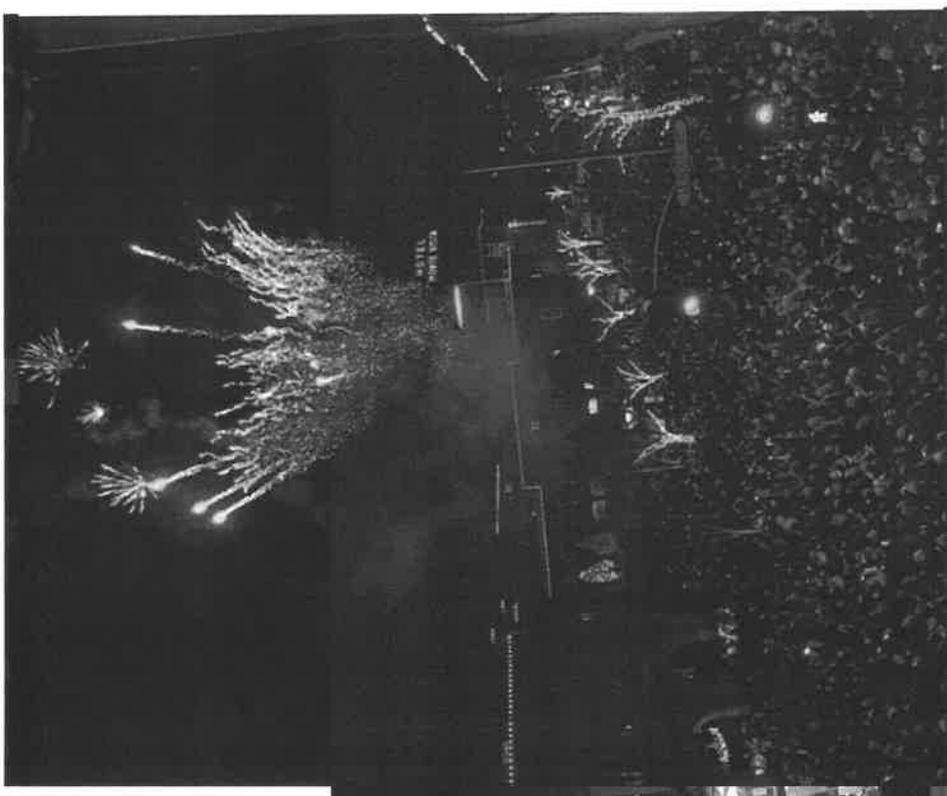
SATURDAY WINTER
MOVIE SERIES

Presented by: The Flagstaff Downtown Business Alliance & The Orpheum

- Created Holiday brand
- Programmed events
- Engaged businesses



- Wrapped 30 street trees
- Installed more than 20 wreaths
- Coordinated parapet lighting
- Added lights at Heritage Square



Website -

- ✓ Post blogs
- ✓ Promote events/business promotions
- ✓ Text-heavy

Flagstaff Downtown Business Alliance
They don't make Downtowns like this anymore!

Home Where is Downtown? Movies on the Square About Flagstaff Newsletters Membership

Contact Us

Search

Five Best New Year's Eve Parties in Downtown Flagstaff
Posted on December 29, 2015 by Brooke Eekhoff

FLAGSTAFF DOWNTOWN BUSINESS ALLIANCE
Log In To use Facebook's social plugins, you must switch from using Facebook as DBA (Flagstaff Downtown Business Alliance) to using Facebook as Terry Madekaza.

Great Pinecone Drop / Wetherford Hotel / Thursday, Dec. 31 @ 10pm & 12am
As both 10PM and midnight parties will be dropped from the top of the

New Year's Eve is the last day to enjoy 2015 and celebrate the beginning of 2016 with all of your closest friends and family. If you're looking for the best New Year's parties in Downtown Flagstaff, then you have come to the right place.

Communication – Social Media, Downtown Update = engaged audience

FB +800



Insta +3600



Newsletter, 2xmonth



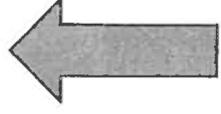
Looking Ahead:

- Clean Team / Ambassadors
- Partner with County Career Center for workers / job placement
- Focus on litter and trash removal
- Beautification
- Create memorable experiences
- Fee for Services
- Business Attraction / Investment

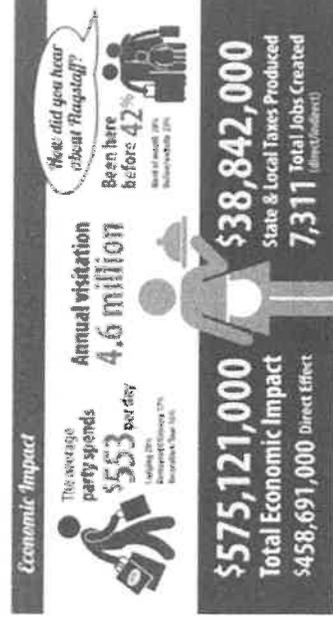


Looking Ahead:

- Develop Downtown Brand / Identity used on all platforms (banners, website, social media, etc.)
- Manage Leroux Street construction impacts & implement mitigation/assistance program
- Provide clean, welcoming, vibrant downtown
- Complete block-by-block inventory
- Increase stakeholder communication – bi-weekly email update to begin January
- Strengthen coordination – CVB, Events, Police



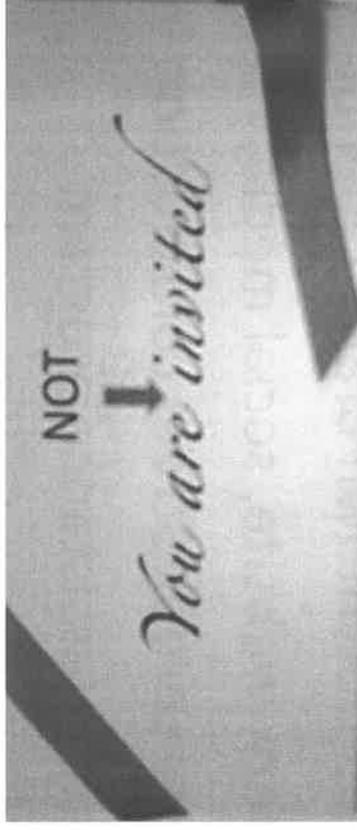
...Result:



Advocacy:

Chief Advocate...

- One-Stop-Shop for stakeholders, partner organizations and community members
- Represent stakeholder interests - construction, events, parking
- Develop unified voice
- Increase FDBA's influence with NAU, Police, City, County etc. through positive relationships



...and Chief Irritant

- Don't wait to be invited to important meetings
- Increase FDBA's influence with NAU, Police, City, County, etc. through "persistence"

Looking Ahead:

- Continue to appear when not invited
- Single point of contact for downtown issues
- Position DBA as Partner, Advocate, Influencer
- Strengthen relationship with NAU
- Participate in issues/policy discussions that effect downtown
- Build upon “unified and amplified voice”

Approach:

- Broad approach, includes the following elements:
 - Residential Permit (program may differ depending on neighborhood)
 - Meters / Kiosks (north & south downtown)
 - Fee-for-service with existing off-street public / private lots
 - Employee Permit – working WITH County
 - Effective Enforcement
 - Delivery Trucks
 - Signage
 - Messaging / Communications
- Council approved program concept in early December.
- Meter revenues used to secure additional parking supply (garage)



Stay The Course – Follow the Roadmap

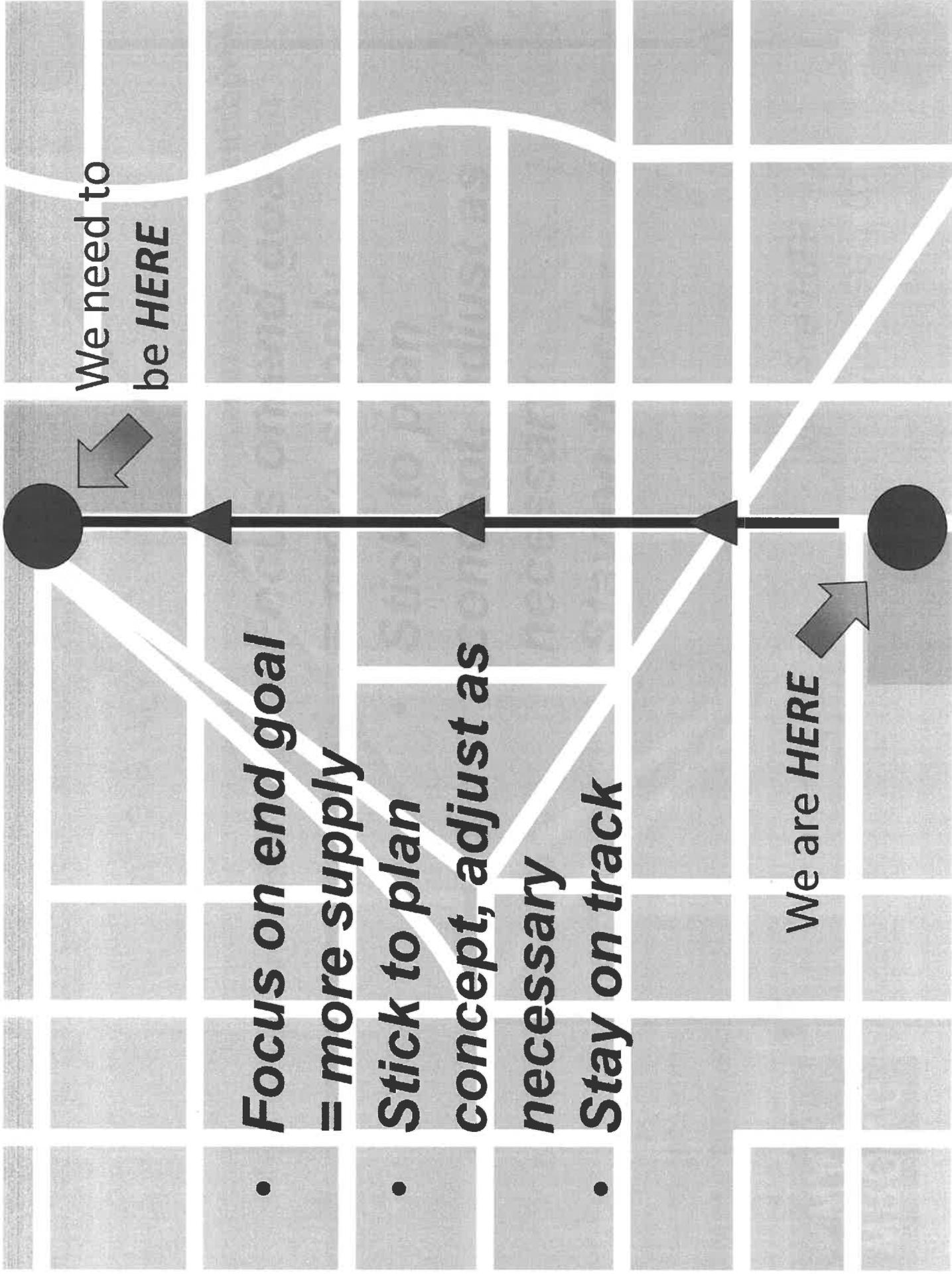
ROADMAP

We need to
be **HERE**

- Garage/Surface Lot(s)
- All Audiences Considered
- Best Practices Considered
- Positive Experience
- Atmosphere that supports Businesses / Investment

We are **HERE**

- Limited Supply
- Been Here Before



We need to be **HERE**

- **Focus on end goal = more supply**
- **Stick to plan concept, adjust as necessary**
- **Stay on track**

We are **HERE**

Looking Ahead:

- Ordinances that establish office of the Parking Manager and Special Revenue Fund presented to Council January 19, again to adopt February 2
- Ensure mechanism to maximize revenues is in place
- Outreach to businesses
- Launch website that informs, promotes and explains system
- Consider feasibility of fee for service – employee permits, off-street lots evenings/weekends??

Questions??

Terry@flagdba.com

EXHIBIT B**FLAGSTAFF DOWNTOWN BUSINESS ALLIANCE ANNUAL REPORT**

Presented to the:

Board of Directors for the Flagstaff Downtown
Business Improvement and Revitalization District

January 5, 2016

The following is a reporting of activity associated with the Agreement for Management Services between the Flagstaff Downtown Business Improvement and Revitalization District (the District) and the Flagstaff Downtown Business Alliance (FDBA). For ease of reviewing deliverables, this report addresses Exhibit A – Scope of Work.

BUDGET AND FINANCE

- 1.1 Preparation of detailed operating budgets:
 - The FDBA recently changed to a budget cycle ending July 31. A budget for 8/1/2015 – 7/31/2016 has been approved by the Finance Committee and reviewed by the Executive Committee. The full board will review, discuss and vote on the proposed budget at the January 14, 2016 meeting (attached).
- 1.2 Prepare written report accounting for revenues & expenditures:
 - A P&L statement is attached.
- 1.3 Create & maintain a “District” database with property owner information:
 - Complete: Spreadsheet developed with contact information for property owners, including APN, current use, contact information.
 - Complete: Spreadsheet developed with contact information for property owners, business owners/managers, City & County contacts, businesses outside the district and general contacts.
 - Complete: Distribution list created in Constant Contact for email newsletters and updates
 - 2016: Create a complete block-by-block inventory and accompanying map showing block layout, buildings, parking, city infrastructure, etc.
- 1.4 Identify, prioritize and estimate revenues/expenses for “Enhanced Municipal Services” the District may seek to provide in the future:
 - Complete: Identified and prioritized City services the District can provide more efficiently and with more impactful results
 - 2016: Prepare revenue/expense projection for District to provide select Enhanced Services. Present initial funding request to City staff January 13,

2016 (sidewalk cleaning, trash pick up and removal, banner program, landscape maintenance).

- 2016: FDBA was recently awarded 2 projects to manage for the City: paint public space assets green and replace tree grates, and will collect \$45,000 management fee.

DOWNTOWN MANAGEMENT and SERVICES

TASK DESCRIPTION	SERVICE INFORMATION						NOTES
	TYPE			Pre-District			
	BASIC	ENHANCED		DEPT	COST		
		Pre-District	New - FDDBA		CITY	Non-CITY	
Business Development and Support							
Marketing & Promotion							
Advertising							
Common w/ City	X			CVB			
Downtown Specific			X	N/A	-	-	
Ambassadors			X	N/A	-	-	
Community Decorations			X				
Banner Program			X	RE			
Scheduling			X	RE		0	
Install & Remove			X	PW	15,775	0	
Seasonal Decorations			X		12,500	0	
Event Planning							
Children's Music and Art Festival		X		RE	7,000	0	
Concerts in the Park		X		RE	1,950	0	
Halloween Harvest		X		RE	3,600	0	
Movies on the Square			X	N/A	0		
Pine Cone Drop		X		N/A	0		
Winter Wonderland		X		RE	1,490	0	
Winter Fest			X				
Permit Issuance							
Carts	X			DS		0	
Encroachments	X			DS		0	
Events	X		X	RE			0 Request waiving permit fees for FDDBA events, more programming at Heritage Square
Public WiFi Service			X	N/A	-	-	Working with SuddenLink for WiFi at Heritage Square
Support Services							
Business Attraction & Retention	X		X	ED		0	
Common Trash Service			X	N/A	-	-	
Eco-pass Program			X	N/A	-	-	Approved through NAIPTA
Loitering / Social Services Connections	X		X	PD		0	
Security Enhancement			X	N/A	-	-	
Tenant / Landlord Services			X	N/A	-	-	
Maintenance & Operations							
Cleaning							
Alleys - Blower/Sweeper	X		X	PM	1,519	0	Parks / Streets (Parks Cost Only)
Litter Control (15 Sq Blocks)	X		X	PM	8,688	0	
Graffiti, Sticker, and Flyer Removal	X		X			0	
Spot cleaning Parking Lots	X		X	PM	608	0	Parks / Streets; Leroux/City Court
Sidewalk Cleaning							
Blow Off Sidewalks		X	X	PM	608	0	
Pressure Washing/Gum/Stain Removal		X	X	PM	50,000	0	1 x year
Sweeping Manual/Mechanical		X	X	PM	86,848	0	Labor Only = \$2,714 Ea.; 181K SF
Street Sweeping	X			SM	58,800	0	5 days a week [Blank]
Landscape Maintenance							
Inspect/Repair/Maintain Irrigation	X		X	PM	1,215	0	
Maintain Trees	X		X	PM	608	0	Broken Branches Removal, etc.
Preventative Tree Maintenance	X		X	PM	10,000	0	3 Year Rotation
Tree Replacement	X		X	PM	5,600	0	3% of (214) @ \$800.00 Ea.
Snow Removal							
City Parking Lots and Sidewalks	X			PM	3,418	0	Delete City Building Sidewalks
Public Sidewalks							
Full Service			X	N/A	-	-	
Misc.	X			PM	7,292	0	Around bike racks, benches, Etc.
Streets (Regular)	X			SM	20,000	0	(15) Blocks Only
Streets (Pickup & Haul)			X	N/A	-	-	
Streetscape Maintenance							
Benches	X		X	PM	608	0	
Bike Racks	X		X	PM	608	0	
Clock	X		X	SM	1,000	0	
Kiosks	X		X	PM	608	0	
Pavers	X		X	SM	17,627	0	Average Cost
Pedestrian Lighting	X			SM	13,200	0	
Traffic Signals	X			SM	10,000	0	OM

DOWNTOWN MANAGEMENT and SERVICES

TASK DESCRIPTION	SERVICE INFORMATION						NOTES
	TYPE			Pre-District			
	BASIC	ENHANCED		DEPT	COST		
		Pre-District	New - FDDBA		CITY	Non-CITY	
Trash Receptacles	X		X	ES	5,079	0	Average Cost over 2.5 years
Tree Grates	X		X	PM	608	0	
Welding (Brackets, Grates, Etc.)	X			FL	3,453	0	
Trash Removal							
Compactors		X	X	ES	23,807	38,310	\$38,310 of \$62,117 Billed
Street Receptacles - Regular	X		X	ES	12,276	0	(7) of (19) Cans 2x per Week
Street Receptacles - Weekend Check	X		X	PM	1,317	0	Weekend Check (1hr)
Parking Operations & Management							
Abandoned Vehicle Removal	X			PD		0	
Enforcement							
Court	X			PD		0	
Ticketing	X			PD		0	
Towing	X			PD		0	
Winter Ordinance Signing				SM	4,200	0	
Maintenance							
Clearing	X					0	Lots and Structures
Equipment	X			PD		0	Meters, Enforcement, and IT
Facilities	X	X		SM	15,000	0	Curbs, Stripes, and Signs
Meter Collections		X				0	
Permit Parking Programs							
Business		X				0	
Residential		X				0	
Student		X				0	
Promotional / Informational Materials			X	N/A	-	-	
Signage		X				0	
Totals					406,907	38,310	

Agency Key:

CDR = Community Design and Redevelopment
 CVB = Convention and Visitors Bureau
 DS = Development services
 ED = Economic Development
 ES = Environmental Services Department
 FL = Fleet
 PBID = Property and Business Improvement District
 PD = Police Department
 PM = Parks Maintenance
 RE = Recreation
 SM = Streets Maintenance

Notes

(7) Labor Cost Estimate @ \$25.33 Hr (Supervision Labor Cost @ \$31.55) FBR

MANAGEMENT AND OPERATIONS

- 2.1 Prepare annual work plan
 - DRAFT annual work plan is being presented to FDBA board members at their next meeting, January 14, 2016.

- 2.2 Assign administrative staff/liason for District Board and Officers:
 - Complete: FDBA Executive Director fills this role.

- 2.3 Hire Executive Director to manage the District:
 - Complete: FDBA Executive Director hired February 2015.

- 2.3.1 ED to serve as single point of contact – Structure established; ongoing
- 2.3.2 Communicate needs - Structure established; ongoing
- 2.3.3 Receive and aid in resolution of complaints – Structure established; ongoing
- 2.3.4 Create and maintain District website:
 - Complete: FDBIRD website
 - Complete: Flag DBA website – used for posting blogs
 - Ongoing: Expanded social media presence, including Facebook, Twitter and Instagram (Facebook “likes” have increased from 300 to almost 1,100, tweets posted almost daily, and Instagram, launched only in August, now has over 3,600 followers – greater than downtown Seattle, San Diego, and Tempe).
 - 2016: Proposed FDBA budget includes funding for brand new downtown oriented website with built-in functionality and interactive capabilities.
- 2.3.5 Create and maintain inventory of District services:
 - In progress. Currently tracking delivery of services, by FDBA and/or City
 - 2016: Create more comprehensive spreadsheet showing service, budget allocation, frequency, and responsible party.
- 2.3.6 Create and maintain inventory of public infrastructure located in the District:
 - Complete: FDBA has inventory of trash receptacles, bike racks, Big Belly solar compactors, light poles.
 - 2016: NAU interns will complete a block-by-block inventory to include additional infrastructure, i.e., street trees, benches, etc.
- 2.3.7 Review and Provide comments regarding Special Events Permits:
 - Complete: ED provided comments addressing stakeholder concerns incorporated into revised Permit packet
 - 2016: Proposed revisions to Special Events Permit packet will be presented to Council for review and action

- 2016: ED to raise Wheeler Park usage. ED can research best practices from comparable cities and present potential solutions to City staff.
- 2.3.8 Review and provide comments regarding City initiatives that affect the District:
- Ongoing: ED leading and/or advocating for stakeholders in discussions related to comprehensive parking program, Leroux Street construction project, Tequila Sunrise, development, transient activity, holiday décor, Dew Downtown and programming, etc.
 - 2016: Ongoing effort to provide input and assist with implementation of parking program
- 2.3.9 Meet monthly with Police and Economic Vitality Division:
- Complete: Established excellent relationship and strong communication with Chief Treadway, Assistant Chiefs and Sergeant overseeing the Downtown Walking Beat.
 - Complete: Recently began receiving monthly police activity reports that can be used to establish trends, comparisons, successes
 - Ongoing: Meet monthly with Walking Beat Sergeant, Economic Vitality Director, Deputy City Manager – and others on an as-needed basis
 - Ongoing: Host weekly stakeholder meetings that often include representatives from PD, code compliance, Economic Vitality, and Visitor’s Center.
- 2.3.10 Attend meetings and coordinate District initiatives:
- Ongoing: Participate in discussions related to NAIPTA transit service
- 2.4 Manage contracted budget allocation for FDBA:
- 2.4.1 Administrative support – engaged 4 NAU interns
- 2.4.2 Office space – secured 5/2015
- 2.4.3 Professional services – accounting, payroll, insurance all secured
- 2.4.4 Marketing and outreach – social media, blog posts on website, email updates/newsletters all in place; efforts ongoing.
- 2.4.5 Enhanced Downtown Services - in process. 2016 work plan and budget include allocation of resources to fund initial Clean Team. FDBA board to review, discuss and take action on work plan and budget at January 14, 2016 board meeting.

MANAGEMENT OF PUBLIC INFRASTRUCTURE IMPROVEMENT

- 3.1 Identify and propose at least one public infrastructure improvement project to the District Board:
- Complete: District board members approved design and installation of artistic bike racks in the District as infrastructure project
- 3.2 Secure funding for the infrastructure improvement project:

- Complete: The District allocated funding for this project (not to exceed \$17,000).

3.3 Manage the preparation of project plans, obtain approvals and permits and procure services:

- Complete: FDBA Board voted to support design and installation of artistic bike racks at their May 2015 meeting.
- Complete: A scope of work was created identifying 5 locations, size restrictions and need to work with City staff on permits, approvals, etc. ED received approval on concept of artistic bike racks from City staff.
- Complete: Call for Artists was issued and outreach to downtown galleries occurred in August 2015. Three responses were received by end of August 31, 2015.
- Three artists were engaged to design, fabricate and install bike racks by June 4, 2016.

3.4 Contract for and manage construction of proposed project with completion by June 4, 2016:

- In progress: Each artist will provide three designs to a review committee comprised of City staff, stakeholders, and a community member in mid-February. Designs will be finalized in mid-March, reviewed by City staff, and installation will begin as weather allows – most likely in April and May.

HERITAGE SQUARE PLAZA

Engage legal counsel and recommend whether the District should assume any responsibility for operations and maintenance of Heritage Square Plaza.

- Complete: Legal counsel reviewed documents related to Heritage Square Plaza and recommended the City should retain responsibility for infrastructure maintenance and repair and general operations. However, the District may wish to become more involved with permitting, programming and marketing.
- 2016: The FDBA is pursuing options to assume management of the Heritage Square Trust providing a vehicle for programming and fundraising.

FDDBA 2015 EXPENSES AND PROPOSED 2016 BUDGET

Flagstaff Downtown Business Alliance

Profit and Loss (Cash Basis)

updated 10/20/15 sil

		Jan-Sep 2015	Budget
		Total (9 mo's)	FYE 7/31/2016
Income			
Management Fee Income (FDBIRD)		158,500	158,500
Fee for service revenue		29	45,000
Membership Dues Income	<i>(Bill for FY 2015-2016 - Board members)</i>		1,000
Total Movies on the Square Income	<i>\$26,700 to cover next seasons costs</i>	4,875	21,335
Total Income		<u>163,404</u>	<u>225,835</u>
Expenses			
Total Movies on the Square Expenses	<i>Timing delays on paying 2015 season invoices</i>	22,338	36,213
Holiday Decorations Expense		2,156	10,000
Operations Expenses			
Administrative expense	<i>Bank fees, Annual ACC report</i>	44	10
Office Connectivity (phone, email, internet)	<i>Subscription for email/Office 365 (clean team - pilot group)</i>		510
Enhanced Downtown Services	<i>Focus for 2016 is developing Brand & identity</i>	-	23,400
Visitor Outreach	<i>none for 2016 - applied to Brand & Identity</i>		7,000
Publications	<i>none for 2016 - applied to Brand & Identity</i>		
Meetings	<i>none for 2016 - applied to Brand & Identity</i>		
Dues and Subscriptions	<i>Constant contact (22/mo) / Chamber of Commerce (\$295), Local First (\$165) /IDA \$480 (drop Main street membership)</i>	384	1,204
Insurance	<i>(D&O \$850 / Liability \$955 - renews July 2016)</i>	1,805	1,900
Office Space	<i>\$500/mo (includes internet at the office)</i>	3,026	6,000
Office Supplies		385	500
PO Box Rental	<i>(\$102/year)</i>	140	102
Travel	<i>(IDA Conference)</i>	222	1,550
Legal/Accounting	<i>QB fees \$23/mo + CPA fees \$50/mo + \$1,500 contingency for audit /501c3 formation</i>	925	2,400
Website Design/Build/host	<i>design/build/host new website for FDDBA (2016)</i>	408	10,000
Payroll - ED	<i>(\$95K base / \$5K Benefit)</i>	61,539	100,000
Payroll tax expense	<i>7.65% (soc sec/medicare)</i>	4,709	7,650
Staff Payroll - Program Manager	<i>(\$35M/year salary - 30hrs/week)</i>		24,231
Staff Payroll - Marketing/Communications Coordinator	<i>(January \$28K/year - 40hrs/week)</i>		17,204
Payroll tax expense (Staff)			2,780
PBID Expenses	<i>Reconciling Budget to actual (Aug&Sept 2015)</i>	303	(151)
Total Expenses		<u>98,383</u>	<u>252,503</u>
Net Operating Income		<u>65,021</u>	<u>(26,668)</u>
Other Income			
Interest Income		28	30
Total Other Income		<u>28</u>	<u>30</u>
Net Other Income		<u>28</u>	<u>30</u>
Net Income		<u>65,049</u>	<u>(26,638)</u>
Adjustments for cash impact:			
Add-Back Depreciation Expense (non-cash)	<i>(Included in MCTS expenses - PY write-offs)</i>	2,108	-
Capital Acquisitions	<i>2015 - Lap Top Computer/ 2016 budget equip for new employee</i>	(997)	(1,000)
Payroll Tax accrual - beg of period		-	(2,736)
Payroll Tax accrual - end of period		5,577	2,736
Net Cash generated (Used) during the period		<u>71,737</u>	<u>(27,638)</u>
Beginning Cash Balance		<u>18,609</u>	<u>119,822</u>
		<i>12/31/14</i>	<i>7/31/15</i>
Ending Cash Balance		<u>90,347</u>	<u>92,184</u>