

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

**Tuesday, April 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 10:15 a.m.

**2. Roll Call**

**BOARD MEMBERS PRESENT:**

David Stilley, Chairman  
Karen Kinne-Herman, Vice Chairman (telephonically)  
John VanLandingham, Member

**BOARD MEMBERS ABSENT:**

Antoinette Beiser, Member  
Tim Kinney, Member

Others present: District Attorney Dana Kjellgren; District Treasurer Brandi Suda; District Clerk Elizabeth Burke; Terry Madeksza, DBA Director.

**3. Approval of Minutes of the Board meeting of February 2, 2016.**

**Chairman Stilley moved to approve the minutes of February 2, 2016; seconded; passed unanimously.**

**4. Approval of Financial Statements for:**

- A. January 2016
- B. February 2016

**Chairman Stilley moved to approve the Financial Statements for January 2016 and February 2016 as presented; seconded; passed unanimously.**

**5. Discussion of FY16-17 Budget.**

Ms. Suda distributed a proposed budget for 2017 for discussion. She said that it was prepared assuming a flat property tax assessment. She said that it was less than in the

past because their carry forward was going down. The FY16 estimates included assessments that came in slightly different because of last minute value changes. The payment in lieu of taxes from the County and City also came down slightly.

She noted that she built in a \$20,000 contingency fee because it was a tight budget and she wanted to give them some flexibility to address an emergency or last minute project.

Vice Chairman Kinne-Herman asked when the payment for the infrastructure project kicked in. Ms. Madeksza said that it would be completed in June and Ms. Suda added that it would then be paid in June.

Member VanLandingham said that in going back to the formation of the district, the intention was to have a flat tax collection of \$168,000. As property valuations change, the question has been raised about values going up with a new Marriott Hotel within the district and its impact. He said that if the total tax collected remained the same, then math would dictate that everyone's slice of the pie would decrease, but they would also have the opportunity to look at it to raise the overall collection of the district. All agreed that this was something to keep in mind as they moved forward.

**6. Consideration of Resolution No. 2016-01: A RESOLUTION OF THE DISTRICT BOARD OF THE FLAGSTAFF DOWNTOWN BUSINESS IMPROVEMENT AND REVITALIZATION DISTRICT OF FLAGSTAFF AMENDING SECTION 3 OF RESOLUTION NO. 2014-04 ADOPTED MAY 6, 2014, AND AMENDED BY RESOLUTION NO. 2015-03 ADOPTED FEBRUARY 3, 2015, WITH REGARD TO AUTHORIZED SIGNATORIES**

After brief discussion, it was agreed that the signers should be the Chairman Stilley, Vice Chairman Kinne-Herman and Member VanLandingham, with checks over \$5,000 also signed by the Treasurer Brandi Suda.

**Vice Chairman Kinne-Herman moved to adopt Resolution No. 2016-01 as noted above; seconded; passed unanimously.**

**7. Discussion and Possible Action re a Planning Calendar for 2016 and Future Agenda Items.**

Ms. Kjellgren said that she had suggested this be placed on the agenda to consider putting together a calendar for upcoming meetings to address the budget, as well as future agenda items for discussion.

Ms. Suda reviewed the dates previously discussed for the budget – the tentative budget would be approved on May 24 and the final budget on June 7. She would check into when the property tax could be adopted and see if she could include that with the June 7 meeting.

Chairman Stilley said that he and Vice Chairman Kinne-Herman had discussed the need to provide for a discussion of transect zoning and decided that today's meeting was not

the most appropriate forum; however, the sooner they could get that on the agenda for a general discussion of transect zoning as it applies and impacts downtown the better. Ms. Burke noted that there would be a presentation made to Council in the future and they may want to consider attending that for informational purposes prior to holding their discussion.

Ms. Burke will gather the budget dates from Ms. Suda and upcoming meeting dates to distribute to the members and look into the date of the transect zoning presentation, with the understanding that this item would be placed on a future agenda.

#### **8. Monthly Update by FDBA Executive Director Terry Madeksza.**

Ms. Madeksza gave an update on a few items:

**Identity/Branding:** The DBA has kicked off a process to develop an identity, a brand, that will result in a logo and tagline to be used. She said that it is a very inclusive project and she wanted to get the downtown community's input as to how they feel about the downtown. She said that they should have something to look at in May.

**Infrastructure Project:** The project is scheduled to be on time. They will have bike racks going in throughout the district. They have had to change the design a little based on the space on the sidewalk in the locations being chosen. In some cases, the design was too big and was obstructive on the sidewalk. They settled on having bike racks that say FLG, double-metal bars that are easy to install.

She said that one question that has come up is whether the Board would like to see the colors that are eventually chosen for the branding and logo incorporated into the bike racks. It was noted that a color would allow them to have a graffiti-resistant covering, but if they went with a metal finish they could still include a clear coat to provide for graffiti-resistance.

Ms. Madeksza said that the options would be: 1) municipal green; 2) rusted metal which could be clear coated and graffiti-proof; 3) black; or 4) bright colors to coincide with the logo. She said that she does not know what those colors will be and probably will not know until early May. She has a team advising, and she could send out the artwork subsequent to this meeting so they could see how it fits in with the downtown. She said that based on discussion with the DBA Board at the April 14 meeting she can ask for feedback at that time.

Vice Chairman Kinne-Herman said that her greatest concern is with durability, and then color. She would prefer they not go with the rustic metal look. She sees that looking to the past rather than to the future.

Ms. Madeksza said that they are scheduled to be completed by June 4, and they do have the City's approval to the locations and the City is helping in the installation.

**Heritage Square Trust:** She then asked for assistance with moving forward with programming at Heritage Square. She said that the Heritage Square Trust (HST) has received 501c3 status, and their goal is to have the HST provide the programming at the Square rather than having to go through the cumbersome process with the City. She said that she has brought up the idea with the City, and while the City is open to the concept their initial response was no.

She asked that the members give some consideration to how they could move the City forward to a yes response. Discussion was held on which entity would be the best to work with the City—the FDBIRD, the DBA or the HST. Ms. Kjellgren said that they would need to address it differently depending on the entity eventually chosen. She also reminded them that the First Amendment issue would need to be considered as well.

It was agreed that having vitality at the Square was the goal of the district, and there was a need to meet with the City to get a better understanding of what the obstacles are and if there was a way to work through them.

Vice Chairman Kinne-Herman left the meeting at this time (10:55 a.m.), resulting in a lack of quorum.

Ms. Madeksza noted that Aspen Place is not going to have these same issue and they will be programming events and will be able to recruit for them. She said that the downtown should be at the center of all activity, but they are going to see things moving.

**Arizona Gives Day:** Ms. Madeksza also noted that today was Arizona Gives Day, one day of the year to promoting giving to nonprofits in the State, and she asked everyone to help spread the word to consider donating to the HST.

Ms. Madeksza also noted that the DBA continues to expand and are bringing on staff.

9. 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

10. Report of Board of Directors.

None

11. Adjournment

The Regular Meeting of the Flagstaff Downtown Business Improvement and Revitalization District held April 5, 2016, adjourned at 11:04 a.m.

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David Stilley, Chairman

ATTEST:

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Elizabeth A. Burke, District Clerk