

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

**Tuesday, June 6, 2017 – 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

Vice Chairman Kinne-Herman called the meeting to order at 10:05 a.m.

2. Roll Call

MEMBERS PRESENT:

Vice Chairman Karen Kinne-Herman  
Member Antoinette Beiser  
Member John VanLandingham

MEMBERS ABSENT:

Chairman David Stilley  
Member Tim Kinney

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

3. Approval of Minutes of the Board Meeting of April 4, 2017.

**Member Beiser moved to approve the minutes of the Board Meeting of April 4, 2017; seconded; passed unanimously.**

4. Consideration of Resolution No. 2017-01: A RESOLUTION OF THE DISTRICT BOARD OF THE FLAGSTAFF DOWNTOWN BUSINESS IMPROVEMENT AND REVITALIZATION DISTRICT (DISTRICT) ADOPTING THE TENTATIVE ESTIMATES OF THE AMOUNTS REQUIRED FOR THE PUBLIC EXPENSE FOR THE DISTRICT FOR THE FISCAL YEAR 2017-2018; ADOPTING A TENTATIVE BUDGET; SETTING FORTH THE RECEIPTS AND EXPENDITURES; THE AMOUNT PROPOSED TO BE RAISED BY DIRECT PROPERTY TAXATION; AND GIVING NOTICE OF THE TIME FOR HEARING TAXPAYERS

Ms. Suda reviewed the legal schedules and also provided a detailed legal schedule, attached hereto and made a part hereof as Exhibit A.

Ms. Suda said that their minimum fund balance is at 25% of ongoing revenues, which is high for a percentage as most management policies are more between 10 and 25%, but she was recommending to keep it higher since they are so small.

Ms. Suda noted that the Tax Rate on Schedule B is going down slightly and that was because they have had an increase in assessed valuation. Member VanLandingham said that it was worth noting that they made an intentional direction to keep the \$168,500 at a static level, which was a promise to the voters.

Ms. Suda noted that the Public Hearing was scheduled for June 27, 2017, and then they would hold another meeting in July to adopt the tax levy.

**Member Beiser moved to change the regularly-scheduled meeting of July 4, 2017, to July 18, 2017; seconded; passed unanimously.**

**Member Beiser moved to adopt Resolution No. 2017-01; seconded; passed unanimously.**

5. PUBLIC PARTICIPATION

*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.*

Ms. Madeksza gave an update on a few of the programs/activities within the District, as indicated in Exhibit B, attached hereto and made a part hereof.

PARKING - She distributed some outreach products they have been using for the new Parking Plan which will start on August 1. They are spending a majority of their efforts in outreach and their goal is to talk to every downtown stakeholder prior to mid-July, including business owners, managers, staff, etc. on both the north and south sides.

She said that the downtown community is aware and accepting; they are not hearing opposition. There are some questions, mostly related to employee parking and validation. The opposition is mostly on social media coming from the Country Club and University Heights area, saying they will not go downtown now.

Vice Chairman Kinne-Herman asked if the kiosks took cash, and if not the reasoning for that decision. Ms. Madeksza said that the cost of the kiosks would have increased significantly as well as increased maintenance and operation. She said that the majority of people coming downtown will be able to put it on their phone or credit card. Those with cash will be able to visit those businesses with the window clings showing they accept cash for parking, and those businesses will have the app on their POS system.

Member VanLandingham said that they track the percentage of tender versus credit card and 85-90% are tendered on credit cards. He said that was a decision early on. Ms. Madeksza said that they are trying to educate the businesses about this first, then they will focus on educating the public. Member Beiser referenced the older people that may not have cell phones.

Ms. Madeksza said that from the chatter she has heard, the north side residents are going to be okay; the concern is the townsite area. They have not been as engaged in this conversation and they are going to see a lot of managed parking and overflow. She said that they will be doing a lot of outreach in that area and communicating with as many as they can. They are also talking about having some additional open houses in July.

Discussion was held on whether the app would require a fee and if the posted \$1 would actually be \$1.05. Ms. Madeksza said that she would find out and let the members know. All agreed that there should not be an additional fee.

MOVIES ON THE SQUARE - Ms. Madeksza handed out a flier that shows the different movies being shown in the square over the summer and another flier which explained the sponsorship opportunities. She said that last year they raised \$48,000; this year they have raised \$68,000. She added that the majority of the trash being picked up are from the downtown businesses rather than people bringing food from home.

Brief discussion was held on the people sometimes gathering in the square that have become aggressive. Ms. Madeksza said that she will be requesting the assistance of the Police Department and she was sure they would get positive support from them.

Ms. Madeksza said that they received \$60,000 from the City of Flagstaff for the Clean Team and the County is contributing as well. Currently they have two employees on board and they are doing a great job.

6. Report of Board of Directors.

None

7. Adjournment

The Special Meeting of the Flagstaff Downtown Business Improvement and Revitalization District Board held June 6, 2017, adjourned at 11:10 a.m.

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David Stilley, Chairman

ATTEST:

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Elizabeth A. Burke, District Clerk