

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

**Tuesday, July 18, 2017 – 10:00 AM  
Staff Conference Room - Second Floor  
Flagstaff City Hall – 211 West Aspen, Flagstaff, Arizona**

**M I N U T E S**

**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 (telephonically)  
Member John VanLandingham

MEMBERS ABSENT:

Chairman David Stilley

Others present: District Attorney Dana Kjellgren; District Treasurer Brandi Suda; District Clerk Elizabeth Burke; Flagstaff Community Investment Director David McIntire; and FDBA Executive Director Terry Madeksza.

3. Approval of Minutes of the Board Meeting of June 27, 2017.

**Member Beiser moved to approve the minutes of the June 27, 2017, Board meeting; seconded; passed unanimously.**

4. Consideration of Resolution No. 2017-03 - A RESOLUTION OF THE DISTRICT BOARD OF THE FLAGSTAFF DOWNTOWN BUSINESS IMPROVEMENT AND REVITALIZATION DISTRICT OF FLAGSTAFF ADOPTING THE PROPERTY TAX ASSESSMENTS FOR FY2017-2018

Ms. Suda said that this changes every year based on the assessed values, but with the \$132,006, plus the payment in lieu of taxes from the City and County, it equals the \$168,500.

Vice Chairman Kinne-Herman questioned why some of the properties listed were highlighted. Ms. Suda explained that this was to indicate that only the first two floors of the building were included in the district.

**Member VanLandingham moved to adopt Resolution No. 2017-03; seconded; passed unanimously.**

5. Consideration of recommendation to City Council re a new Board Member.

Member VanLandingham said that he had spoken with Chairman Stilley who had previously had communication with Steve Chatinsky about serving on the Board.

**Member VanLandingham moved to recommend to the City Council that Steve Chatinsky be appointed to the Board, to fill the unexpired term of Member Tim Kinney who had resigned; seconded; passed unanimously.**

6. Report by FDBA Director Terry Madeksza.

Ms. Madeksza said that she did not have much to add to her previous report, other than the outreach to downtown stakeholders for implementation of the parking program continues. So far she has reached just under 70% of the business managers and owners, having one-on-one conversations with them. She said that they are looking to hold one more open house before the soft launch on August 1, and they will have a series of e-mails going out as an additional way to communicate.

She said that tomorrow she is meeting with John VanLandingham and Lisa Lamberson to talk about a way to bring businesses to the table to provide consistent messaging to have parking validated or paid for in some way. They want to offer businesses an opportunity to be part of a plan that allows them to voluntarily participate to provide validation or paid parking for their customers.

Ms. Madeksza said that most of the negative comments she has been hearing are from those areas outside of the downtown, such as Continental Country Club and University Heights. She said that they are asking all of the businesses to help them be part of the positive messaging. There is no way that she and Karl Eberhard can reach 100% of the people. She said that they have written out talking points to help businesses, as well as the Mayor and Council.

Member Beiser asked if they know how many FDBA members are opposed to the plan. Ms. Madeksza said that she has not heard from any business that is opposed to the plan. Everyone is on board and prepared. There may be a handful of employees that aren't accepting, but the business owners and managers are supportive.

Member Beiser asked if it would be helpful to put out a letter from the FDBA saying that they support the plan and why. Ms. Madeksza said that was a good idea and she would draft something. Vice Chairman Kinne-Herman added that they may consider a display ad as well showing their support. Member VanLandingham said that he agreed; they need to have that positive messaging.

Vice Chairman Kinne-Herman asked if there was any resolution as to whether the City would pay the app fee for Whoosh. Ms. Madeksza said that she has received word that it would not be possible at this time. Mr. McIntire added that the Parking Program falls under his management and they did not believe that the pro forma would allow for that payment at this time.

Member VanLandingham said that he still feels strongly that this is less than ideal. It was noted that the fee is \$.35 per transaction, regardless of the length of time.

Mr. McIntire said that they have already started seeing an increase in e-mails. They are working on their best protocols, understanding that they need to respond timely and in a positive manner, and keeping it as personal as possible.

Ms. Madeksza said that she also met with the Police Department since the last meeting and it was a very successful meeting. Since that meeting she has seen an increased visibility and presence in the downtown area by the Police Department and they are being very proactive.

Mr. McIntire also noted that ParkFlag is excited to be co-locating with the Downtown Business Alliance. Ms. Madeksza said that they did sign a new lease and will be moving to 120 North Beaver, co-locating with ParkFlag to keep the relationship strong.

6. 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.*

None

7. Report of Board of Directors.

None

8. Adjournment

The Special Meeting of the Flagstaff Downtown Business Improvement and Revitalization District of July 18, 2017, adjourned at 10:27 a.m.

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David Stilley, Chairman

ATTEST:

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Elizabeth A. Burke, District Clerk