

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

**Tuesday, October 6, 2015 – 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

ABSENT:

Member Antoinette Beiser
Member Tim Kinney

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

3. Approval of Minutes of the Board meeting of August 4, 2015.

Member Kinne-Herman moved to approve the minutes of August 4, 2015; seconded; passed unanimously.

4. Discussion and selection of a new Board Vice Chairman.

Member VanLandingham moved to appoint Member Karen Kinne-Herman as Vice Chairman; seconded; passed unanimously.

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

Ms. Madeksza reported that since the last meeting a *Call for Artists* was published and they received three responses. They are working with five existing locations for installation. They have touched base with City staff regarding the installations and are in the process of trying to figure out a design that fits within the sidewalk because the

space is tight. They want to find a design that serves both as public art and a bike rack, but is easily identified as a bike rack so it is used. She said that they are working with all three submitters.

Member VanLandingham asked if it would be one design or multiple, and if they could select all three artists. Ms. Madeksza said that both of those issues are being considered. They are working with the artists to see if they are able to work within the parameters identified.

Chairman Stilley asked if this progress satisfied the City's requirement. Ms. Kjellgren said that the project is underway. She was not sure how they would apply the definition of satisfying the deliverable.

There was unanimous consent from members of the Board to waive going into Executive Session for legal advice. Ms. Kjellgren said that she thinks that the City could argue that technically they have not met the deliverable; however, in working with the City she believed that they would be concerned if the City had given money to an entity that is not performing. She thinks they can demonstrate that they are performing in good faith. She said that they will need to work through the space issue before contracts can be awarded.

Member VanLandingham said that the Board did a written and verbal update to the Council in February of this year. Chairman Stilley said that it would be a good idea to do another update next February.

Vice Chairman Kinne-Herman said that they had discussed engaging the neighborhoods and asked if there had been any conversations with them. Ms. Madeksza said that they have not to this point because the timeframe had been reduced.

Vice Chairman Kinne-Herman said that it had previously been suggested that a draft contract that they would be using with an artist be provided to the City, and asked if that had been done. Ms. Madeksza said that she could provide a written report with backup documentation if that would be helpful. It would show the *Call for Artists* and their responses. It would show they are working through the process. She said that the City Attorney's Office has not seen the contract, but the City staff has. It is a basic two-page Agreement for Services template.

Ms. Madeksza said that her hope was to have the design and artist(s) selected within the next two weeks. Fabrication and installation would be dependent upon the weather.

Member VanLandingham asked if there would be any problem in hitting the June 2016 deadline. Ms. Kjellgren said that the contracts would be between the DBA and the artist(s) because they have delegated authority to the DBA to carry out this project.

Ms. Kjellgren said that the only reason they included “possible action” on the agenda was in case any type of action would be needed.

6. 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

7. Report of Board of Directors.

Ms. Madeksza gave a monthly report, focusing on four pieces of information:

1) **Parking** – Continues to be a top priority for the organization and where she is spending a lot of time. She is working hand-in-hand with the City and they were successful in slowing the process down when it went before Council, so they can put together a new, more thoughtful, comprehensive plan. They are holding stakeholder meetings in mid October and will provide a presentation for information and feedback to the DBA Board during the third week of October. They will take input/feedback, apply that to the plan and go back to the DBA Board in November, with a presentation before Council in December.

She said that they are beginning to move forward and would ask the Board members to be prepared to participate in the support process once it gets before Council, either in person or through written means. She said that they need to show that the businesses in downtown are in support of the plan.

2) **Formation of the Clean Team** – They are working now to have a team in place this fall. She is working with the County to pull employees through one of their career programs and then they hope to expand the program next year as they get resources from the City.

3) **Advocacy** – This is another positive story. If they look at positioning of their organizations within just the past few months--a meeting with the President of NAU, City Manager attending the last DBA Board Meeting, and the County Manager Cynthia Seelhammer becoming a member of the DBA Board, the DBA is a voice of influence.

4) **Holidays** – Ms. Madeksza gave a PowerPoint presentation on possible activities being planned downtown for the holidays which addressed:

DOWNTOWN FOR THE HOLIDAYS

- 1) Brand
- 2) Decorations
- 3) Events Calendar

Vice Chairman Kinne-Herman said that one of the things with the Acker Night in Prescott is it is a fundraiser and she asked if this would be one as well. Ms. Madeksza said that it

would be a fundraiser for Sunnyside Radio Station, who is well organized and has great community support.

Discussion was held on having a luminaries event downtown this year if possible. Ms. Madeksza said that she needs help with these activities. Discussion was held on the possibility of providing the bags and sand and having the businesses put them out. It was noted that they would be lit with battery-operated lights.

Discussion was held on the crafting activities downtown and the benefit of having families go into the different stores.

Discussion was held on the proposed Pub Crawl. It was suggested that they come up with a name that does not infer alcohol is involved. Ms. Kjellgren asked if they had looked into the issue of discounts on alcohol. Ms. Madeksza said that it would be similar to happy hour pricing.

Discussion was also held on downtown lighting. Vice Chairman Kinne-Herman said that she had received a proposal from a company for lights, and she agreed to forward that to Ms. Madeksza and the other board members. Both building and tree lighting was discussed and Member VanLandingham voiced some concern with lighting trees. It was suggested that they need to decide on something cohesive and attainable and it was probably a DBA-level discussion. It was noted that they need to share a plan and work with the businesses.

Member VanLandingham said that they also need to be sensitive to the Dark Skies issue with the lighting. It was suggested that they outreach with the observatories and see if there are particular times that would work best for them.

They then viewed pictures of Country Club Plaza in Kansas City.

8. Adjournment

The Regular Meeting of the Flagstaff Downtown Business Improvement and Revitalization District Board of Directors held October 6, 2015, adjourned at 11:02 a.m.

David Stilley, Chairman

ATTEST:

Elizabeth A. Burke, District Clerk