

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

**Tuesday, January 3, 2017 – 10:00 AM
Council Conference Room – First 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 10:04 a.m.

2. Roll Call

MEMBERS PRESENT:

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

MEMBERS ABSENT:

Member Tim Kinney

Others present: District Attorney Dana Kjellgren; District Clerk Elizabeth Burke; FDDB Director Terry Madeksza.

3. Approval of Minutes of the Board meeting of October 12, 2016.

Member VanLandingham moved to approve the minutes of October 12, 2016; seconded; passed unanimously.

4. Approval of Financial Statements for:

- A. July 2016
- B. September 2016
- C. October 2016
- D. November 2016

Vice Chairman Kinne-Herman asked for a report on current receipts. Ms. Burke replied that she would ask Ms. Suda to distribute that information.

Vice Chairman Kinne-Herman moved to approve the financial statements for July, September, October, and November 2016; seconded; passed unanimously.

5. Quarterly Report by FDBA Director Terry Madeksza.

Ms. Madeksza reviewed the Quarterly Report, attached hereto as Exhibit A, which addressed:

PARKING
TIMELINE

Ms. Madeksza said that they will see white boxes marked on the sidewalks where the kiosks will go and asked that they let her know if they see any in a location where they should not be. She added that notice will be going out to the businesses downtown this week. She said that there will be a smart phone app that mostly the locals will use.

Member VanLandingham thanked her for the detail and said that this is the single biggest thing that has been done in the downtown in the last 20 years. He said that it would behoove them to have as large of a personal presence as possible downtown when they roll the program out.

Ms. Madeksza said that they have a Clean Team Ambassador who is not only there to remove graffiti but serves as the eyes and ears for downtown. They have also been trained in exceptional customer service skills. Additionally, she said that there will be visitor center staff from the City out assisting, and for two weeks they will also see a team from the vendor as well.

Member Beiser asked if they had marketing material that could be distributed in the shops downtown. Ms. Madeksza said that they will have information available. She said that the DBA is doing a fee for service to work on the website, and collateral pieces such as business cards for the business owners. She said that they have been meeting with business owners, one by one, going over the details of the program and answering questions, especially related to employee parking.

Discussion was held on various incentives available, such as the "angel ticket" where parking is paid for by a local business. Ms. Madeksza said that they will come back with collateral pieces to address the points mentioned. They will also have a business card available to keep at the cash registers that will have parking information and DBA information.

Vice Chairman Kinne-Herman said that she thinks the businesses are starting to get it. They need to throw them a party at some point to celebrate this accomplishment.

Ms. Madeksza said that the DBA has been working hard on the employee parking program. They have identified over 340 spaces to employee parking, through on and off-street parking.

Vice Chairman Kinne-Herman asked about the residential areas. Ms. Madeksza said that there have been open houses, public meetings, northside neighborhood meetings. She

said that they have been invited to attend individual meetings and there was a meeting at the Council where residents were able to come. There has been good turnout with little questions.

Ms. Kjellgren asked if there had been interface with NAIPTA. Ms. Madeksza said that they have an advisory group and they have been a part of that. She said that ParkFlag is purchasing 100 eco-passes for downtown employees to use the bus.

Ms. Madeksza said that they will be installing the footers in February and then in March they will come for a three-day period to place the kiosks. The system will launch as a soft launch, with angel notices being provided, and then in May the system will be operational with payment required.

Ms. Madeksza said that there will be an Angel Ticket program moving forward; the first ticket for any license plate will be an Angel Ticket. She said that they have also talked about the possibility of having free parking during certain periods of time. Vice Chairman Kinne-Herman said that it would be nice to have free parking on Locals Night.

She then asked how the Board could help. Ms. Madeksza said that their feedback is more important than ever. They can help by being a strong partner in talking about it with staff, colleagues, and their customers.

Ms. Kjellgren asked how the program will affect County employees and the courts downtown. Ms. Madeksza said that the City and County are participants in the ParkFlag system. ParkFlag will manage the City/County spaces. The County is going to say they want their parking lots from 9 – 5 Monday through Friday, with spaces available other times for downtown use. She added that there will be a map available as well.

Ms. Madeksza said that there are conversations taking place with regard to passage of Proposition 412, the new Courthouse, which includes a parking garage, and she is a part of those conversations. There are also conversations taking place with regard to the old courthouse property and its potential use for parking.

Ms. Madeksza said that recently when they go to meet with the businesses they are mostly wanting to discuss Proposition 414, Living Wage.

CLEAN TEAM
LOCALS NIGHT
HOLIDAY EVENTS

Ms. Madeksza said that the luminarias event was successful, although she had underestimated and set up time which will need to be addressed next year.

Member VanLandingham said that he has never been more proud than this past holiday season with all of the effort being made. He noted that the Board's focus has been on management, advocacy and parking, and this has been an added value for the downtown.

DOWNTOWN WIFI

Brief discussion was held on the attempt to have free WiFi in the downtown area.

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.

None

8. Adjournment

The Regular Meeting of the Board of Directors of the Flagstaff Downtown Business Improvement and Revitalization District of January 3, 2017, adjourned at 11:07 a.m.

David Stilley, Chairman

ATTEST

Elizabeth A. Burke, District Clerk