

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

Tuesday, January 31, 2023 – 10:00 AM

**The public and the board members may access the online meeting
via Zoom Video Conference at:**

<https://us02web.zoom.us/j/86096077834?pwd=aWxCb0JHanMrY0hNdTVCYINVcnN5Zz09>

Meeting ID: 860 9607 7834

Password: 901795

A G E N D A

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
2. Roll Call
3. Approval of Minutes from the Regular Board meeting of January 10, 2023.
4. Consideration and Adoption of Resolution No. 2023-01: A resolution of the District Board of the Flagstaff Downtown Business Improvement and Revitalization District of Flagstaff cancelling the special election of February 22, 2023, and declaring the names of the board of directors and respective terms
5. FDBA Director Report (if applicable)
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.

7. Adjournment

CERTIFICATE OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Flagstaff City Hall on _____, at _____ a.m./p.m. in accordance with the statement filed by the Board with the District Clerk.

Stacy Saltzburg, MMC, District Clerk

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

Tuesday, January 10, 2023 – 10:00 AM

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 Dave Stilley called the Regular Meeting of January 10, 2023 to order at 10:08 a.m.

2. Roll Call

Chairman Dave Stilley (virtually)
Vice Chairman Steve Chatinsky (virtually)
Member Jerry McLaughlin (virtually)
Member John VanLandingham (virtually)
Member Karen Kinne-Herman (virtually)

Others present: District Attorney Rose Winkler; District Clerk Stacy Saltzburg

3. Approval of Minutes from the Regular Board meeting of October 11, 2022 and Special Board Meeting of November 8, 2022.

Ms. Saltzburg noted a clerical correction on the October 11, 2022 minutes.

Member John VanLandingham moved to approve the minutes from the Regular Board meeting of October 11, 2022 as amended and Special Board Meeting of November 8, 2022; seconded by Vice Chairman Steve Chatinsky; passed unanimously.

4. Acceptance and Approval of Monthly Financial Reports.

- A. May 2022
- B. June 2022
- C. July 2022
- D. August 2022
- E. September 2022
- F. October 2022

Member Kinne-Herman asked about the carryforward line item on the reports. Ms. Suda explained that it is the money is carried over as a resource to spend in a future year. There was also a question related to how the accounts are labeled. Ms. Suda stated that she is working on updating the reports to be more user friendly.

Member Karen Kinne-Herman moved to approve the monthly financial reports; seconded by Member Jerry McLaughlin; passed unanimously.

5. FDBA Director Report (if applicable)

Ms. Madeksza was not present but provided the attached report.

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.

There were no members of the public in attendance.

7. Adjournment

The Regular Meeting of the Flagstaff Downtown Business Improvement District of January 10, 2023 adjourned at 10:15 a.m.

Chairman

ATTEST:

Stacy Saltzburg, District Clerk

Stacy Saltzburg

From: Terry Madeksza <terry@downtownflagstaff.org>
Sent: Tuesday, January 10, 2023 8:21 AM
Subject: FDDB Report
Attachments: November Staff Activity Report.pdf

Good morning, Board Members -

I will be unable to attend today's FDBIRD meeting; I apologize. I serve as Chair of the Tourism Commission and I will be participating in a visioning workshop and annual retreat to help set priorities for 2023/2024. Attached is a recent Staff Activity Report provided to the FDDB Board, with an update on the holiday season below. I am happy to answer any questions or provide additional feedback - please let me know!

HOLIDAY 2022 OVERVIEW

18 events in 31 days

Efforts included: events, holiday decor, increased spending

Summary of key events:

Shopping Passport - goal is to increase holiday shopping at retail establishments

- More than 15 businesses participated
- Over \$50,000 in spending tracked through this program - an increase from 2021 with \$35,000 tracked

Slack Friday - our way to encourage spending downtown on Black Friday instead of at big box stores and online giants

- More than 40 businesses participated
- Many reported record sales

Breakfast with Santa

- Grown from 2 Saturdays in December to 3; each event SOLD OUT
- FDDB receives some portion of ticket sales

Winter Movie Series

- Held over 3 Saturdays at the Orpheum Theater
- Goal is to bring families downtown in the morning, so they stay and shop, eat, wander
- Attendance for each movie was around 200, an increase from prior years

Winter Wonderland

- Fifth year for FDDB's involvement (no event in 2020)
- 9,500 approximate attendance = Record Crowd

12 Bars of Christmas

- Third year event
- 18 bars participated
- Revenue source for FDDB
- 215 attended; an increase from 115 in 2021

Howlidays

- New event, involved businesses and generated donations for humane associations
- Pet pictures with Santa
- Held on a Sunday to increase traffic on a day otherwise without activity

Noon Years Eve

- Third Year - cookie decorating, crafts and celebratory sparkling apple cider toast at noon
- Mayor Daggett and Supervisor Horstman led countdown to drop the pinecone
- Attendance: 300 in 2018, 600 in 2019, off in 2020 and 2021 and 2,500 in 2022
- Brings families into downtown during the day
- Will grow in 2023 to include street closure and family friendly activities all day

New Years Eve

- Back to record crowds
- County elected officials led countdown for 10pm drop; City elected officials led countdown to 12am drop

WINTER WONDERLAND





NOON YEARS EVE



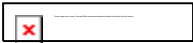
NEW YEARS EVE





--
Terry

Terry Madeksza
Executive Director
Flagstaff Downtown Business Alliance
928-275-2655



VIBRANCY

Events

Halloween

The Halloween Trick-or-Treat Trail was the busiest we've seen since the event began! 45 businesses participated and we saw at least 2,000 people come out in costumes, excited to spend their Halloween downtown!

Slack Friday

The FDDB team promoted downtown business deals and specials to encourage shopping local instead of big box or online spending. Friday was a very busy day with record sales at some businesses.

Holiday Shopping Passport

The Holiday Shopping Passport has kicked off with 20 participating businesses. This program encourages people to shop local & spend their dollars in Downtown. Last year we tracked over \$35,000 directly from the passport program. With the most businesses we've ever had participating, we expect to track even more spending this year!

Winter Wonderland and Tree Lighting

The annual Winter Wonderland and Tree Lighting took place on Saturday, December 3rd from 3:00pm - 7:00pm. The FDDB partnered with PROSE to host this event. This free, family friendly event included hot cocoa, crafts, s'mores, cookie decorating, and live music by Flagstaff Community Band and Master Chorale. We secured sponsorship of \$5,000 from Desert Financial and THAT Place Projects sponsored the s'mores station. We saw a record crowd of 9,500 attendees and received very positive feedback and gratitude from many people in attendance.

Breakfast with Santa

The FDDB is partnering with The Weatherford Hotel to host Breakfast with Santa. This year, the event will take place three weekends: December 3rd, 10th, and 17th. All three dates are sold out! We encourage families to stay downtown after breakfast to shop and attend other events!

Winter Movie Series

Winter Movie Series is back from a COVID hiatus! The FDDB and The Orpheum are partnering to bring this free, family friendly event to the community for three Saturdays in December. There are over 70 reservations for each date already. The line-up will be: 12/3: Home Alone; 12/10: Elf; 12/17: The Polar Express. We encourage families to stay downtown after the movie to shop, dine, and attend other events!

12 Bars of Christmas Bar Crawl

The 3rd annual 12 Bars of Christmas Bar Crawl will be on Saturday, December 10th from 2pm - 6pm. We schedule the bar crawls for a time of day that are not normally as busy, to drive traffic to the participating businesses. This is a ticketed event, with 115 tickets sold as of 12/7!

Howlidays Pawp-Up

This is a new event intended to drive foot traffic into downtown businesses and fundraise for local Humane Societies. Santa will be at Late for the Train from 11a-2pm for people to bring their 4-legged friends for a photo op! We are encouraging businesses to set up donation jars and offer specials to those shopping with their pups to promote spending in downtown during this time.

New Year's Eve

The FDBA's free, family friendly Noon Year's Eve celebration will take place in Heritage Square on Saturday, December 31st from 10am - Noon. There will be crafts, sparkling apple cider, Hershey Kisses, and a special pinecone drop, courtesy of The Weatherford Hotel, at 12 Noon!

The great pinecone drop returns this year, at 10pm and at midnight, each accompanied by fireworks!

ArtWalk - First Fridays

Beginning in August, the FDBA expanded support of First Friday Artwalk. The FDBA now manages Artwalk's social media and marketing efforts, website management, business outreach and sign-ups and collection of monthly participation fees. Gallery owners have expressed positive feedback and want to ensure continuation of FDBA's growing role.

November and December ArtWalks both have more than 20 participating businesses and there have been good crowds of people for First Fridays!

Sponsorship

The FDBA team continues to work toward securing sponsorship from a variety of businesses and organizations. We have met with representatives from PNC Bank, Findlay Toyota, Suddenlink, Legacy Beverage, and continue to work with NAH for continued involvement.

Grant Award

The FDBA was recently notified that we have been awarded a \$10,000 grant to support activities and events associated with the Holidays in Downtown. Discover Flagstaff has been tasked with administering \$150,000 of ARPA funds to the tourism industry, and FDBA applied to cover costs associated with the holidays.

Grant Application

The FDBA also applied for an Innovation & Capacity Grant through Creative Flagstaff. If awarded, this grant would allow us to fund live music at Heritage Square throughout the summer. Our goal is to program live music on days of the week that are not yet programmed, and at times of the day with less activity. The FDBA completed an interview with the grant panel on November 9, and we expect to hear a decision in mid- December.

Beautification

Beautification in Action Grant

The FDBA is making progress with the application for the Beautification in Action Grant. A panel established by the FDBA determined the chosen art submission. We are now awaiting approval from the owners of the utility box and the next step will be a presentation to the Beautification Committee.

MANAGEMENT

Stakeholder Meeting

Stakeholder Meetings are held on the last Wednesday of each month at 8:30am at varying locations. We are consistently seeing a turnout of 20+ business owners, managers, and downtown stakeholders. Examples of how FDBA is increasing support of downtown businesses include:

- Creating opportunities for business involvement in FDBA and third party events
- Fostering business to business collaboration
- Offering a shared Google Drive so FDBA and businesses can share marketing assets
- Creating a communications network on the Band app for FDBA and businesses to share security-related information
- Organizing stakeholder meetings with candidates
- Expanding the FDBA website to include business promotions, sales and NAU discounts
- Continuing to plan events at Heritage Square to attract residents/visitors downtown and into businesses

Downtown Security Network

The FDBA created a channel on the “Band” application as an avenue of communication among downtown stakeholders. The app allows for a group conversation so that the FDBA and downtown business managers & owners can alert each other to any security concerns. We have seen success in using this network to quickly alert each other to security incidents, such as shop-lifting, and it has helped the police to apprehend suspects.

Marketing

In the month of November a public newsletter and stakeholder newsletter were sent out and included a monthly calendar and various downtown updates. A holiday event update was also sent out mid November. Facebook events were published for every FDBA Holiday event and we are continuing to update these daily. The graphics (both print and digital) for each holiday event were rebranded and shared with all downtown businesses and appropriate partners to increase reach and engagement. Additionally between both the Downtown Flagstaff and ArtWalk Instagram and Facebook accounts we have run 4+ ads that have returned increased engagement.

Solid Waste Management

The FDBA is working closely with the City to develop a plan to better manage solid waste collection and removal. A focus is underway to identify immediate solutions addressing trash collection at the large dumpsters located in alleys. Efforts are also underway for longer-term solutions such as consideration of a shared compactor or other system that may arise from researching best practices in other similar downtown areas.

A meeting with downtown stakeholders and the City to discuss waste management and other operational issues was held 2pm on Thursday, October 27 at the Orpheum Theater. We plan to make these meetings regularly scheduled throughout the coming year.

Tree Well Pilot Project

The FDBA has been working with the City to identify solutions for tree wells throughout downtown. The location for the pilot project is on Beaver Street, south of Birch, and was chosen based on several factors, including narrow sidewalk, overgrown trees, damaged tree wells and infrastructure needing repair. A draft design and cost estimate has been developed and will be presented to the FDBA Board of Directors for feedback.

Business Updates

- Teatro is beginning lunch service mid-December
- Wee Scotty is moving in mid-December from 18 N Leroux to 15 N. San Francisco Ste 208
- Deluxe Barber Shop is moving from the lofts on Aspen to the former Wee Scotty location on Leroux
- Salon Brio is moving from 3 E. Aspen to 19 N San Francisco (former Alley Cats location)
- A new frozen yogurt shop will be moving into the former Salon Brio location
- Forum, a new bar, is going to open at the former Civano space.

ADVOCACY

Downtown Vision

The Downtown Vision is once again moving forward. Recent meetings have taken place with the City and County to update the document. The next step will be to conduct public outreach and present to City Council and the County Board of Supervisors.

Flagstaff Medical Center

PUMA has been retained by Northern Arizona Healthcare to develop a process for community involvement and a pathway to lead conversations related to redevelopment of the current FMC site. The PUMA team visited Flagstaff in early September seeking feedback from Flagstaff stakeholders and elected officials.

Noise Ordinance

The FDBA presented information regarding the noise ordinance to City Council on October 18th. As a result of the discussion at Council, the noise ordinance has been tabled for now and we will continue to support the interests of downtown businesses in further conversations surrounding this topic. The FDBA is part of a small group advising the future of the noise ordinance.

PARKING

Parking

The FDBA staff and ParkFlag Manager worked together to complete the Annual Parking Report this month. The report is available online and can be viewed and downloaded at: chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.parkflag.org/_files/ugd/c1bde0_116cc36c49ce4674aab3f31d5bffc38d.pdf

ParkFlag is creating a pilot program for a mixed-use parking permit. The goal of this program is to activate a portion of the unused Employee Parking Permits and to provide residents a more affordable parking permit option.

New loading zones have recently been installed. Previously, there was one loading zone, located on Aspen Ave. in front of PayNTake. The two additional zones have been added to Leroux in front of the Wee Scotty and Aspen Ave. in front of NACOG. All loading zones are free to vendors and distributors from 6am - 10am, and after become pay to park spaces.

The lockbox currently has just over \$1.1 million (unaudited).

ADMINISTRATION

Clean Team Staff

The Clean Team has hired two new employees, Noah and Heather, in addition to our part-time weekend employee, Meli. We are now back to providing service 7 days a week. We are exploring relationships with ANEW Living and Flagstaff Shelter Services for volunteer community service hours.

Interns

Two interns have joined the FDBA team. Brooke and Lucy are NAU students studying marketing and strategic communications. They are focusing on managing social media, writing blogs, business outreach and supporting events.

Clean Team Stats for November:

135 Stickers and Graffiti Tags removed

71 Residents and Visitors Helped

370 pounds of trash & recycling

316 Blocks and Alleys Cleaned

202 Bin Tops Cleaned & 21 Dog Poos Picked up

**FLAGSTAFF DOWNTOWN BUSINESS IMPROVEMENT
AND REVITALIZATION DISTRICT
OF FLAGSTAFF, ARIZONA**

RESOLUTION NO. 2023-01

A RESOLUTION OF THE DISTRICT BOARD OF THE FLAGSTAFF DOWNTOWN BUSINESS IMPROVEMENT AND REVITALIZATION DISTRICT OF FLAGSTAFF CANCELLING THE SPECIAL ELECTION OF FEBRUARY 22, 2023, AND DECLARING THE NAMES OF THE BOARD OF DIRECTORS AND RESPECTIVE TERMS

WHEREAS, on February 4, 2014, the City Council of the City of Flagstaff, Arizona (the "City"), adopted a Resolution ordering and declaring the formation of the Flagstaff Downtown Business Improvement and Revitalization District (the "District") in the City of Flagstaff, Arizona which included the selection of the initial Board of Directors to serve a term of one year; and

WHEREAS, in compliance with A.R.S. 48-6802(D), subsequent members of the board of directors shall be real property owners in the district who shall be elected at large by the real property owners in the district who shall serve a term of four (4) years; and

WHEREAS, Section 4.2 of the Rules of Operation, adopted by Resolution No. 2014-10 on September 2, 2014, states that subsequent members of the board of directors shall be increased from three (3) members to five (5) members, who shall serve a four-year term; and

WHEREAS, the Board of Directors selected to hold an election on February 22, 2023; however, as only five candidates filed the appropriate documents for five seats the election is to be cancelled.

NOW, THEREFORE, BE IT RESOLVED BY THE DISTRICT BOARD OF THE FLAGSTAFF DOWNTOWN BUSINESS IMPROVEMENT AND REVITALIZATION DISTRICT OF FLAGSTAFF, ARIZONA AS FOLLOWS:

Section 1. THAT the special election of the qualified electors of the District called to be held on February 22, 2023, (hereinafter referred to as the "Election"), is hereby cancelled; and

Section 2. THAT the members of the District Board of Directors shall be as indicated below for a term of four years, beginning March 2023:

Steve Chatinsky
Patricia Ginsberg
Jerome McLaughlin
David Stilley
John VanLandingham

PASSED by the District Board of the Flagstaff Downtown Business Improvement and Revitalization District this 31st day of January, 2023.

Chairman

ATTEST:

District Clerk

APPROVED AS TO FORM:

Attorney for the District