

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

**Tuesday, April 3, 2018 – 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 of April 3, 2018, to order at 10:03 a.m.

2. Roll Call

Members Present:

Members Absent:

Chairman David Stilley
Member Antoinette Beiser (arrived at 10:10 a.m.)
Member Steve Chatinsky
Member John VanLandingham

Vice Chairman Karen Kinne-Herman

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

3. Approval of Minutes of the Board Meeting of January 2, 2018.

Member VanLandingham moved to approve the minutes of January 2, 2018; seconded; passed unanimously.

4. Approval of Financial Statements:

A. December 2017

Ms. Suda said that everything looks in order; revenues have been coming in as anticipated.

Member VanLandingham moved to approve the Financial Statement of December 2017; seconded; passed unanimously.

Member Beiser arrived at this time.

5. Consideration of Authorization of Semiannual Payment to Flagstaff Downtown Business Alliance in the amount of \$79,250.

Member Beiser moved to authorize the semiannual payment to Flagstaff Downtown Business Alliance in the amount of \$79,250; seconded; passed unanimously.

Ms. Suda noted that this payment is not due until the end of May, but now they have authorization to make the payment.

6. Consideration of 2019 Budget Documents and Review of the 2019 Budget Calendar.

Ms. Suda said that she had provided two options to consider for the 2019 budget. She explained that the assessed valuation within the district increased close to \$2 million. They could keep the revenue flat and continue to collect the amount they have always collected, meaning that the rate would decrease, or they could keep the rate flat which would increase the revenue due to the increased assessed value.

Ms. Suda explained that if they kept the rate the same, it would be about \$16,000 additional revenues for the district. She said that on average, the district's expenses are a little more than the revenues collected and they have been drawing down on the fund balance every single year. This would stop that.

She said that these funds could provide for an additional infrastructure project, or if it was not spent, it would roll over to the next year. She said that the assessed valuation increases are limited to five percent.

After further discussion, it was agreed that they would keep the rate the same, providing additional revenues for the next year's expenses, and the additional revenues would go into the contingency fund.

Ms. Suda then presented the proposed budget calendar for the year:

05/29/2018	Resolution adopting the Tentative Budget
06/12/2018	Public Hearing on Budget & Property Taxes Resolution adopting the Final Budget
06/26/2018	Resolution adopting the Property Tax Assessment

Some board members indicated that they may not be in town, but would be available telephonically.

7. Report by FDBA Director Terry Madeksza.

Flagstaff DBA Director Terry Madeksza gave a report on the district.

PARKING

She said that for the first six months of the program, it has brought in an average each weekend of \$12,500. With everything included, the revenues are anticipated at just over \$1 million for the first year.

She said that with a 15% seasonal adjustment for the summer, they could be looking at \$1.25 million; with a 30% adjustment it would be \$1.4 million. She said that people are paying, and they are mostly paying at the kiosk. The *Whoosh* usage is going up, but is minimal at this time. She noted that these numbers are unaudited

Member VanLandingham said that they need to remind themselves that at the inception they got a 20% of the gross to go toward the lock box fund. Realizing they are working with a municipal partner, and this being the first go round, he would like to see a report on what is being generated and what the expenses are so there is a clear assessment of the program for the Board as well as the public.

Ms. Madeksza said that she would invite Mr. Eberhard to come to the May 29 meeting and present on the status of the ParkFlag program.

She also noted that Mr. Eberhard indicated recently that there are revenues available and a potential for acquiring 120 off-street spaces, which could happen within the next few months.

She said that what they are hearing is that while the system is working, there are things that were not thought of or they did not know needed to be done. Now they are trying to make the system easier to use for the consumers.

She said that one request was a kiosk for cash so there is now a cash kiosk at City Hall, at the Visitor Center and at the corner of Leroux and Aspen. It was noted that the kiosks need to be more visible. She said that it is one of the things they have heard that the signage is not clear and they are not lit at night, which creates a problem.

Member Beiser said that she also believed that the signs are difficult to understand. Ms. Madeksza said that she would look at some best practices. She said that they did install some new signage in the neighborhoods. She said that in the beginning there was a lot of concern by the stakeholders that there would not be enough parking for employees so they needed to make sure the neighborhoods were available, but that has not happened. Overflow into the neighborhoods is not happening the way it was expected.

She said that when they put the signs in the neighborhoods they put them in parallel to the streets, so it was difficult to read. As they hear these comments, they are working with ParkFlag to have them corrected.

Chairman Stilley left the meeting at this time (10:45 a.m.) and Member Chatinsky assumed the role as Acting Chairman.

Ms. Madeksza said that they are also looking at the Parking Angel program and will be changing it to a validation code. She will have an update for them at the May meeting. She said that the businesses that want to participate can buy the codes and develop their own policy on how they will be used.

She said that one of the things they are hearing is that while 100% of the visitors come downtown and park/pay with no issue, locals are not coming downtown as frequently. The retail businesses are meeting and talking about enhanced marketing and messaging.

Ms. Kjellgren left the meeting at this time (10:54 a.m.)

Ms. Madeksza said that there is a new map coming out and they will also have free parking identified after 5:00 p.m.

She then noted that they have a new website, which they hope to go live with within a week. She said then gave a demonstration, noting that every downtown business has a landing page. She said that they need the business owners to look at their listing and let them know if it as they want it to be. She said that it was sent out to each business and they have until Friday to respond.

She said that the website includes all of the businesses on the north and south side of the downtown district, regardless of whether they are within the District or not, but those that are get an added feature of having unlimited categories and up to five pictures or a video. Those not within the District will get two categories and one picture.

She said that they received a Google Grant of \$10,000 a month for advertising. Their web address will be downtownflagstaff.com and downtownflagstaff.org.

Ms. Madeksza also reported that the City Council would be considering the camping ordinance again on May 8 and she would encourage members to attend as they need to get in front of the councilmembers. She said that some businesses will be writing letters.

She reported that the Clean Team has swept 593 blocks in three months, cleaned 164 alleys, removed 706 pounds of trash, provided 194 days of exception customer service, 230 books were placed in the kiosks and they cleaned up 15 dog wastes.

She reported that they are changing the process for supporting Movies on the Square, and said that without the support of the community she cannot put it on.

8. 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

9. Report of Board of Directors.

None

10. Adjournment

The regular meeting of the Flagstaff Downtown Business and Improvement Revitalization District held April 3, 2018, adjourned at 11:18 a.m.

David Stilley, Chairman

ATTEST:

Elizabeth A. Burke, District Clerk