

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

**Tuesday, April 7, 2015 – 10:00 AM  
City Council Office - Administration – 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 VanLandingham called the meeting to order at 10:09 a.m.

2. Roll Call

Present:

Absent:

Chairman John VanLandingham  
Vice Chairman David Stilley  
Director Antoinette Beiser  
Director Tim Kinney (arrived at 10:14 a.m.)  
Director Karen Kinne-Herman

None

Others present: District Attorney Dana Kjellgren; District Treasurer Brandi Suda; District Clerk Elizabeth Burke; FDBA Director Terry Madeksza; Karl Eberhard; Mark Lamberson.

3. Approval of Minutes of the Board meeting of February 3, 2015.

**Director Kinne-Herman moved to approve the minutes of February 3, 2015; seconded; passed unanimously.**

4. Review/approval of January and February 2015 financial reports.

**Vice Chairman Stilley moved to approve the January and February 2015 financial reports; seconded; passed unanimously.**

5. Review/approval of deliverables in IGA with the City of Flagstaff.

Board members reviewed the calendar of deliverables and discussed what had been done to date. It was noted that the District Clerk and District Treasurer needed to prepare handbooks for their respective positions.

Chairman VanLandingham noted that Mr. Eberhard had gotten the District on the Council agenda for a meeting the prior night to give an annual report, which was included in the deliverables.

**Vice Chairman Stilley moved to approve the deliverables in the IGA with the City of Flagstaff; seconded; passed unanimously.**

6. Review/approval of deliverables in IGA with the Flagstaff Downtown Business Alliance.

Chairman VanLandingham briefly reviewed the history of the relationship with the Downtown Business Alliance, noting that they had recently hired their Director, Terry Madeksza.

Discussion was held on the ability for the District Board members to receive updates from the DBA. Ms. Madeksza noted that she e-mails the FDBA Board members and could easily add the District Board members to receive those updates as well. Mr. Eberhard requested that he be added to the listing as well.

Ms. Madeksza said that she has been in her position for two months now and has spent a lot of time getting out and talking with property owners and businesses located within the District. Additionally, they have secured office space and have prepared an internal controls document and employee handbook that was submitted to the DBA Board for review.

With regard to advocacy, Ms. Madeksza said that she is beginning to build a good outreach e-mail list. She said that it has taken a lot of time as no one list had everything and some of them were two to three years old. Once that is finalized they will all see a lot of communication, including updates, notices, schedules, etc.

Vice Chairman Stilley asked about a logo for the District. Ms. Madeksza said that they have engaged someone who will be meeting with the community members to help get buy-in from all of the members, with an end result being a logo with a greater reach.

Ms. Madeksza said that she has been working with City staff on a new Special Events packet and all of the District's input has been incorporated into the new packet. Additionally, the District will be part of that application process. Mr. Eberhard said that in the past the applications were being sent to him and then he would forward them to the District and DBA. He has now asked that he be taken out of that process and they will be directed to the DBA itself.

Ms. Madeksza said that part of the criteria for street closures has been that there must be an attempt to drive visitors into the businesses. Director Beiser asked if that would be the responsibility of the person with the event or the District. Ms. Madeksza. replied that

the language requires that the producer of the event reach out, working with the District, on outreach. She said that an example of this is they have developed a passport for the upcoming Earth Day event that takes them into participating businesses where they can receive discounts and/or free samples. And, she said, if they visit 10 out of the 35 participating businesses, they enter to win a prize.

Ms. Madeksza said that another example is the construction project planned for Leroux. They have been working with City staff to write into the construction contract that the contractor has to work with the District in outreach efforts to make sure all of the affected businesses are engaged.

Further discussion was held on communication efforts and it was noted that they could make more use of the District's website. Ms. Madeksza said that most of the businesses she has met with communicate with Facebook, so they will be looking to use that and other social media methods.

Ms. Madeksza said that she has been working on developing a scope of work which she will share at the next meeting that will include the scope of work and timelines, to give clear direction.

Chairman VanLandingham said that another issue that Council has been looking at is parking on the southside and Ms. Madeksza has voiced her interest to be at the table for those discussions, which will be very valuable.

Mr. Lamberson left the meeting at this time.

**Director Kinne-Herman moved to approve the deliverables in the IGA with the Flagstaff Downtown Business Alliance; seconded; passed unanimously.**

7. Consideration of Public Infrastructure Project requirement.

General discussion began on the requirements of the Public Infrastructure Project. Chairman VanLandingham said that the threshold is \$15,000 and they are required to secure a contractor within 24 months after the election.

Mr. Eberhard explained the basic concept of restriping in the downtown area, by making Birch and Cherry one-way with one lane, allowing the other lane to be used for additional parking. Birch would be westbound and Cherry would be eastbound. He said that the City's traffic staff was not very supportive of this idea. He thought that perhaps it needed to be elevated to more of a political issue. He said that they have not yet discussed this concept with the Police Department or Fire Department.

Director Kinne-Herman said that when she and Ms. Madeksza walked the area they saw existing lots not used or underused. She suggested that they meet with the owners of

those various lots and build a relationship to allow for their use during certain times and have the District provide for signage.

Mr. Eberhard said that he has included in this year's budget repainting everything downtown that is green. Chairman VanLandingham said that the SID paid for that in the beginning but did not budget for maintenance, so he was glad to hear it was going to be addressed.

Ms. Madeksza asked if the \$15,000 included fabrication and installation of the signs as well. She said that if it did, it would not take long to use up that money. Mr. Eberhard noted that the City has a sign shop that can make the signs pretty inexpensively.

Discussion was held on the benefit of having a branded signage program, with a master sign, brochure, app on the web, etc.

Further discussion was held on the possibility of using some of the City's budget funding for painting for other uses. Mr. Eberhard said that he would need to meet with Legal to discuss that issue further and could report back at the next meeting.

Ms. Kjellgren asked if there had been discussion to restricting deliveries to day or night. Mr. Eberhard said that they have talked about that before, but one of the issues is with the trucks coming up from Phoenix. He said that there was also a discussion of having a downtown loading dock to be used for all deliveries and then use a gator for individual deliveries. He said that he did not think the City was prepared to do a prohibition on deliveries without a formal request from the District.

Chairman VanLandingham said that he was hearing they should look further into signage, adding master signage, and repainting existing parking signs. He said that would meet the threshold requirement and addresses one of the parking issues. Mr. Eberhard noted that he would get with Legal about the possibility of funding. He said that the tree wells need to be done; it is not negotiable, but he will look into the other further.

Brief discussion was held on the ability to have the City contract with the DBA to do the repainting downtown. It was noted that it would still require that a procurement process take place.

After further discussion, Ms. Madeksza was directed to come back with proposals for a project that would meet the criteria, to be paid for by securing funding from the City or other sources.

Vice Chairman Stilley left the meeting at this time (11:28 a.m.)

Members agreed to hold a Special Meeting on May 12, 2015, to further consider a project and also address the tentative budget, and then hold a Special Meeting of May 26, 2015, for final adoption of the budget.

8. Discussion of FY2016 District Budget.

Ms. Suda reviewed the draft budget presented, noting that the \$100,000 amount shown was a placeholder. It could be changed higher or lower, but it has to be in the budget in order to expend it during the year. After a brief discussion, members agreed that the \$100,000 amount was a reasonable amount to be included.

Director Kinne-Herman asked that staff provide an update on the assessments to date.

9. 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

10. Report of Board of Directors.

11. Adjournment

The meeting of April 7, 2015, adjourned at 11:42 a.m.

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John VanLandingham, Chairman

ATTEST:

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Elizabeth A. Burke, District Clerk