

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

**Tuesday, July 7, 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 VanLandingham called the meeting to order at 10:05 a.m.

2. Roll Call

Present:

Absent

Chairman John VanLandingham
Member Antoinette Beiser
Member Karen Kinne-Herman

Vice Chairman David Stilley
Member Tim Kinney

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

3. Approval of Minutes of the Board meeting of May 26, 2015.

Member Kinne-Herman moved to approve the minutes of the Board meeting of May 26, 2015; seconded; passed unanimously.

4. Approval of Financial Statements for April 2015.

Member Beiser moved to approve the Financial Statement for April 2015; seconded; passed unanimously.

5. Discussion and possible action on selection of a new Board Chairman.

Chairman VanLandingham said that he may find it necessary to step down as Chairman with the intention to continue serving on the Board. He has had a conversation with the Vice Chairman and he has indicated a willingness to step into the Chairman's role. He said that they could take action now, or in October.

Brief discussion was held on whether any special meetings would be needed prior to the next regular meeting (October) and understanding that there would be a need for a special meeting in August to further discuss parking, it was agreed that this item would be considered at that time when there were more members present.

6. Update on Public Infrastructure Project.

Ms. Madeksza reported that this was also an agenda item for the DBA Board where they will outline a process for securing the work to be done for the bike infrastructure. One of the other things that has come up, in addition to the bike infrastructure, is looking at a physical and visual connection between the north and south sides of downtown, over the train tracks and Route 66. It could be different colors and different size footprints, etc. that were affordable and easy to do. They will be presenting that at the DBA Board meeting in August and then also to the FDBIRD Board.

Ms. Madeksza said that they would be preparing a scope of work calling for artists, with a goal to create such a connection. She said that she has met with the Public Works Department of the City and has done the initial work. She said that the City is on board, but she does need to hear back from ADOT.

Member Kinne-Herman said that it would be interesting to include some type of a safety flag as part of the project. She said that making sure people are safe is as important as providing direction.

Ms. Kjellgren cautioned that any funding from the District could only be used for projects within the District boundary. Ms. Madeksza said that she understood, noting that there is a spirit of engagement that is broader and community engagement outside of the district is to the benefit of the District as well.

7. Update on Parking Program.

Ms. Madeksza then provided a draft copy of the Flagstaff Parking Management Program, Concept Program Design, May 2015 (Exhibit A attached hereto). She said that this was an overview of strategy and was for their input and feedback once they had time to digest it. She then reviewed a PowerPoint presentation (Exhibit B attached hereto) which addressed:

- ◆MISSION STATEMENT
- ◆CONSIDERATIONS
- ◆APPROACH
- ◆RESIDENTIAL

She said that at this time there are two tracks in discussing parking: 1) a thorough, comprehensive, slower approach; and 2) another moving quicker, with a need to have a solution immediately around NAU. She said that the City is looking to implement a small, residential permit parking program around NAU with increased targeted enforcement. It is out of the District's boundary and it is moving too fast.

She said that her comments are focused on a parallel, slower, global approach. She said that the City is looking to have a presentation on July 14 where they talk about their project, which includes implementing residential parking permits, time-limited parking on the side streets, two-hour parking at the Phoenix lot, etc. She said that NAU has a role and with their new leadership they will be participating in some way.

Ms. Kjellgren said that she does not represent the Hub, but there is a lot of concern about the traffic and parking issues associated with that project. She asked if those have been factored into the discussions. Ms. Madeksza said that it has not been factored into her presentation because those conversations are still ongoing. She knows of the project and is aware of the challenges, and knows that it needs to be resolved specific to that project.

Mr. VanLandingham said that the Phoenix lot was held out to the downtown, and garnered downtown support, as a commuter parking lot. If it is suddenly two-hour time limited, that changes the dynamic. Discussion was held on concerns with changes being proposed with the City's project. Member Beiser asked if they had done any surveys to see if the Phoenix lot was being used for commuter parking. Chairman VanLandingham said that it was not, but they need a place for employees to park. He said that at this point in time there is no disincentive to park in the street.

◆ METERS/KIOSKS

Chairman VanLandingham suggested that this slide clarify that it was 1,000 parking spaces, not meters. It was also suggested that it be emphasized that this would be a phased approach.

Brief discussion was held on whether the City had funding available to participate in parking improvements in the future and see I,f for the economic health of the community, they are willing to invest.

◆ BEST PRACTICES

Discussion was held on the different types of meters/kiosks available. It was suggested that they look into equipment that may have screens available to notify users of upcoming space closures and also the ability to allow for merchant validation.

Chairman VanLandingham said that he would like to have the ability to pay for a customer's parking, either that day or the next day.

Discussion was held on who would actually receive the funds for parking and different enforcement methods. Member Kinne-Herman said that there has been a lot in the newspaper about how short-handed the Police Department is, and perhaps the District could look at one of their objectives being to take that burden off of them, and only involve the police where the law needs to be involved.

Chairman VanLandingham gave an example of a visit he and his family had in Boulder where they received a postcard from a parking "angel" thanking them for their visit and picking up an extra 15 minutes on the meter, rather than having them receive a parking ticket. He said that there are many different ideas out there that they can research

further. Ms. Madeksza said that such a friendly program is underlying everything she is trying to convey. It is whittling away at the perception and they can give people a positive experience when they go downtown, touching every element of the program as customer service.

◆EMPLOYEE PERMIT PROGRAM

Ms. Madeksza said that they would work with private property owners and the City to find vacant lots for placing employee parking, for a nominal parking fee. She said that they are not looking to raise money, but it needs to be more enticing to pay that fee versus getting a ticket.

◆ENFORCEMENT

Ms. Madeksza said that after hearing the conversation she can modify this approach. Member Kinne-Herman said that is was one of the real arguments for doing a slower, phased-in program. She said that it was about relationships between downtown and those visiting it, whether they are local or from out-of-town.

◆SIGNAGE / MESSAGING

Ms. Madeksza said that there is not one parking map available within the City and the DBA should be the one to produce it.

◆PUBLIC PARKING

◆ADDITIONAL CONSIDERATIONS

◆NEXT STEPS

Ms. Madeksza said that outreach takes a long time and they need to put that effort in. She has not had anybody say they are opposed to this over the last three months. She said that there may be some disagreement, but at least they are talking.

Chairman VanLandingham said that it is important to realize the need for a comprehensive approach, which they have not had before. He said that in the past when they had opposition to one or two pieces of it, the entire program would fall apart. He said that one thing they did agree on is that if there are going to be meters and/or kiosks the funds received from them need to stay in the downtown area.

Ms. Madeksza said that she would e-mail the presentation out to all of the Board members.

Discussion was held and it was agreed that Ms. Madeksza was on the right track; exactly what they have wanted to do for many years. Chairman VanLandingham said that they have contracted with the DBA to manage and advocate on the District's behalf and they would like her to advocate on the District's behalf with regard to the City's program, in a way that best benefits the District's interests.

Member Kinne-Herman said that as property owners individually they were also able to represent themselves at the meeting.

Ms. Madeksza said that she would put something together that summarizes the discussions and send it to both of the organizations, staff and the City Council.

She added that they will be having a joint meeting between the DBA and FDBIRD on August 19, 2015, to meet with the NAU President and her Chief of Staff.

Ms. Kjellgren said that she would review the wording of the agreement and confirm that the direction in which they were heading would meet the intent of the public infrastructure project. She said that it was ultimately the City Attorney's Office that would interpret it because they wrote it.

It was agreed that a special meeting would be held in August. Ms. Madeksza said that she would contact everyone and see if they were available on the 3rd or 4th and they would get something scheduled.

8. 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.

9. Report of Board of Directors.

None.

10. Adjournment

The Regular Meeting of the Flagstaff Downtown Business Improvement and Revitalization District held July 7, 2015, adjourned at 11:32 p.m.

John VanLandingham, Chairman

ATTEST:

Elizabeth A. Burke, District Clerk