

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

**Tuesday, October 3, 2017 – 10:00 AM
Staff Conference Room - Second Floor
Flagstaff City Hall – 211 West Aspen, Flagstaff, Arizona**

M I N U T E S

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 10:10 a.m.

2. Welcome to New Board Member Steve Chatinsky

All members welcomed Mr. Chatinsky to the Board.

3. Roll Call

MEMBERS PRESENT:

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

MEMBERS ABSENT:

None

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

4. Approval of Minutes of the Board Meeting of July 18, 2017.

Vice Chairman Kinne-Herman asked that the minutes of July 18, 2017, reflect that Ms. Madeksza was referring to John VanLandingham.

Vice Chairman Kinne-Herman moved to approve the minutes of July 18, 2017, as amended; seconded; passed unanimously.

5. Approval of Financial Statements:

- A. March 2017
- B. April 2017

- C. May 2017
- D. June 2017
- E. July 2017
- F. August 2017

Vice Chairman Kinne-Herman moved to approve items 5A through 5F; seconded; passed unanimously.

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

Members commended Ms. Madeksza for a great job being done for the District.

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

7. Report by FDBA Director Terry Madeksza.

Ms. Madeksza gave an update on the Parking Program, noting that it goes live on Friday, October 6, 2017. She said that they have conducted more than 200 one-on-one meetings with stakeholders, and have held stakeholder meetings, open houses, and provided e-mail updates. She said that the outreach within the downtown community has been strong.

Ms. Madeksza said that they have engaged the businesses and have formed a Parking Angels Program, with more than 23 businesses participating to date. They are providing discounts for parking on their purchases, and sometimes paying for it altogether. She said that some of the negative comments about the parking program have been coming from those residents outside of the downtown area, and this is a way of saying that the business community wants them to come downtown.

She said that there is a good representation on both the north and south side of the downtown area. She said that many of the professional service businesses are asking for their clients' license numbers when they make appointments and paying for their parking through their Whoosh app.

Ms. Madeksza said that the area that still needs further work is with delivery truck management. She said that as trucks come up from out of the Valley, they arrive later in the day and they are using the parking enforcement staff to train and better direct those drivers.

Another concept they have been discussing is a Park and Ride process. Right now a lot of people cannot take public transportation because they live outside of the City boundaries, so they are looking at finding a way to come in, park and have a bus or shuttle service. This is something they will be looking at in the future.

The issue of employee parking is also being discussed, including a few different options such as purchasing a \$45/month parking permit allowing them to park in designated areas. Right now they are running about 80% full on the north side and 40% on the south side. For those that do not want to pay they are being given a free bus pass, available for employees working downtown. She said that NAIPTA has in the past worked with large

employers, but they were able to get the entire downtown area considered as a large employer as well. Additionally, there is still free parking north of Cherry in the residential neighborhoods.

The residential areas still have the option of obtaining more than 50% of the residents requesting a parking plan which reserves one side of the road for permits, but the other side is still available for the public.

Ms. Madeksza said that a lot of people are taking a “wait and see” approach. After Friday, they will see more people applying for an E Permit and more will decide to walk or ride the bus. She said that she will be able to report at the next meeting on how the program is working.

She said that on the south side there will be a good amount of parking enforcement, while on the north side there will be a much more customer-based attitude. She said that for the first few months there will be an unwritten grace period for everyone to get used to the program, receiving a warning instead of a ticket. Once the system is fully operational after January 1, everyone’s first encounter will be a warning. For visitors, their experience the first time will be a warning.

Member VanLandingham said that not only will they receive a warning, they will receive a printed “thank you” for people paying to parking and explaining what the revenues will go toward in the future. He said that 100% of visitors are going to understand what to do with the program; most have experienced this in other communities. The challenge in Flagstaff will be the local residents.

Member VanLandingham said that his employees will be asking if they paid to park, and if so, they will take \$1 off of their purchase.

Ms. Madeksza said that the City has a new Public Information Officer, Jessica Drum, and part of her mission is to provide to the broader community in an effective way what ParkFlag is so that her message matches their messages

She said that several weeks ago she provided an update on the State of Downtown to the County’s Board of Supervisors and it was well received. She said that they are also on the agenda for an upcoming City Council report.

Vice Chairman Kinne-Herman asked Ms. Madeksza if she receives regular updates on the sales tax, attendance on the square and walk abouts. Ms. Madeksza said that they were able to do so in the past, but since the State has taken over the control of sales tax, it has become more difficult. She said that she continues to have this discussion with the City and they are trying to find a solution.

Ms. Madeksza reported that this past year has been the most successful season for the Movies on the Square, with a net gain of \$40,000. It has been so successful that they are holding a celebration this coming Sunday showing Rogue One at 6:00 p.m. She said that one of the successful acts was from *Dancing Grannies* so they have been invited to return this weekend.

Ms. Madeksza said that every weekend in October there is an activity downtown. Next weekend is the CVB’s Fall Festival and then they have the Locals Night and later in the

month the Pep Rally for the NAU Homecoming game. She said that Tequila Sunrise will remain on that Saturday morning, but they are focusing their messaging on Friday's Pep Rally.

They are also starting a "Slack Friday" to take the place of Black Friday, encouraging locals to sleep in on that Friday and come downtown for a mimosa and shopping without needing to get to the stores at 4:00 a.m.

She said that they will be adding to the holiday lights put up last year and this year they are looking to light the train. They will be lighting 45 additional trees and have more than 45 buildings lit. She said they will be holding the window decorating contest again this year and rather than having Breakfast with Santa at the Orpheum it will be held at the Weatherford. They will continue the free winter movies series every Saturday. She said that in the past the Winter Wonderland event included the tree lighting downtown and then moving to the Aquaplex. This year they will start activities at noon downtown with a S'mores Bar and Hot Cocoa and continue with the activities downtown. Depending on weather, it will either be in the square or moved inside the Old Town Shops.

She said that they will have an e-mail go out with the calendar and show businesses signing up for different things. Their goal is to give people a memorable and positive experience, and/or to increase spending the downtown businesses.

She also reported that the Clean Team is up and running and are wearing the bright blue shirts.

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 Improvement and Revitalization held October 3, 2017, adjourned at 10:55 a.m.

David Stilley, Chairman

ATTEST:

Elizabeth A. Burke, District Clerk