

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

**Tuesday, January 14, 2020 – 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 David Stilley called the Regular Meeting of January 14, 2020 to order at 10:03 a.m.

2. Roll Call

**MEMBERS PRESENT:**

Chairman David Stilley  
Vice Chairwoman Karen Kinne-Herman  
Member Jerry McLaughlin  
Member John VanLandingham

**MEMBERS ABSENT:**

Member Steve Chatinsky

Others present: District Attorney Ashley DeBoard; District Treasurer Brandi Suda;  
District Clerk Stacy Saltzburg; FDBA Director Terry Madeksza

3. Welcome New District Legal Counsel

The Board welcomed Ms. DeBoard as the District's new legal counsel. Ms. DeBoard thanked the Board and expressed her excitement for the upcoming work and getting to know everyone. She stated that Ms. Kjellgren was very helpful in getting her prepared and up to speed on the operations of the District.

4. Approval of Minutes of the Regular Board Meeting of October 8, 2019.

**Member John VanLandingham moved to approve the minutes of the October 8, 2019; seconded by Vice Chairwoman Karen Kinne-Herman; passed unanimously.**

5. Acceptance of Monthly Financial Reports:

- A. July 2019
- B. August 2019
- C. September 2019

- D. October 2019
- E. November 2019
- F. December 2019

Ms. Suda stated that everything is in order with the reports. She indicated that she has not yet billed the City or the County for their assessments. That billing should occur in the very near future with the monies coming in shortly thereafter. She explained that the City and County make a payment in lieu of taxes so there is a lump sum that is received each year.

**Chairman David Stilley moved to approve the financial statements of July, August, September, October, November, and December 2019; seconded by Member John VanLandingham; passed unanimously.**

- 6. Consideration and Possible Action to Approve Payment for Installation of Bike Racks to Flagstaff Downtown Business Alliance in the amount of \$10,000

Ms. Madeksza reported that there were ten bike racks fabricated and installed. Member McLaughlin asked who it was that did the installation to which Ms. Madeksza stated Kinney Construction.

Ms. Madeksza distributed a project cost summary and timeline (attached).

**Member Jerry McLaughlin moved to approve the payment for the installation of bike racks to Flagstaff Downtown Business Alliance in the amount of \$10,000; seconded by Vice Chairwoman Karen Kinne-Herman; passed unanimously.**

- 7. Review of 2020 Meeting and Budget Calendars

Ms. Suda reviewed the proposed budget calendar for 2020 (attached).

**Chairman David Stilley moved to dispense with the July 2020 Regular Meeting in place of a June 23, 2020 Special Meeting; seconded by Vice Chairwoman Karen Kinne-Herman; all approved.**

- 8. Discussion: Sales Tax Information from the Arizona Department of Revenue.

Member VanLandingham reported that a discussion about sales tax information from the Arizona Department of Revenue is scheduled for the next DBA meeting. He indicated that he will provide a report at the next District meeting. Ms. Madeksza added that the City is continuing to try and get useable data from the State and they continue to work with the City of Phoenix to determine if there are ways to access the data that is being provided.

The Board agreed to place the item on the agenda for the next meeting for additional follow-up and discussion.

- 9. FDBA Director Report

Ms. Madeksza reported that an RFP had been issued for the Downtown Visioning Plan and ten firms responded. The selection committee will be meeting on January 24, 2020 to review the submittals and formulate a recommendation for selection. The selection

committee is made up of the four funding partners, NAIPTA, Coconino County, the City of Flagstaff, and the DBA. The total budget is \$130,000.

After the consultant is selected, a steering committee, with a much broader representation will be formed to oversee the process. The intent is to cast a wide net for public participation with an emphasis on engaging downtown partners. The timeline is to complete the work in about nine months, but the overall commitment is to have final reports and presentation ready in 12 months.

Vice Chairwoman Kinne-Herman asked who would be included in the steering committee. Ms. Madeksza stated that there is currently a list of about 30 people, including downtown stakeholders. The steering committee will be broken into technical and policy sub-committees.

Ms. Madeksza reported that the holiday season was successful in terms of events, activities, and décor. It is impressive to see how far the downtown has come in the last five years. They kicked off the season with Slack Friday for the Friday after Thanksgiving which is the downtown's take on Black Friday. There were more vendors participating this year which is exciting. The challenge was the storm that came in on Thanksgiving night and carried into Friday bringing 20 inches of snow.

There were four free family friendly movies at the Orpheum during the holidays; the events were held in the morning to bring people in early so when they were done, they stayed in the area for lunch and shopping. There were 300-400 people at each of the movies. The Heritage Square tree lighting event, held in conjunction with the City, brought in 6,000 people this year. The event has grown big enough to warrant the closure of Aspen Avenue. It is another free, family friendly event that provided free hot cocoa and smores.

Ms. Madeksza stated that the holiday events were focused on trying to engage the Flagstaff community and bringing locals downtown. Having free family friendly activities really encourages the community's participation and that was evident by how many participated. One of the things that they have heard is that there are a lot of family activities, but the adults also wanted something for them. This is where the idea of the Twelve Bars of Christmas was developed. It was a daytime event that was focused on an older age group and 140 people participated. It was a very fun event and it was very easy to put on. They are considering a similar event in March to coincide with St. Patrick's Day.

Thirty businesses participated in the window decorating contest and lights were added on Birch, Beaver, and in Wheeler Park. They continue to work on making downtown the place that people want to go during the holidays. Five years ago, the goal was to have Santa downtown every day during the holiday season and that was delivered this year. Again, it is exciting to see how far the downtown has come in the last five years.

The holiday season ended with Noon Year's Eve. This event was another outcome of things that we have heard from the community in prior years. It is a countdown to noon with Hershey's kisses and sparkling cider. They added the pinecone drop at noon this year which was exciting and there were approximately 700 attendees.

Ms. Madeksza reported that the Clean Team recently purchased a power washer to expand their services downtown. Weather permitting, the goal is to clean each block twice during the spring and summer months, potentially more. She also reported that the DBA

has hired a new staff person, Tessa, who comes with work experience that focused on process, procedure, and administrative support. Tessa will be working on creating new communication strategies for the DBA such as activity reports to the District and monthly and quarterly reports to the downtown stakeholders. Ms. Madeksza also reported that the DBA office has moved. They are now located in the Hopi Building on the second floor. They are sharing the office space with Local First Arizona, MetroPlan (formally FMPO), and Park Flag. There is a synergy to having them all together in one central location. She indicated that there will be an open house in the spring.

Ms. Madeksza provided updates regarding parking. There are currently two main areas of focus with parking; the first is on the parking that was included in the bond funding for the city courthouse, and the other is on Park Flag operations and upcoming changes. With regards to courthouse parking, efforts continue to focus on making sure that the commitment for courthouse parking is delivered by the City without using Park Flag funds. There will be a Work Session to discuss these efforts with the City Council in March.

Park Flag is two years into operation and the business climate has changed, bringing a need for parking operations to evolve. They are looking to try to modify employee parking requirements and provide more options for employee parking, including free options. There are other efforts to make the kiosks easier to use and identifying additional parking inventory now that there are funds available. There is about \$600,000 in the lock box for added inventory and one of the easier ways to add spaces is to re-stripe street parking. Wider streets such as Agassiz, Verde, Elden, and Birch could accommodate diagonal parking to increase spaces. The conversations are ongoing about this and other considerations. Another area of possible adjustment is the hours of operation. The current hours were created based on a need to address employee parking and retrain their activities. Those behaviors have been changed and employees are utilizing their other options. The consideration is to change the start time to 9:00 a.m. from 7:00 a.m. They are also looking at the evening hours as well.

Vice Chairwoman Kinne-Herman asked who makes the decision on the scheduling and fees. Ms. Madeksza stated that the decision maker will be the City Council. It is important however, that the City Council hears from downtown as a whole concerning parking and how it is working and not working. A unified voice carries more weight than one or two. The program was created to be able to shift and evolve as conditions change over time and that is what is happening now. There is more to consider than just the revenue part.

The Board offered appreciation to Ms. Madeksza and her efforts. It is apparent that a lot of time and work have gone into improving downtown and addressing the concerns and issues.

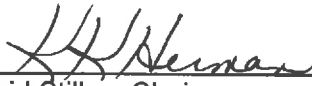
#### 10. PUBLIC PARTICIPATION

*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.*

No public comment as there were no members of the public in attendance.

11. Adjournment

The Regular Meeting of the Flagstaff Downtown Business Improvement District of January 14, 2020 adjourned at 10:46 a.m.

  
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David Stilley, Chairman

*Karen Kinne-Herman, for  
David Stilley*

ATTEST:

  
\_\_\_\_\_  
Stacy Saltzburg, District Clerk



TO: Dave Stilley, Chairman  
Karen Kinney-Herman, Vice Chairman  
Steve Chatinsky, Member  
Jerry McLaughlin, Member  
John Vanlandingham, Member

FROM: Terry Madeksza, Executive Director, FDBA

**Public Infrastructure Project: Cost Summary and Timeline**

The Intergovernmental Agreement between the Flagstaff Downtown Business Improvement District (FDBIRD) and the City of Flagstaff includes a Public Infrastructure Project requirement.

At the May 26, 2015 FDBIRD Board Meeting, members unanimously agreed to bike racks throughout downtown Flagstaff as the public infrastructure project, and approved an expenditure of not more than \$17,000.

At the October 12, 2016 FDBIRD Board Meeting, members moved to pay the FDBA for actual expenses incurred for design and fabrication of bike racks, not to exceed \$15,000. It was noted that the cost for installation was not known and would be shared with board members after estimates were collected.

The FDBA submitted an invoice for \$6,999.59 covering design and fabrication expenses of the bike racks. This invoice was paid on October 14, 2016.

At the April 4, 2017 FDBIRD Board Meeting, conversation occurred related to the 2017/2018 budget. Ms. Kjellgren noted that the FDBIRD was committed to spending at least \$15,000 for the infrastructure project. Board members agreed that they had already approved spending up to \$17,000 for the project.

At the October 8, 2019 FDBIRD Board Meeting, an invoice for \$10,000 was submitted by the FDBA for bike rack installation costs, bringing the total cost to have 10 bike racks installed throughout downtown to \$15,857.71.

**Request**

Respectfully consider payment of \$10,000 for installation of bike racks.

Flagstaff Downtown Business Improvement & Revitalization District  
FY2021 Budget Calendar - Potential Dates

4/14/2020	Discussion on the FY2021 Budget
5/26/2020	Resolution - Tentative Budget Adoption
5/28/2020	Tentative Budget posting - Website & Newspaper
6/4/2020	Tentative Budget posting - Newspaper
6/9/2020	Public Hearing on Budget & Property Taxes
6/9/2020	Resolution - Final Budget Adoption (Special meeting)
6/23/2020	Resolution - Property Tax Assessment