

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

Tuesday, January 12, 2021 – 10:00 AM

To reduce the spread of COVID-19 and protect the safety of district members and the public, in person attendance at the district meeting has been suspended until further notice.

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 Regular Meeting of January 12, 2021 to order at 10:03 a.m.

2. Roll Call

MEMBERS PRESENT:

MEMBERS ABSENT:

Chairman David Stilley (virtually)
Vice Chairwoman Karen Kinne-Herman (arrived at 10:08)
Member Steve Chatinsky (virtually)
Member Jerry McLaughlin (virtually)
Member John VanLandingham (virtually)

3. Approval of Minutes of the Regular Board Meeting of October 13, 2020

Member John VanLandingham moved to approve the minutes of October 13, 2020; seconded by Member Jerry McLaughlin; passed unanimously.

4. Acceptance and Approval of Monthly Financial Reports:

- A. July 2020
- B. August 2020

Ms. Suda explained that the reports are straight forward with nothing unusual to report. She indicated that the reports for the remainder of 2020 should be ready for approval at the next meeting.

Member Jerry McLaughlin moved to accept the monthly financial reports; seconded by Member Steve Chatinsky; passed unanimously.

5. Acceptance and Approval of the FY 2020 Financial Statements

Ms. Suda stated that the reviews went very well. The District ended the year slightly below last year with \$103,368. The main reason for the decrease was because there were larger expenses for the infrastructure projects in 2020.

Member Jerry McLaughlin moved to accept the approve the FY 2020 Financial Statements; seconded by Vice Chairwoman Kinne-Herman; passed unanimously.

6. Review of Board Terms and 2021 Calendar

Ms. Saltzburg briefly reviewed the Board Member terms and the 2021 meeting calendar.

7. FDBA Director Report

Ms. Madeksza reported that the DBA's efforts were a little different this year than in years past. A number of community events were cancelled due to the pandemic and rising cases towards the end of the year. Their efforts were focused on supporting the downtown businesses and promoting spending. There were 13 businesses that participated in the Holiday Passport and it appears that these businesses had good activity as a result. Other promotions included a bingo event as well as Take Out Tuesdays.

To further support the restaurants downtown the DBA added winterized outdoor seating and the addition of four open air structures with tables in Heritage Square to allow people to grab meals and coffee and sit outdoors. They have been very well received and heavily utilized. The wine barrels used with the outdoor seating along Aspen were repurposed and used around the gazebos. They were filled with blue spruce trees and decorated with lights. They plan to continue efforts to better support businesses and they are already looking to how spring and summer might look. It is critical to provide outdoor seating and they are looking to expand and utilize the alleys as well as Aspen Avenue once the weather improves.

Ms. Madeksza reported that the Clean Team has been busy removing graffiti, picking up trash, and clearing sidewalks of snow. They are using an environmentally friendly ice melt in the crosswalks, on sidewalks, and in the alleys. It is working well and keeping things walkable even in snowy weather.

She also reported that the Downtown Vision continues to advance and there was a presentation to City Council on December 8, 2020 providing an update. She recently received the Draft Plan and she will send that out to the Board soon. The DBA Board will also be discussing the Draft Plan in the near future. There is opportunity for input and comment, and she will be engaging with the new City Council to make sure that they are on board with the direction things are going.

Ms. Madeksza stated that she is in the process of scheduling one-on-one meetings with the new City Councilmembers. She indicated that it is important to make sure that there continues to be good access to and interaction with the Mayor and Council going forward.

She also reported that her team is working on developing a full campaign related to Park Flag. The kiosks are supposed to come back on in March and there needs to be a lot of effort put into create messaging that supports parking and why it is important.

Member McLaughlin asked if March 1, 2021 is the official start date for paid parking. Ms. Madeksza indicated that she will have to clarify that detail as the Council just indicated March 2021. Member McLaughlin noted that he would like to see the parking hold off until after the winter months.

Chairman Stilley asked Ms. Madeksza if she has a feel for the new Mayor and Councilmembers and their thoughts about downtown. Ms. Madeksza offered that there may be a learning curve with the new Mayor as she did not get a sense of strong familiarity or passion about downtown. There is some relationship building that needs to happen and

communicating what is important for downtown. The new Councilmembers are coming in with a good understanding of the downtown issues. She added that she is seeing increased support from Councilmembers Shimoni and Aslan with regard to downtown and its relevancy to the city.

Chairman Stilley asked if it might help for individual board members to reach out. Ms. Madeksza replied yes, and that she will notify the Board about the upcoming appointments with the Councilmembers so they may attend if they would like. She indicated that she met monthly with the former Mayor City Manager which was very helpful and critical to keeping communication open and allowed the City to keep a pulse on what is happening in downtown. She is hopeful that a similar meeting can be maintained with the new Mayor. She added that any meetings between Board Members and the Council are welcomed and she would be happy to provide any talking points if desired.

Vice Chairwoman Kinne-Herman indicated that she and Ms. Madeksza had been discussing efforts to revitalize Leroux Street. Ms. Madeksza stated that the downtown is in flux right now with many retailers adjusting their operations in response to the pandemic. Many have been able to evolve since last spring and they are seeing strong sales. Restaurants have not been so fortunate and while some are starting to reopen, they are still struggling and the increase in minimum wage is an additional hit that is affecting them more than retail. That being said, there is some movement on Leroux with three new businesses underway. The Market has been vacant for awhile and a new restaurant will be coming in soon. The second is across the street in the former home décor store called Old British Chippies, which is a fish and chips restaurant. It is hoped that they will open up in the coming month. The third is in the old Will McNabb space and it will be an alterations and craft store. They will be offering classes and take-home crafting kits. New business is coming in and as she knows more, she will pass that information along.

8. PUBLIC PARTICIPATION

There were no members of the public in attendance.

9. Adjournment

The Regular Meeting of the Flagstaff Downtown Business Improvement District of January 12, 2021 adjourned at 10:32 a.m.

David Stilley, Chairman

ATTEST:

Stacy Saltzburg, District Clerk