

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

Tuesday, May 25, 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.

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 Stilley called the Regular Meeting of May 25, 2021 to order at 10:03 a.m.

2. Roll Call

MEMBERS PRESENT:

MEMBERS ABSENT:

Chairman David Stilley (virtually)
Vice Chairwoman Karen Kinne-Herman (virtually)
Member Steve Chatinsky (virtually)
Member Jerry McLaughlin (virtually)
Member John VanLandingham (virtually)

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

3. Approval of Minutes of the Regular Board Meeting of April 13, 2021.

Member Jerry McLaughlin moved to approve the minutes of April 13, 2021; seconded by Member Steve Chatinski; passed unanimously.

4. Authorization to reschedule the regularly scheduled Board meeting of July 13, 2021, to June 22, 2021.

Vice Chairwoman Karen Kinne-Herman moved to reschedule the regularly scheduled Board meeting of July 13, 2021, to June 22, 2021; seconded by Chairman Dave Stilley; passed unanimously.

5. Consideration and Adoption of Resolution No. 2021-01: A resolution of the District Board of the Flagstaff Downtown Business Improvement and Revitalization District (District) adopting the tentative estimates of the amounts required for the public expense for the District for the Fiscal Year 2021-2022; adopting a tentative budget; setting forth the

receipts and expenditures; the amount proposed to be raised by District Property Taxation; and giving notice of the time for hearing taxpayers

Ms. Suda presented the tentative budget which reflected a flat revenue for assessments for a total income of \$295,390. The budgeted expenses total \$219,650 for a remaining fund balance of \$75,740 which is well above the 25% of ongoing revenue required.

Member McLaughlin asked if the \$10,000 one-time budget line item last year was for the bike rack infrastructure project to which Ms. Suda replied yes.

Vice Chairwoman Kinne-Herman noted a reduction in the secondary property tax rates listed on Schedule B. Ms. Suda explained that with keeping a flat revenue budget, the tax rate will fluctuate to accommodate the same amount of revenue from the prior year. The tax rate will reduce to 1.529 compared to the previous years' rate of 1.5795.

The Board briefly discussed the times where a flat rate was used versus the flat revenue. Each year the Board discusses and determines if they should utilize the flat rate or flat revenue approach for their annual budget.

Vice Chairwoman Karen Kinne-Herman moved to adopt Resolution No. 2021-01; seconded by Chairman Dave Stilley; passed unanimously.

6. FDBA Director Report

Ms. Madeksza presented the attached report to the Board. She highlighted the following items:

- Park Flag revenues are at 70% which is quite good given the decline in activity during the pandemic.
- Downtown businesses are struggling to find employees. The DBA is working to old a "job walk" downtown where they can promote hiring and businesses can provide applications and information. A landing page on the Downtown Flagstaff website is being developed where businesses can advertise their job openings.
- DBA is gearing up for some summer events in anticipation that the Mayor will rescind the face covering proclamation soon.
 - Movies on the Square will begin July 2 and as the weather turns in September they can shift to the drive-in model.
 - Outdoor fitness events; yoga on the courthouse lawn on Saturdays, spin classes at Heritage Square on Sunday.
 - Working with Art and Heather Babbott to launch a small farmer's market downtown on Wednesdays from 4:00 p.m. through 8:00 p.m.

Vice Chairwoman Kinne-Herman asked about activation of the downtown alleys since there will no longer be the street closure on Aspen. Ms. Madeksza explained that the DBA is working with the city to install a crosswalk across Aspen to better accommodate pedestrian activity. The alleys are becoming the norm and they are what people expect to find when they come downtown. They have bistro sets, are maintained by the Clean Team, and additional artwork is being brought in and displayed. There is new focus on the alley by West of the Moon as there are a number of businesses that could benefit from the use of that alley. They are working to get the support of one particular business to move

forward. The other alley of focus will be where the Uptown Pubhouse and Creperie are located. They are working on some repairs and additional lighting for the area.

7. 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.

There were no members of the public in attendance.

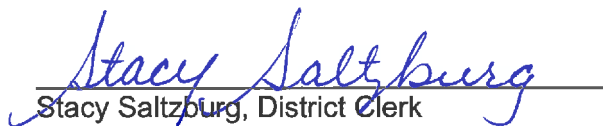
8. Adjournment

The Regular Meeting of the Flagstaff Downtown Business Improvement District of May 25, 2021 adjourned at 10:27 a.m.



Karen Kinne-Herman, Vice Chairwoman

ATTEST:



Stacy Saltzburg, District Clerk



STAFF ACTIVITY REPORT / MAY 2021

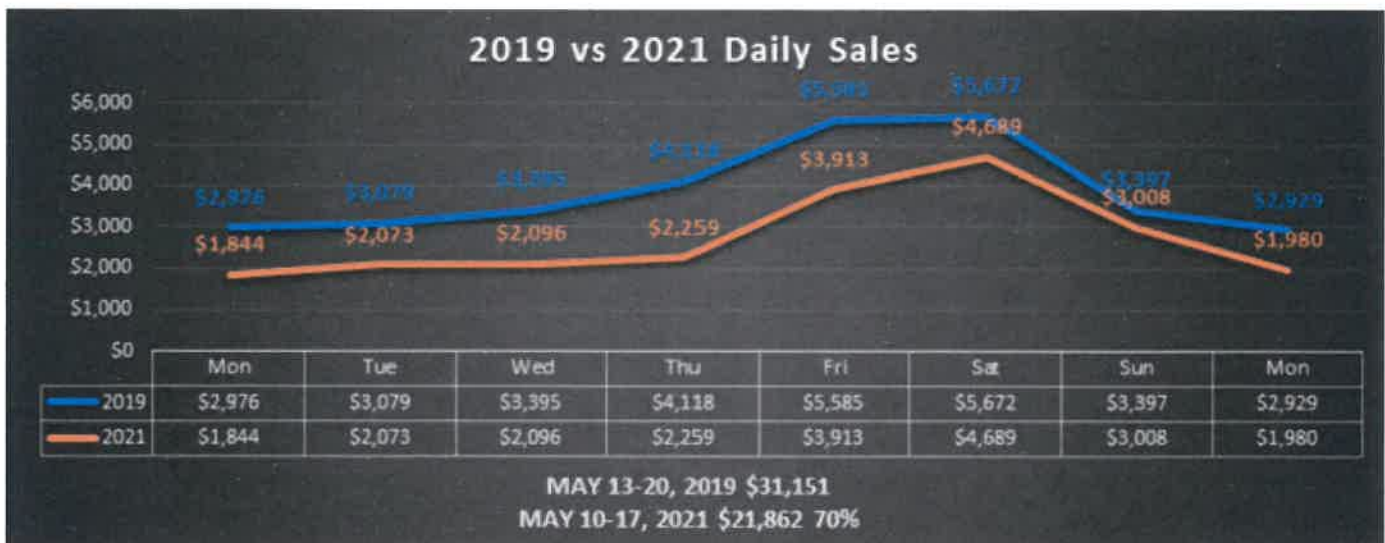
NEW STAFF

Kelly Culbertson joined the FDDB team in April with a focus on business outreach, events, marketing and sponsorship goals. Kelly has been in the Flagstaff community for over 14 years, working with Budweiser and Pepsi and serving on a variety of non-profit boards. Kelly hopes to create new outlets for creative endeavors by collaborating with businesses and highlighting attributes that make Downtown Flagstaff so unique. Kelly received her undergraduate degree at NAU and is currently working towards her Masters in Organizational Leadership. She also has two boys ages 6 and 7 who love spending time downtown!

Sophie Applin recently joined the FDDB team on May 17th as the summer marketing and social media intern. Sophie brings great energy to the team and her expertise in social media will be pivotal as we navigate exploring new social media outlets and expanding our reach. She is a Junior at the University of Arizona and a double major in History and Global Studies with a minor in Religious Studies. Sophie also works at Fratellis downtown so say hi if you are in for a slice!

PARKFLAG REVENUES

ParkFlag revenues continue to be strong, despite the ongoing effects of the pandemic and the reduced hours implemented when the system resumed March 1, 2021. Sales at this time are at about 70% compared to the same timeframe in 2019.



PARKFLAG MANAGER

The City has initiated the process to hire a manager for ParkFlag, and asked the FDDB to participate on the selection committee. Five candidates with extensive knowledge of the parking industry and experience managing parking programs were invited to interview, and two have advanced to a second interview taking place the end of May.



PARKFLAG ANNUAL REPORT

The FDDBA has been working closely with ParkFlag over the past few months to create the 2019-2020 annual report. FDDBA staff assisted ParkFlag with different aspects of the report including content, design, layout, photography, etc. The annual report has officially gone to print, and will be available for stakeholders in the next few weeks.



JOB WALK

Hearing that many businesses in Downtown Flagstaff are in need of employees, the FDDBA team is planning a Job Walk in downtown Flagstaff June 1st-June 3rd. Downtown businesses will have the opportunity to advertise a vacant position on our soon to be developed landing page on downtownflagstaff.org as well as participate in the Job Walk by showcasing a FDDBA created poster in their window. This allows job seekers to know that the business is actively looking for employees and it's appropriate to drop off their resume.

HOSPITAL RELOCATION

Terry recently met with leadership from Northern Arizona Healthcare to discuss the vision and partnership opportunities related to the hospital's plans to relocate. Terry is working to bring this group to a future board meeting.

MICROGRANT PROGRAM

The FDDBA is working with the City, County, NAU and other partners to secure funding for a second microgrant application process. The purpose of this program is to request American Rescue Act funds and offer grants to help small businesses weather the ongoing impacts of COVID-19. The first microgrant program was extremely successful, providing grants ranging from \$750 to \$3,500 to 24 small businesses used to help pay for operating expenses such as rent, utilities, supplies, etc.

DOWNTOWN VISION

The consultant team has provided a Draft Vision & Action Plan that has been distributed to board members, partner organizations and members of the Advisory Committee and Working Groups. Feedback will be incorporated and presented to commissions, Council and the Board of Supervisors over the next few months.

OUTDOOR DINING AREAS

In addition to more picnic tables and signs on Heritage Square, we have placed additional bistro sets in Aspen Alley Way. They have been extremely popular and our Clean Team staff stays busy keeping all the tables clean!





FOOD DELIVERY PROGRAM

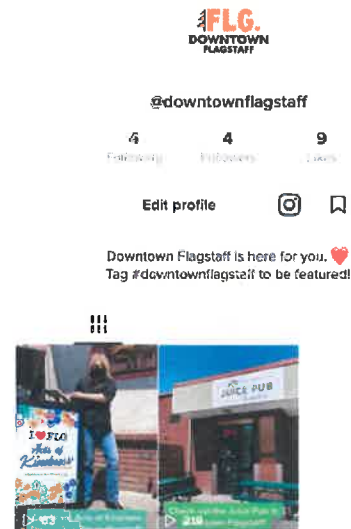
As mentioned last month, we are creating a new program that helps support businesses, as well as makes dining outdoors even more convenient. Each table at Heritage Square and Aspen Alley will include a handy QR code that takes patrons to a list of businesses offering delivery directly to these public tables. The landing page has been created on our Downtown Flagstaff website and we are just waiting on a few more businesses to get the program rolling!

COMMUNICATION

The FDBA team continues to post 5+ times a week on all social media platforms including Facebook, Instagram and Twitter with regular updates about Downtown Flagstaff and downtown business happenings. In addition, we continue to share information with the public and stakeholders through our email newsletters. Each month we send out a Stakeholder Update, Business Opportunities, and a Downtown Update.

TIK TOK LAUNCH

The FDBA team has decided to move forward with creating a Tik Tok account! With over 62 million engaged subscribers we believe the opportunity to connect with this unique and younger audience is worth the time investment from the FDBA team. TikTok subscribers want to engage with content that’s fun, entertaining and lighthearted and we are ready for the challenge. We have already been in contact with numerous businesses about creating “behind the scenes” videos, stay tuned!



INSTAGRAM TAKEOVERS

Instagram Takeovers are an incredible way for businesses to collaborate and cross promote. FDBA has offered this opportunity to stakeholders as a way to promote their business and increase their social media following. The most recent takeover was May 15th when the Orpheum Theatre did a takeover for their Re-Emergence show.

BUSINESS OUTREACH

We understand that not all businesses have the availability to check email frequently plus retain all the information that is included. With new staffing in place, we have been creating and personally dropping off handouts for business. These information flyers keep businesses informed, and provide an additional opportunity for businesses to get more involved with FDBA activities.

EVENT ACTIVITY

On April 27th, City Council made a decision to allow events to resume with no capacity restrictions starting July 1st, 2021. With restrictions lifted and safety protocols being followed, the FDBA has decided to move forward with our signature events. We will continue to monitor guidelines from the City of Flagstaff and Coconino County, and other public health agencies. If Covid conditions trend differently there is a possibility of canceling or postponing events.

YOGA ON THE LAWN

Yoga classes have been taking place every Saturday since early May on the County Courthouse Lawn at 9am. Participants are able to physically distance and can pay for the \$5 admission with contactless payments. We have had a great turn out and will be supporting the event as long as the weather permits! In addition, the FDBA recently partnered with the Juice Pub & Eatery, and they now offer 10% off any menu item to Yoga on the Lawn attendees!

SPIN BOX

The Spin Box mobile cycling studio hosted their first spin class in Downtown Flagstaff on Sunday, May 2nd at The Juice Pub & Eatery parking lot. Full capacity was reached only days after the event was launched! The Spin Box plans to do classes every Sunday at 9AM at different locations throughout downtown Flagstaff, and the FDBA will arrange partnerships with nearby businesses. Check them out at Heritage Square this weekend!



MOVIES ON THE SQUARE

With restrictions lifting on July 1st, the FDBA is planning to relaunch Movies on the Square starting Saturday, July 3rd at Heritage Square. With precautions being implemented like encouraging physical distancing between parties, hand sanitizing stations, offering masks if desired, and having the FDBA on site for hourly sanitation we are confident we can create a safe place for our movie goers. Last year we successfully launched "Movies on the Square-Drive-In Style." We are still hoping to continue this great event and considering weekends in September once cooler evening temperatures set in. We will have more information soon!

ARTWALK

The FDBA has also been working closely with Flagstaff Arts Council and downtown galleries, and have announced that First Friday ArtWalk will resume on June 4th. Businesses have been contacted about the upcoming ArtWalk via email and direct staff outreach on how to get involved.

TAKE OUT TUESDAYS

May is Bike Month and Flagstaff Biking Organization has partnered with numerous organizations downtown to offer deals for biking to take out on Tuesdays for the month of May. We will continue to support this promotion for the month of May!



STAFF ACTIVITY REPORT / MAY 2021

DOWNTOWN COMMUNITY MARKET

We are excited to announce a new "Downtown Community Market" produced by the FDBA and the organizers of the Sunday Community Market. This event kicks off on June 16th and will take place weekly on Wednesdays from 4pm to 8pm, on Heritage Square, Aspen Street, Aspen Alley and the Alley by Creperie and Uptown Pubhouse. The market will provide fresh produce, flowers, and prepared foods. Downtown businesses will have the opportunity to get involved with the event by either placing a table outside their establishment, registering for the event itself, or planning an activity to cross promote. The City of Flagstaff will be reviewing site plans the week of May 24th.

CLEAN TEAM STATS - APRIL 2021

Trash Tops Cleaned: 118	Blocks Cleaned: 406
Days Made: 43	Business Recommendations: 82
Parking Questions Answered: 17	Graffiti & Sticker Removal: 70
Alleys Cleaned: 184	Books to Little Libraries: 177
Visitors & Residents Helped: 152	Trash & Recycle Weight: 207.47 pounds

The Clean Team is out seven days a week and when the weather is sunny they spend a great deal of time power washing sidewalks and alleys. Fun promotion: We will soon be allowing our social media followers to name the power washing machine!

BUSINESS HAPPENINGS

NOW OPEN:

Alejandro's (6 E. Aspen Ave, Suite 120) – Food truck to brick & mortar
Electric Bikes of Flagstaff (14 E. Birch Ave) Downtown E-bike tours!
Miramonte Sales Office (109 N. Leroux Street) 2 new downtown projects coming soon!
Val's Workshop and Coffee Lounge (200 S. San Francisco Street) hair salon and coffee bar



MOVING LOCATIONS:

The Flagstaff General Store is moving from 9 N Leroux to 21 E. Aspen Ave (former Blendz space).

REOPENED:

Old Town Creperie Opened May 7th!
Diablo Burger Opened May 19th!

OPENING SOON:

Old British Chippy (109 N. Leroux Street)
Former Maloney's and La Vetta space – restaurant project back on