



## MINUTES OF THE DOWNTOWN MEMPHIS COMMISSION

Thursday, September 26, 2024, 9 AM  
114 North Main Street

**Board Members Present:** Williams Brack (Chair), Victoria Young (Vice Chair), Ray Brown (Treasurer), Janice Banks, Lauren Stimac, Benjamin Orgel, Willie Brooks, Senator Raumesh Akbari, and Ed Stephans III

**Board Members Not Present:** Surayyah Hasan (Secretary), Elizabeth Low, Ashley Cash (for Mayor Strickland), Commissioner Mickell Lowery, John Zeanah (for Mayor Harris), and Councilman JB Smiley

**Staff Present:** Chandell Ryan, Christine Taylor, Brett Roler, Penelope Springer, Milton Howery, Tori Haliburton, Lawrence Green, Sam Caldwell, and Nesha Cotton.

**Guests:** Trey Thacher, and Ken Welch

Chairman Williams Brack called the meeting to order at 9:04 AM. This is his first meeting as board chair, and he is looking forward to working with the DMC staff and board members. Due to lack of quorum, the approval of the minutes will be called later in the meeting once quorum has been confirmed.

### **Chairman Williams Brack called for agenda item IV: Financial Update**

Penelope Springer presented the financial update and monthly highlights.

### **Chairman Williams Brack called for agenda item V: Diversity Update**

Tori Haliburton presented the Diversity update, including outreach and collaborations. She has attended over 25 events, and her goal is to attend 100 events before the end of the year. She has conducted several round-table discussions with the goal of emerging developers leaving with a better understanding of clear motivations, goals, personal skill set, and financial responsibilities. The Em-Dev Workshops had a “Behind the Scenes Hard Hat Tour” of 440 Monroe project.

### **Chairman Williams Brack called for agenda item VI: Marketing Update**

Milton Howery presented an update on Marketing, Communications and Events. He explained the differences of earned media, paid media, owned media, and shared media. Updated past events, Downtown Connect, Hospitality Night on Beale, and the impact of Alley Dayz. We have had 28 DMC grants & sponsored events, with over 24K attendees. The Marketing department is launching a refreshed newsletter, The Downtown Beat. Chairman Brack urged board members to sign up to receive the weekly newsletter.

Before moving to the next agenda item, now that quorum has been confirmed, Chairman Brack called for approval of the July 25, 2024, minutes. Ray Brown motioned to approve the June 27th minutes as presented, Willie Brooks seconded the motion, after roll call vote, the motion passed unanimously.

**Chairman Williams Brack called for agenda item VII: Operations Update**

Lawrence Green presented the new mobile app being used by Clean & Green and BSB. The app provides a better way to showcase the impact of how we are improving Downtown, allowing the team to make data-driven operations decisions. Board member Ray Brown asked who is responsible for maintaining Main Street. President Ryan responded that it is a combination of DMC, City of Memphis and MATA.

**Chairman Williams Brack called for agenda item VIII: Development Update**

Brett Roler presented an update on recently approved Development projects from CCDC, CCRFC, and DMA.

**CCDC** - Two (2) Good Neighbor Grants, One (1) Exterior Improvement Grant, One (1) Special Development Grant, and the reauthorization of Pre-Development Grant Program.

849 Jackson Avenue - Good Neighbor Grant

492 Vance Avenue (Griggs Bldg.) - Good Neighbor Grant

430 Monroe Avenue – Exterior Improvement Grant

24 North BB King Blvd. (The Juke/Biscuits & Jams) – Special Grant

**CCRFC** - One (1) Revised PILOT Application, and One (1) New PILOT Application

47 South Main – 10-year PILOT

272 North Bellevue & 272 North Bellevue – 10-year PILOT

**DMA** - Parking Facility Assessment Update & Next Steps

100 North Main Update & Closing Term Modifications

**Chairman Williams Brack called for agenda item IX: President's Report**

Chandell Ryan proudly announced recent staff awards. Brett Roler was presented with the Inspired Leader award by IDA (International Downtown Association), Tori Haliburton was nominated a Rising Star Award by Robert R. Church, Penelope Springer was nominated CFO of the Year by MBJ, and the DMC won the Economic Engagement Award.

**Chairman Williams Brack called for agenda item X: New Business/ Adjournment**

Chairman Brack congratulated the DMC award winning staff.

Seeing no other business, the meeting was adjourned.