

Main Street Business Improvement District Board

Regular Meeting
January 25, 2013—10:30 a.m.
City Hall—Commission Room

Minutes

The meeting was called to order at 10:36 a.m. Members present: Gary Gaspar, Tom Bosch, and Matt Smith. Members absent: Matt Gabbert and Susan Scott.

A motion was made by Gaspar, seconded by Bosch, to approve the minutes for the November 16, 2012, and March 12, 2012, regular meetings of the Board. Motion passed. Yeses, 3. Noes, 0.

Jason Dennison of DTSF, Inc. presented a budget for the 2013 proposed programs and services. The budgeted amount of \$157,349 included events, marketing and promotion, cleaning and maintenance, streetscaping, and new programs that are needed to maintain current momentum like safe and secure initiatives, downtown street ambassadors, and bringing people back to the Downtown Riverfront.

A motion was made by Gaspar, seconded by Bosch, to endorse the DTSF program of activities for 2013. Motion passed. Yeses, 3. Noes, 0.

Dennison discussed the importance of branding the BID and bringing additional attention to the activities of the BID. He proposed a logo be used in appropriate BID activities to acknowledge the BID's role in those activities. A motion was made by Gaspar, seconded by Bosch, to begin using the selected logo on future BID materials. Motion passed. Yeses, 3. Noes, 0.

Brent O'Neil informed the Board of pending expiring terms in May for four Board members and that those members have also served the maximum number of terms allowed; therefore, the district would be seeking four new members.

In open discussion, the Board members discussed the need to focus in the coming year on a thorough evaluation of the City ordinance that governs the BID. Topics to address include setting the cap at a level more consistent with inflation trends, looking at ownership of multiple properties, evaluation of current funding formulas, and levy exemptions.

Chair Smith adjourned the meeting at 11:40 a.m.