



MEETING MINUTES

Quick called the meeting to order at 8:37am and welcomed members, city staff and guests. Members present: Randy Quick, Kelli Duncan, Megan Watters, Tayesha Lytle, and Harry Brock. City staff present: Aundi Lesley, Megan Otwell, Jennifer Bailey, Julie Harris, Doug Walker, Thomas Goggans and Kelley Parker. Guests present: David Crowder, DJ Rickman, Carey Ingram, Phillip Burkhalter, and Jerry Rucker.

ACTION

Christmas Parade Committee Check Presentation – Christmas Parade Committee members, Carey Ingram, Phillip Burkhalter and Jerry Rucker, presented the DDA with a check for \$10,000 which will be used for the Light Up Rome campaign.

Approve January 2023 Minutes – All were in favor and approved.

Approve BID Financials – The last façade grant of 2022 has been paid out, as well as the Trendy Teachers grant and the wreath photo opp. Design currently sits at \$63,000. All were in favor and approved.

414 Broad St. Façade Grant – Watters presented the façade grant application for 414 Broad Street, also known as the Kaleidosno building. Proposed improvements include new awnings, repainting and caulking. Estimated total project cost is \$10,668. Design committee recommends a \$3,000 grant pending HPC approval. Duncan made a motion to approve. Lytle seconded. All approved.

Election of 2023 Officers & Committee Chairs – Lesley shared the staff recommendations for officers and committee chairs. Recommendations are as follows: Megan Watters for Design Chair, Kelli Duncan for Parking Chair, Elaine Abercrombie for Promotions and Outreach Chair, DJ Rickman for Business Development Chair, Harry Brock for DDA Board Chair, Tayesha Lytle for DDA Board Vice Chair, and Kevin Dillmon for Treasurer. Lesley also let board members know that David Prusakowski had stepped down from the board.

DISCUSSION

Blooms on Broad – The 2022 fall planting did not survive the winter. Lesley contacted Watters Landscaping to see if they had additional materials they'd be willing to replant. Watters came back with a quote for \$3,100. Lesley offered two options for payment – using rollover design funds from 2022 or the \$3,000 the City allots for façade grants. Members stated they'd prefer it come from the rollover funds. Watters made a motion to approve. Duncan seconded. All were in favor and approved.

Business Check-In Survey – Lesley shared results from a recent survey sent to downtown businesses. There were 26 responses. Businesses that responded some of their biggest challenges were parking, staffing, cost of supplies, and the homeless population downtown. They were asked what they'd like the DDA to know. Answers included 10-15 minute to-go parking for restaurants, added speed tables, that the 3 hour parking limit hurts their business, and that there is not enough promotion of businesses in the River District. This brought on the discussion of a new parking study downtown. Harris shared that Parking Services would like to do a study to test the 3 hour limit and see if there are any changes in consumer habits. The study would allow unrestricted on-street parking for the months of March and April. All lots and decks would still be permitted and enforced. Select businesses would also track and provide data pertaining to their sales numbers during the study. DDA staff will push this out to businesses immediately. Recommended timeframe is March 1-April 30, 2023.

Committee Update – N/A

Staff Reports –

- Per Otwell, headshots will be moved to the March meeting due to inclement weather.
- Harris shared that board members have the opportunity to ride along with Rebecca Carter, the parking ambassador, so they can get a firsthand experience.

Other/Adjourn – Brock and Duncan attended the recent Public Works meeting and voiced concern for pedestrian safety on N. 5th Avenue in the River District. Public Works plans to place a speed table at the end of the N. 5th Avenue bridge coming into the River District. **Quick called to adjourn at 9:36am.**

Respectfully Submitted,
Jennifer Bailey-Bowers