

## DBBA Minutes March 17, 2021

### Councilor Broadman @ ODOT's Parkway plan

- Empire to Powers.
- Recommend on-ramp closures in Downtown with pedestrian overcrossing at Hawthorne.
- Recommends connecting the 2 districts (Downtown & Old Mill) that the DBBA needs to be involved.

### Angelina with financials

- 98% of EID's are in.
- Collection of overdue EID's is taking place too.
- Kiosk sales are up.
- PPP loan was distributed, which will allow to free up @\$27k for other areas/items.

City Council Meeting is tonight! Future dates have changed to 5/5 & 5/19. Mindy gave her presentation & asked for reviews from board.

- Started with the history of Downtown.
- Current building owners pay .25/sq ft (80 building owners) & we are requesting renewal of the EID for 3 years at the current rate. Then an increase of .01/sq ft for the following 2 years. And asking the city to reduce or delete the service fee that they take.
- We are also requesting \$30k in COVID relief funds, to assist in recovery from the pandemic & get the downtown in a better spot for the future.
- Mindy's presentation included the history of Downtown, what the DBBA does (street cleaning, snow removal, graffiti removal, banners, flowers, community programming, decorating, raising \$ to keep the Downtown connected, liaison between the Downtown & the City, merchant meetings, grant writing, safety, etc.). And also shared the future vision (holiday décor, alley's, building all-inclusive spaces).
  - Compared to other cities that are most all supported financially by their city.
- We are going to need future investments to fix & replace assets, like sidewalks, streets, etc.

Introduction of Hayden, the new Sales & Marketing director.

- Kiosk sales are up \$10k already!
- Social media: working on branding, daily posts, being present online & gaining followers. Most of our followers are women aged 38-45. The market we're missing is men that age and 22 year old's.
- Goal is an app that's passport style. It can offer ad's, events, etc.
- Start creating murals for hashtags to get visitors to downtown (create a draw that's not an actual event).

### Oktoberfest

- Reimagined model ideas:

- Buying a pass that would offer discounts/freebies, giveaways, beer discounts, hats, entry to races, etc.
- All board members agreed on a weeklong option (vs the 3 week or 2-day versions) with a party on the last evening.
- Councilor Broadman reiterated that the emergency order will go until June 30 & the OHA will now be 100% in charge.

#### Bi laws

- Our current bi laws were never changed and are not accurate. Barbara proposed the changes, and the board voted 100% to accept them.
- Sarah suggested a yearly merchant meeting, as well (not but into the bi laws though). And, to also reach out to BPRD to be part of the DBBA.

Meeting adjourned at 9:45am.