



City of Bend / DBBA Partnership Review

Prepared by Mindy Aisling, Executive Director

This is a review of the DBBA/City of Bend partnership from March 2018 to March 2019. In March 2018, Ben Hemson was appointed as the City liaison for the DBBA and I (Mindy Aisling) was appointed as the Executive Director of the DBBA. Ben and I met weekly for the first six months, and bi-monthly for the second half of the year.

Areas of success:

Education/Direction/Inclusion/Communication

Ben has been a key asset in helping me understand the way that the COB works and how I can be effective within that system as the Executive Director of the DBBA. He has also, countless times, helped direct me to the correct person, documents or resources I need. Furthermore, he has helped to connect me to the right people and made sure I was invited to meetings that would impact Downtown. In addition, Ben has facilitated conversations to insure optimal results for both parities.

Building Trust/Dispelling myths

One of the largest unexpected benefits of our partnership over the last 10 months has been the trust building with DT business and building owners. Because I have someone at the COB that I can go to and get immediate answers to all the tiny questions that building and business owners have, they have gained trust in both the DBBA and the City of Bend. It has also been extremely valuable for me to be able to 'check in' when people complain about something and get back to them with the facts.

Successful Projects

- Pocket Park by Sportsvision
- Pocket Park by Foundry Church (to be completed this summer)
- Informative canvassing/ Parking communication, Construction communication
- Gathering information on how large (class C) events affect business in Downtown, and making changes to reduce negative impacts
- Coordination between COB Streets department and DBBA staff to keep leaves cleaned up in DT during the Fall months
- Creation of the Police Substation in the parking garage
- Successful merchant meeting with DBBA Members, Bend PD & COB at the Doubletree Hotel
- Most successful EID Billing to date (collecting 100% of EID funds)
- Trespassing communication on DT Properties
- First steps taken towards managing real estate boxes in Downtown

Opportunity for Growth

Clarity in requests and request priority (Mindy)

Tracking projects (Team)