

Main Street Business Improvement District (BID) Board

Regular Meeting November 12, 2014, 1 p.m. Downtown Library—Conference Room

Minutes

The meeting was called to order at 1:04 p.m.

Members present: Lyle Pudwill (Chair) Members Absent: Aaron Hultgren
Loren Koepsell Cindy Palleschi
Gary Gaspar
Dave Syverson

Staff Present: Brent O'Neil
Dustin Powers
Adam Roach

Approval of the May 7, 2014, Meeting Minutes

Loren Koepsell made a motion to amend the May 7, 2014, meeting minutes for a grammatical error. Gary Gaspar seconded the motion. Motion to amend and approve meeting minutes passed unanimously.

Introduction of New Member

New Main Street BID Board member Aaron Hultgren had a schedule conflict and was unable to attend.

Summary of the 2014 BID Roll

Dustin Powers stated that the proposed BID roll was filed with the City Finance Department October 23, 2014, and a mailed notice was given to all property owners on the roll. Staff is recommending minor adjustments to that roll to reflect modifications to taxable property valuations based on historic tax moratoriums, property tax abatements, and other exemptions which were unaccounted for in the filed roll. The proposed adjustments were presented to the board. Powers stated the proposed adjustments were also submitted to the City Finance Department on November 6, 2014 so they would be available for public viewing along with the filed roll. The filed roll dated October 23, 2014 and the adjustment roll recommended by staff continue to be available for public review in the Finance office located City Hall at 224 West 9th Street.

Powers stated the total 2013 BID assessment was \$144,465.03, and the 2014 BID assessment estimate per staff's recommended adjustments would be \$147,929.75. Changes from 2013 include properties that were not previously on the roll such as new developments, former industrial properties, combination of parcels and properties that changed ownership from non-profit to for-profit. Less than five of inquiries in regard to initial assessment letters have been fielded by DTSF or City Community Development staff.

Summary of BID Activities for 2014 (What has DTSF spent?)

Brienne Maner, membership and communications manager of Downtown Sioux Falls (DTSF), presented the BID progress report for 2014. Ms. Maner explained to the Board how DTSF, along with the help of the BID, have completed a number of projects including: Installed, maintained, and removed 233 flower beds and baskets, maintained 305 and added 66 new street banners for a total of 371, refinished 5 pier banner structures and two trolley stop structures, created and distributed a DTSF Good Neighbor Guide, installed and maintained 5 pet waste stations, removed over 13,000 pounds of trash, litter, and debris, installed 130 holiday wreaths and holiday décor, partnered with the private sector to keep the trolley operable, distributed 15,000 *Exactly Downtown* publications to 127 locations, and had over 205,000 web visitors this year. Furthermore, DTSF has partnered with the Police Department to increase public safety downtown and created antishoptlifting seminars. Ms. Maner also illustrated how events coordinated by DTSF have attracted thousands of visitors to downtown with an estimated economic impact of over \$750,000. DTSF has budgeted \$162,000 for 2015 BID project funding.

Jason Dennison shared and explained a recent Downtown Economic Trend Report based off the 2014 Downtown Market Study.

Public Input

One question was fielded on what property uses are exempt from the BID assessment from a member of the public. (Explain)

Adopt Recommendation on 2014 BID Levy

Staff reminded the board of its recommended adjustments to the filed roll. Motion by Gaspar, second by Syverson, to formally recommend to the City Council approval of the 2014 BID assessment roll filed with the City Finance Department dated October 23, 2014 and inclusive of all adjustments submitted to the City Finance Department on November 6, 2014. Motion passed 4 yes, 0 no.

Approve BID Board's 2015 Work Plan

Adam Roach mentioned that the Board would convene no later than February 2015 with the goal of establishing a 2015 Work Plan that addresses recommendations on the BID funding structure, review bylaws for potential changes, and identify any other items members want to address.

Other Business/Open Discussion

A meeting of the Board is tentatively scheduled for January 2015.

Adjourn

Motion by Pudwill, second Gaspar, to adjourn. Motion passed 4 yes, 0 no. The meeting was adjourned at 1:49 p.m.