

MINUTES
Downtown Advisory Board
 Thursday, October 13, 2011– 12:00 P.M.
 350 Commercial St NE

Members Present	Members Absent	Staff Present	Guests
Jim Bauer - C Garth Brandaw Paul Gehlar Darr Goss Jim Lewis Jennifer Martin Mark Messmer Allan Pollock Bill Puntney Carole Smith	Bill Davis - E Brian Moore - E	Jeff Barnes - UD Sara Bratcher – UD Renee Frazier - UD Annie Gorski - UD Anita Sandoval – UD Sheri Wahrgren – UD Julie Warncke - PW	

1. CALL TO ORDER

Call to Order and Roll Call: 12:03 PM

2. APPROVAL OF AGENDA

Motion: Move to approve the agenda for October 13, 2011, as presented.

Motion by: Board Member Martin

Seconded by: Board Member Smith

Action: Approve the Agenda for October 13, 2011, as presented.

Vote: Aye: Unanimous

Motion PASSES

2. APPROVAL OF MINUTES

Motion: Move to approve the Minutes from September 22, 2011, as presented

Motion by: Board Member Smith

Seconded by: Board Member Pollock

Action: Approve the Minutes from September 22, 2011, as presented.

Vote: Aye: Unanimous

Motion PASSES

4. REPORT ON COMMITTEES

A. Parking Committee –

Board Member Martin reported on a request to break out the historical and current budget level of management, maintenance, and security expenses in the Leasehold and Parking budgets as a percentage of the revenue they generate. (Distributed spreadsheet)

Motion: Move to include this document with the materials for continued discussion.

Motion by: Board Member Smith

Seconded by: Board Member Puntney

Action: Include this document with the materials for continued discussion.

Vote: Aye: Unanimous

Motion PASSES

Questions or Comments by: Martin, Smith, Bauer, Gehlar, Messmer, Lewis

5. PUBLIC COMMENT:

A. N/A

6. ACTION ITEMS

A. Agency approved Demonstration Program Criteria

The Agency Board amended the criteria to exclude any applicant which holds a non-profit status or has a tenant with non-profit status and does not pay property taxes. Chair Bauer drafted a letter to the Board requesting clarification on their motion and requested DAB feedback prior to issuance of the communication to the Agency Board. Suggestions: include information on how non-profits can waive property tax; what's the effect when non-profits move in and out of a building; address criteria of 20% regarding impact on tax values; validate original intent; question about public/private improvement that may include a non-profit.

Motion: Move to ensure the criteria established for submission be as liberal as possible and not eliminate buildings with non-profits from applying; and approve the letter with the above recommendations.

Motion by: Board Member Martin

Seconded by: Board Member Smith

Action: Approve to ensure the criteria established for submission be as liberal as possible and not eliminate buildings with non-profits from applying; and approve the letter with the above recommendations.

Vote: Aye: Unanimous

Motion PASSES

Questions or Comments by: Bauer, Smith, Gehlar, Martin, Messmer, Pollock, Brandaw, Wahrgren

7. OLD AND/OR NEW BUSINESS

A. Parking Garages – Where do we go from here?

Chair Bauer reviewed the direction of the DAB to distill information; examine revenue; examine expenses; identify potential levers for increasing revenue or lowering expenses; and move facts on to the Agency Board. Discussion included: upcoming work session; budget process; parking capacity.

Questions or Comments by: Bauer, Messmer, Martin, Smith, Gehlar, Wahrgren, Brandaw

B. Overview of Parking Enforcement Practices – Employee Parking Citation Statistics

Jeff Barnes, Parking Services Supervisor, reviewed employee statistics including recruitment, training, deployment, and evaluation; and reviewed employee parking enforcement.

Suggestions: Encourage businesses to take an active role in gaining compliance; Consider revising SRCs to “put teeth” back into the citation process by requiring businesses to provide employee vehicle information.

Questions or Comments by: Bauer, Martin, Smith, Messmer, Puntney, Lewis, Wahrgren

C. Draft Demonstration Program Outreach Strategy

Annie Gorski, UD Project Manager, reviewed communication outreach strategy (provided in packet) in response to DAB request for marketing information. Member Martin will help with commercial realtor piece; include Salem Business Journal and Salem Weekly. Discussion regarding how much time to allow for responses to a RFP. Suggested general information be released soon to give potential submitters a heads up.

Questions or Comments by: Martin, Brandaw, Wahrgren, Bauer, Messmer, Gehlar

9. ADJOURN

Chair Bauer adjourned the meeting at 1:40P.M.