

MINUTES
Downtown Advisory Board
 Thursday, November 12, 2009 – 2:00 P.M.
 350 Commercial St NE

Members Present	Members Absent	Staff Present	Guests
Dana Vugteveen - C Jim Bauer Suzi Bicknell Sylvia Dorney Darr Goss Jim Lewis Brian Moore Anna Peterson	Bill Davis, VC - E Allan Pollock -E Debra Edwards – EJeff Corner - A	Sheri Wahrgren – UD Courtney Knox - UD Anita Sandoval – UD Sara Bratcher - UD Renee Frazier - UD Katie Darolb - PW	Paul Gehlar Britta Franz

1. CALL TO ORDER

Chair Vugteveen called the meeting to order at 2:07 PM, noting a quorum of appointed members was present.

2. APPROVAL OF AGENDA

A. **November 12, 2009**

Ms Dorney **made a motion** to approve the agenda of November 12, 2009, as presented. The motion was **seconded** and **passed** unanimously.

3. APPROVAL OF MINUTES

A. **October 22, 2009:**

Mr Moore **made a motion** to approve the minutes from October 22, 2009, as amended (typo in Section B). The motion was **seconded** and **passed** unanimously.

4. REPORT ON COMMITTEES

A. None.

5. PUBLIC COMMENT:

Ms Dorney commented it had come to her attention that paid parking is on the City Council agenda as a priority item for next year. Ms Bicknell clarified parking is a priority objective, but will be looked at through Vision 2020. A work session will be held on Monday night regarding Council goals. Nothing is finalized, but parking has been identified with a need for more employee and residential parking – what are we going to do, and options.

Mr Lewis asked for the history on how the decision came about for Commercial Street to be restriped to three lanes. Chair Vugteveen reiterated the discussion from the previous meeting.

6. ACTION ITEMS:

A. Communication to Agency Board

Chair Vugteveen explained the Board previously agreed to request the Agency Board confirm agreement with the DAB's approach to a future investment strategy through a communication intended to be presented Monday, November 23.

The Board reviewed and revised the draft communication, and a motion was offered by Ms Peterson to move the memo forward as revised to the Agency Board. The motion was Seconded and unanimously approved.

7. INFORMATION ITEMS:

A. Infrastructure Master Plan Update

Ms Wahrgren reminded the Board that recently Go Downtown requested funding of \$25,000 for some infrastructure to be integrated into the repaving of some downtown streets. Additionally, she has been meeting with a downtown workgroup to explore a more holistic approach, including soft utilities for all downtown infrastructures. Part of the intention is to provide better mapping to show how decisions made within the URA fit together and to keep track of everything as we move forward with funding elements.

B. Preliminary 2010-2011 Parking Budget Discussion

Ms Frazier, Management Analyst for the Urban Development Department, explained the budget process for the upcoming session. Basic budget instructions for analysts will come out next week and will include time lines etc. A preliminary budget will be formulated through projections using current service levels and a historical 5% increase in parking tax.

The Board asked for information on the indirect cost allocation plan (ICAP) and how it affects the budget. Ms Frazier responded the ICAP is a charge to all special revenue funds for services provided by General Fund departments, such as City Manager, Legal, Finance, Facilities, etc. The methodology for calculating the ICAP is in compliance with federal guidelines, as the City is a recipient of many federal dollars. The ICAP is based on a well established City method for allocating costs based on the services received by each special revenue fund - it is not likely the Board will have much influence in regard to that cost. Generally, the ICAP charges for the upcoming FY are released in December or January.

The Board requested staff return with the following information:

- Update on maintenance/construction for Parkades;
- Historical information on ICAP from the last two years;
- Information on Capital improvements;
- Analysis of Expenses; and
- Forecast on the availability of the Leasehold Fund.

C. Go Downtown Salem Update

Ms Bicknell gave an update of Go Downtown! Salem (GDS) activities.

- Feedback has been good on the *Shopping and Dining Guide*. Distribution has been increased to Albany, Corvallis, the Coast, Keizer, and hotel rooms at the Phoenix Grand.
- “Bras in the City” raised almost \$1,300 for breast cancer.
- Winter Blues series is back. When doing an indoor event, admission can be charged to cover costs.
- Downtown Trick or treat expanded from 40-70 children last year, to over 100 children this year. The City leased 270 Commercial to GDS at no cost for Halloween events. Chemeketa Street was closed for “Thriller”. 400 people watched 31 dancers perform.
- Fourth quarter marketing strategy will have GDS on Comcast. Eight businesses will participate in 30 second spots.
- Branding with GDS for holidays in the Statesman Journal On Thanksgiving Day there will be four full-page ads for merchants. Marketing as the largest shopping district in the valley. Also calling out free parking and working on banners for Parkades.
- Six buses with logos from GDS will be circulated during the holidays.
- Doing video shooting next week for social networking.
- First Wednesday, concerts continuing.
- Encouraging a downtown open house.
- Lighting 10 street trees Liberty for \$8500. May expand to more trees.
- Entry level plan to do piped music on the streets.
- Umbrellas will be available downtown.
- Market analysis with Jennifer Martin to identify businesses.
- Looking for feedback on customer shuttle service research. Would one downtown shuttle be a customer service improvement or frustration? Discussion about advantages and disadvantages of shuttle services.

8. NEW BUSINESS

A. None

9. ADJOURN

Chair Vugteveen adjourned the meeting at 3:30 P.M. The next scheduled meeting is December 10, 2009, at 2:00 PM. The Board was reminded the Vision 2020 Quarterly meeting follows the DAB meeting at 3:00, so to plan to arrive early and begin the meeting on time.