

Downtown Business Improvement District

Board of Directors
Regular Meeting
April 14,2005

The April 14, 2005 Board of Directors meeting was held in the Jesse Lowe Conference Room of the Civic Center, at 1819 Farnam, beginning at 8:30 A.M.

Minutes

A. ROLL/CALL INTRODUCTIONS

Members Present:

Curtis Christensen, Chair
Joe Bateman
Brenda Dooley
Jim Doyle
Todd Heistand
Jeff Jorgensen
Brian Magee
Marc Nichols
John Yochum

Mayor's Staff:

Sheryl Lindau
Silas Clarke

City of Omaha Planning Department:

Bridget Hadley
Kenneth Johnson

City of Omaha Law Department:

Bernard in den Bosch

Public:

Jim Prouty
Vince Furlong
Kelli O'Brien
Roger R. Holthaus
Rick Galusha
Paul Bitsos

B. APPROVAL OF MINUTES

Motion to approve the minutes from the March 24, 2005 was moved by J. Yochum, seconded by B. Dooley, and passed.

C. OLD BUSINESS

Purpose Statement

Discussion of the purpose statement as revised by Jeff Jorgensen. Brian Magee suggested the Board develop a list of the important issues for the improvement of the downtown, emphasizing that the DBID won't attack all issues at once. Jeff Jorgensen said that with better communications, maybe the long term vision of the former plan would not have been lost. Motion to approve the position statement was moved by J. Jorgensen, seconded by B. Magee, and passed. C. Christensen indicated that a copy of the purpose statement should be sent to the downtown stakeholders.

DBID Boundary

C. Christensen talked to the Children's Museum and Joslyn regarding their willingness to be included in the DBID. The inclusion of the Rose Theatre was also discussed.

With respect to any additional cleaning that may be part of the plan, J. Jorgensen had a concern that the boundary doesn't necessarily mean that these areas will be cleaned without additional opportunities to pay. In the total vision, if we help people do a better job then the expansion is a good idea. Discussion centered on the idea that the boundary does not signify a clean and safe program in all areas within the district.

Under the new plan, all potential services will not be in all areas of the district. The Qwest Center and other new areas were added for the promotion of downtown.

Discussion followed regarding the non-tax facilities. Would they want to participate in the BID for a fee?

T. Heistand remarked that what he liked about the philosophy behind the new boundary is that it can go around individual properties as necessary.

B. Magee suggested pulling the north boundary at I-480 in at Chicago Street. The group agreed with the idea.

Elimination of the southwest properties in the former district was questioned. J. Bateman explained on behalf of the Boundary Committee that many of the

businesses located there would not benefit from the promotional activities and since they were on the border of the district it made sense to take them out. It was a subjective, political decision.

Discussion followed on the County Correctional Facility. B. Magee suggested that the County could be approached regarding problem properties even if they are outside of the boundary. This would fit in with the advocacy function of the DBID, to act on behalf of the downtown area.

Discussion of the Bus Station area. Should the DBID advocate for it to be greenspace or could a Transit Center be located there? Ken Johnson told the group that a plan to locate a Transit Center at 24th & Farnam was already being discussed.

Curtis Christensen opined that further adjustments to the boundary could be made in the future.

DBID proposed boundary changes:

- North boundary from I-480 connects to Chicago Street
- Addition of Qwest Center, Joslyn Museum, Children's Museum, Rose Theatre, Durham Museum, Soma Development, and Rick's Boat Yard.
- Southwest corner properties that were in former plan have been eliminated

The motion was made by B. Magee to approve the preliminary DBID boundary incorporating the changes. It was seconded by J. Bateman, and passed.

Christensen added that no hard and fast decisions will be made until the public and stakeholders have had a chance for input.

Website:

Silas Clarke reported on the proposal from DOT.Com for website development.

Option #1: Dot. Com builds and hosts website for DBID

- Website Development \$500
- Content Management Training \$100
- Annual Hosting Fee \$300
- Total Cost \$900

Option #2:

- Setup Fee \$100
- Annual Hosting Fee \$300
- Total Cost \$400

Discussion followed. The representatives of Conagra, Union Pacific, and First National of Omaha, agreed among themselves to pay the website costs for the DBID. C. Christensen reminded the group that a motion to approve a contract with DOT.Com would be contingent upon approval from interested County Officials. Silas Clarke informed the group that DOT.com is ready to start on the website whenever the Board is ready. J. Jorgensen moved to give C. Christensen the authority to proceed on Option #1. The motion was seconded by B. Dooley and passed.

A Website Committee was formed including the following members and staff: Brian Magee, John Yochum, Paula Steenson, Jeff Jorgensen, and Silas Clarke.

D. New Business

C. Christensen talked about the following issues that need to be addressed:

- Assessment formula
- Governance
- Budget

We will need to authorize a letter to be sent to the public after all issues have been addressed.

There are 423 parcels based on the old boundary including the government parcels. B. Magee suggested the group that looks at the budget contact Brad Segal and obtain names of similar cities of our size and information about their budgets and what services they provide.

A Valuation Committee was formed with the following members: Curtis Christensen, Mark Nichols, Jim Doyle, Bridget Hadley, and Sheryl Lindau.

A Budget Committee was formed with the following members: Brenda Dooley, Joe Bateman, and Christian Christensen.

A motion to approve the formation of the two committees was made by Brian Magee, and seconded by Joe Bateman, and passed.

Curtis Christensen reported to the group that Mike Boyle has provided us with a mailing list of owners in the former DBID boundary. Curtis questioned if the City of Omaha will pay for a mailing. Sheryl will find out and report back. Discussion of expanding the list followed. Business tenants also need to be included in a mailing. We should look at buying a

private list to ensure that everyone is included who needs to be informed. InfoUSA was suggested as a possible source.

We need to inform people about what we are working on so we can obtain feedback on the purpose statement and the proposed boundary. We also need a news release when the information is mailed out. The mailing needs to include a statement that if those receiving the letter know of anyone else that should be on our list, they can contact the DBID.

Sheryl will research the cost of buying a list.

Discussion of joining the International Downtown Association followed. The cost is \$300 - \$400 per year. Brian Magee volunteered to contact Dave Feehan regarding membership.

E. Public Comment

Vince Furlong questioned what were the problems associated with the former DBID plan? Curtis replied that the plan did not address what people wanted, and there were objections to the assessment formula, the form of governance, the boundary, and how the district would be managed.

Jim Prouty stated that people are amazed that this group is still meeting.

Discussion followed regarding the timing of the proposed mailing. Brenda Dooley stated we should not wait for final numbers on the assessment to send out a mailing.

We should inform stakeholders about where we are in the process and give them interim reports. Information about the real benefits that the DBID can provide must be included.

The paramount issues should be stated up front in the letter.

F. Adjourn

Meeting was adjourned at 9:53 A.M. Motion made by J. Bateman, seconded by B. Dooley, and passed.