

Downtown Business Improvement District

Board of Directors
Regular Meeting
April 28,2005

The April 28, 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. Lacking a quorum, no formal action was taken at this meeting.

Minutes

A. ROLL CALL

Members Present:

Curtis Christensen, Chair
Joe Bateman
Marc Nichols
Jeff Jorgensen
Dee Dee Spetman
Paula Steenson
John Yochum

Mayor's Staff:

Sheryl Lindau
Silas Clarke

City of Omaha Planning Department:

Bridget Hadley

DOT.Com:

Deanna Hughes

Public:

Jim Prouty
Paul Bitsos

B. Old Business

Report of the Valuation Committee:

Curtis Christensen gave the report of the Valuation Committee who met on April 21, 2005. The members present were: Curtis Christensen, Marc Nichols, Sheryl Lindau, and Bridget Hadley. The committee is suggesting an assessment formula based on the property valuation. Curtis reiterated the problems associated with the previous formula:

- The \$10,000 cap
- The overly complex formula
- The disparity between cost and benefit for some property owners

Discussion of the budget followed. The Budget Committee was unable to meet prior to the Board meeting. The estimated total valuation for the DBID properties is approximately \$1 billion. The budget could potentially be \$600,000 to \$800,000 depending on the finalized assessment formula.

The committee recognizes the sensitivity of the large property owners to paying the lion's share of the assessment. The desire is to spread the costs as fairly as possible. Discussion of how to handle the residential and nonprofit properties followed. Bernard in den Bosch in the City of Omaha Law Dept. will research how these properties are assessed in other BID's. The question was raised if we can require nonprofits to pay. J. Jorgensen said he believed that we are moving in the right direction and that State Statutes only address owners with respect to paying the assessment.

Dee Dee Spetman addressed the issue of a property owner's ability to pass the cost of an assessment on to their renters. She said those with gross leases may not be able to pass on the cost. Downtown owners are always fighting the parking issue, and we don't want to do anything to encourage tenants to move west.

Marc Nichols added that BIDs in other areas are thriving. J. Jorgensen: We need to consider those in the district who don't have the ability to raise more revenue i.e. residents, some nonprofits, and landlords with section #8 contracts. How does what we're doing affect them?

Suggestions were made to discount residential, government, and nonprofit properties. This would be good public policy.

Report of the Website Committee:

Paula Steenson reported on behalf of the website committee. Paula and Sheryl Lindau met with Deanna Hughes representing DOT.Com to discuss development of a website for the DBID on April 26, 2005. Other members of the committee were unable to attend.

Deanna Hughes presented the website format to the Board for consideration. The Domain name will be: Omahadowntownbid.com. (.net and .org). It was suggested that the flip version also be reserved. The website will be simple and downloadable in a short time. It will be a simple site in the beginning with links to other websites of BID's. It will be possible for interested parties to sign up for the DBID newsletter through the website.

It was suggested that slides developed for the public meetings held in the past be used as content on the website. Joe Bateman recommended posting the consultant's report on the site as well.

C. New Business

Mailing to stakeholders

Sheryl Lindau reported to the Board on the costs to obtain an expanded mailing list including residential and business tenants from InfoUSA. The cost of the list:

Electronic list with Company Name, contact, and addresses

- 819 Business records \$180.18
- 641 Residential records \$ 57.69

Website information, purpose statement, email address, and contact information will be included with the mailing. Curtis Christensen will compose a cover letter. A May timeline was discussed for the mailing. The Board will contact Dave Kotak about a news release to coincide with the mailing.

Curtis Christensen will not be present at the next meeting. Joe Bateman will be the chair.

D. Public Comment

Jim Prouty said the assessment formula is the most important thing and it appears that it will be less than what was proposed before.

The meeting was adjourned at 9:35 A.M.