

Downtown Business Improvement District  
Board of Directors  
Regular Meeting  
May 25, 2006

Minutes

A. Roll Call/ Introduction

Members Present:

Curtis Christensen  
Brenda Dooley  
Jeff Jorgensen  
Brian Magee  
John Yochum

Mayor's Staff:

Ayesha Graves

City of Omaha Planning Department:

Bridget Hadley  
Ken Johnson Sr.

Public:

Vince Furlong

B. Approval of Agenda and Minutes

Approval deferred to next meeting in the absence of a quorum.

C. Old Business

1. Planning Board Meeting. Ken Johnson will introduce and then Curtis Christensen will speak using a Power Point demonstration during the Planning Board meeting on June 7th.

Ken Johnson suggested that board members take notes of those in disagreement in order to address their concerns during the rebuttal. He also suggested that supporters of the District, including both property and non-property owners, should be encouraged to attend the Planning Board meeting.

Ken Johnson will address the city's involvement and explain how other areas of the city are interested in becoming improvement districts. These areas include Benson, Dundee, and Midtown.

2. Chamber of Commerce. Joe Bateman and Jeff Jorgensen will make a presentation at the June 9<sup>th</sup> Chamber Board of Director's meeting.

Jeff Jorgensen will testify that the vote was taken in support of OMBA at the Planning Board meeting.

3. Support for District. Ken Johnson will see if he can get a letter from Omaha by Design.

Brian Magee stated that clarity is needed in what the Marketing piece entails and that people are needed to attend the Planning and City Council meetings or at least to send letters of support.

Bridgett Hadley said that people seem to feel that downtown is split and DID needs to focus on creating a unified image.

Jeff Jorgensen mentioned that the Downtown Omaha Residents Association should be mentioned as a prospective partner.

Brian Magee said that a job description should be put together for the DID's Program Manager together with comparative salary information from other DIDs.

Brian Magee stated that Brad Segal suggested that the DBID communicate to the community that the city wants a signage program but lacks funding for it and that the DBID could assist with it.

Jeff Jorgensen noted that downtown is what brings in the majority of the tourism dollars to Omaha.

#### D. Public Comment

There is opposition coming from small businesses and residents that the DID needs to address. In addition, the DID needs to stress that downtown is an asset of the region for property value, jobs, and history. The DID will be protecting and adding to that. It is a small investment in supporting a billion dollar asset.

#### E. Adjourn

The meeting was adjourned at 9:23 a.m.