



EXECUTIVE COMMITTEE MEETING

Tuesday, November 24, 2020

4:00-5:00 p.m.

Via

Zoom Virtual Meetings

MINUTES

A meeting of the Downtown Dayton Partnership (DDP) Executive Committee was held Tuesday, November 24, 2020, at 4:00 p.m., via Zoom Virtual Meetings. Co-Chairs Mayor Nan Whaley and Mr. Daniel McCabe presided.

Also in attendance were Mr. Edward Bentley, Mr. David Dickerson, Mr. Mark Donaghy, Ms. Diane Ewing, Mr. Peter Haley, Ms. Madeline Iseli, Ms. Julie Liss-Katz, Commissioner Deborah Lieberman, Mr. Daniel Meixner, Mr. Ryan Powell, Mr. Ty Sutton, and Mr. Sam Warwar.

Downtown Dayton Partnership staff members in attendance were Ms. Sandy Gudorf, Mr. Scott Murphy, and Ms. Colleen Turner.

Welcome & Approval of Minutes

Co-Chair Daniel McCabe opened the Executive Committee meeting at 4:00 p.m. and welcomed all who were present. After receiving a quorum, Mr. McCabe asked for a motion to approve the September 22, 2020, meeting minutes. The motion to approve the minutes was made by Ms. Julie Liss-Katz and seconded by Mr. Ryan Powell. The motion unanimously passed.

DISCUSSION ITEMS:

2021 Draft Budget

Mr. Edward Bentley presented the proposed 2021 budget. He explained that the proposed budget's total expenses are \$1,929,000, which are allocated by Special Improvement District (SID) Services Plan areas. He reported that the proposed budget is conservative, and both revenue and expenditures remain constant. There are a few minor changes to the income and expense areas.

Ms. Gudorf commented on the new SID Services Plan and adjustments to the budget moving forward. The DDP heard from SID property owners that they desire more focus in such areas as creative placemaking, streetscapes, murals, and other similar projects. The DDP has allocated funds in that strategic planning bucket and is in the beginning phases of identifying some of those priorities. Ms. Gudorf will report back in early first quarter 2021 with details on what the priorities will be regarding placemaking.

Mr. McCabe asked at what point the DDP will apply for forgiveness of the PPP loan and if there are any concerns about the total amount being forgiven. Ms. Gudorf reported that the DDP is in the process of applying and sees no potential issues with the total amount being forgiven, because the loan was used for the categories allowed under the guidelines.

After a brief discussion, Mr. McCabe asked for a motion to approve the DDP 2021 draft budget. Mr. Julie Liss-Katz motioned to approve the budget. Mr. Meixner seconded. The motion unanimously passed.

Nominating Committee Recommendations

Mr. McCabe reviewed the Nominating Committee's recommendations. He reported that the names submitted are recommendations only. No individuals have been approached, pending the Executive Committee's approval. Mr. McCabe asked for a motion to approve the Nominating Committee's recommendations. The motion was made by Ms. Julie Liss-Katz and seconded by Mr. Dave Dickerson. The motion unanimously passed.

Holiday Lights on Main Street

Ms. Gudorf reported that the DDP has invested in a light display for Main Street and Courthouse Square. There are three main reasons why DDP invested in the light display:

1. Since it was going to be a rather dreary holiday season for the community, as the DDP pivoted to a drive-thru parade and other adapted event plans, the thought was to add some fresh lighting along Main Street.
2. The Dayton Holiday Festival is approaching its 50th anniversary, and the DDP would like to do something big for the anniversary. This lighting attraction can grow and become something larger for the anniversary year.
3. As the DDP gets more engaged in placemaking, the new lighting will help achieve some of those goals.

Ms. Gudorf reported that the lights will hang from Monument Avenue to Fifth Street on Main Street and on Courthouse Square for the first phase of this project. The lighting is pixel LED lighting, which allows for a wide range of programming to make the lights change colors, "dance" to music, etc. The cost for the project will be split between Holiday Festival funds and DDP funds, and will be \$26,000 for the first phase. By-laws require the DDP president to get approval to spend more than \$10,000. The DDP Treasurer, Mr. Bentley, gave his approval to spend the money. Ms. Gudorf wanted to make sure the Executive Committee was aware, and she asked for a vote to approve. A motion was made by Mr. Peter Haley to approve the expenditure based on Mr. Bentley's approval. Mr. Dave Dickerson seconded and the motion was unanimously approved.

2019 DDP Audit

Mr. Bentley reported that the audit is complete. He has looked at the draft financial statements and disclosures and there are only normal adjusting entries. There are no issues on the audit to report to the Executive Committee.

Dayton Holiday Festival (DHF)

Ms. Gudorf reported that, due to the COVID advisory, there will be no gathering for the Dayton Holiday Festival activities, including the tree lighting ceremony. The DDP has negotiated filming a 30-minute televised holiday program with WHIO Channel 7 that airs on November 27 at 7:00 p.m. She invited all to watch and enjoy the program. Ms. Gudorf said the program will be a great show prepared for the community which will include some history of the festival and other entertainment. Even though a drive-through parade was planned, it was cancelled due to Public Health's Stay At Home Advisory. Ms. Gudorf thanked the sponsors, City of Dayton, and Montgomery County for their help.

2020 SID Annual Meeting

Ms. Gudorf reported that the first virtual SID Annual Meeting was held on Tuesday, November 17, and went well. Ms. Gudorf said, at any given time, there were 95-100 people tuned in. The meeting agenda included updates on the relief programs and continued progress being made despite the pandemic. The DDP received a great deal of positive responses regarding the meeting.

SID Board Chair Ryan Powell commented that the meeting was great. He gave kudos to the DDP team.

990

Ms. Gudorf informed the Executive Committee that the 990 tax form has been circulated to the members of the Executive Committee and filed with the IRS.

Downtown Dollars

Ms. Gudorf reported that the DDP is moving forward with an e-gift card program. The Bonus Buy gift cards were very popular earlier this year. The DDP has researched various companies that provide these programs, and have selected Yiftee, a company that provides similar programs in many communities throughout the country. This program is slated to kick off in early December. Customers can buy a downtown gift card in any denomination and use it at any participating downtown business. The cards also make great gifts for clients, employees, and others. This is an opportunity for the DDP to encourage people to shop online safely. Ms. Gudorf also reported there are promotional ways the DDP will incentivize people to spend money as soon as possible to get income into businesses quickly. If the program is well received, it will be a permanent DDP program.

In other relief efforts, the DDP is looking at putting together an online gift guide. The City of Dayton generously gave the DDP 15,000 masks to distribute to the downtown businesses. The DDP has also purchased a limited supply of holiday lights, which are being donated free to the first floor businesses. Ms. Gudorf said this is just a sampling of some of the programs the DDP is planning yet this year.

Downtown Business Intersections

Ms. Gudorf reported that the DDP staff did a series of Zoom meetings with some of the downtown office users to gauge how businesses are managing through COVID. Ms. Gudorf introduced Mr. Scott Murphy, who gave an overview. Mr. Murphy reported that the DDP had a series of virtual roundtables over Zoom; two on November 10, and one on November 12. There were a total of 16 participants across all the sessions, who represented the larger employers. The goal was to keep the group size small per session, and facilitate some opportunity for discussion. Two Leadership Network volunteers hosted the sessions. The discussions served as a check-in on how their businesses have been adapting through the pandemic.

Ms. Murphy also reported that the impact on an individual organization is very dependent on industry. Some participants reported 20-25% revenue loss over previous years. Some participants reported that 2020 is the best year they've had. The roundtable discussions showed the creativity of many of the business owners in adapting to market changes due to the pandemic. The most common takeaway was the participants missed the comradery and collaboration that strengthens company cultures.

Other Business

Mr. McCabe thanked all for coming. With no further business to discuss, the Executive Committee meeting was adjourned at 5:15 p.m.