



EXECUTIVE COMMITTEE MEETING

Tuesday, August 24, 2021

4:00-5:30 p.m.

at

**Downtown Dayton Partnership & Virtual via Zoom
10 W. Second St., Ste. 611, Dayton, OH 45402**

MINUTES

A meeting of the Downtown Dayton Partnership (DDP) Executive Committee was held Tuesday, August 24, 2021, at 4:00 p.m. at the Downtown Dayton Partnership and virtually via Zoom. Co-Chairs Mayor Nan Whaley and Mr. Dan McCabe presided.

Also in attendance were Mr. Edward Bentley, Mr. David Dickerson, Ms. Shelley Dickstein, Mr. Peter Haley, Ms. Madeline Iseli, Ms. Julie Liss-Katz, Mr. Ryan Powell, and Mr. Bob Ruzinsky. All other Executive Committee members were absent and excused. Downtown Dayton Partnership staff members in attendance were Ms. Sandy Gudorf, Mr. Scott Murphy, and Ms. Colleen Turner.

Welcome & Approval of Minutes

Co-Chair Dan McCabe opened the Executive Committee meeting at 4:00 p.m. He made introductions and welcomed all who were present. After receiving a quorum, Mr. McCabe asked for a motion to approve the June 22, 2021, meeting minutes. The motion to approve the minutes was made by Mayor Nan Whaley and seconded by Ms. Madeline Iseli. The motion unanimously passed.

DISCUSSION ITEMS:

Executive Session

Mr. McCabe made a motion to go into executive session to discuss property/constituency issues. Mr. Dave Dickerson seconded the motion. A roll call was taken and the motion carried. The Executive Committee was given an update on the property/constituency issues by Ms. Sandy Gudorf. Mr. McCabe motioned to return to the Executive Committee meeting. Ms. Julie Liss-Katz seconded the motion, and the motion carried.

American Rescue Plan Act (ARPA) Federal Relief Funding Priorities

Ms. Shelley Dickstein reported that Dayton will receive nearly \$138 million through the ARPA to help citizens and communities recover from the economic and health effects of the coronavirus pandemic. Ms. Dickstein said the City is still awaiting final guidance, which will allow them to fully understand with clarity how and where they can spend the money.

Ms. Dickstein reported that the City has cast a wide net to get input from Dayton community members regarding what they would like to see and the kinds of investments that will be most meaningful to them, their families, and their neighborhoods. She said nearly 1,000 people completed an online survey. Ms. Dickstein reported this is the largest grant in Dayton's history and it presents an unparalleled opportunity to improve the quality of life for city residents. She said the City wants to make sure the community is aware that leadership has developed a framework to allocate the funds in an intentional way that would maximize the impact of this opportunity. Community meetings also are scheduled.

Ms. Dickstein said the City plans to allocate funds in the neighborhood areas, with focus on West, Northwest, and Northeast Dayton where the tornadoes hit. Allocation of the funds will also include amenities, major catalytic projects, City projects, community investments, and potential external awards to businesses financially impacted by the pandemic. Ms. Dickstein said the City has six weeks to complete the Master Allocation Plan before going to the City of Dayton Commission for approval. The deadline to allocate the funds is December 2024.

Ms. Dickstein also gave a brief update on the hiring process for the City of Dayton Police Chief position. She reported that the City has a team of three different consultants. The City approved hiring an executive search firm to assure there is a very qualified diverse candidate pool. The City also has hired another firm to put candidates through scenario-based assessments. The assessment firm will offer training to an appointed selection oversight committee that will include several representatives from the police reform working groups. Ms. Dickstein said the selection process will include input from City staff, group members, community stakeholders, and neighborhood leaders.

UPDATES

Ms. Gudorf gave brief updates on the following:

Art in the City (AIRC)

Ms. Gudorf noted that the board packets include photos from the AIRC event. She said it was an incredible event with more than 300 artists who were excited to actually perform in front of a live crowd. There were many different stages, and many interactive kinds of art that children and families could participate in. This event was a collaboration between all the various arts organizations, including DaytonLive, Culture Works, the Dayton Art Institute, street art, visual arts, and many more. Art could be seen everywhere you looked. The DDP was very successful with the fundraising, and was able to increase the stipends paid to the artists.

Ms. Gudorf said the organizing team will meet again and decide if the event will stay on a Saturday next year, and if the hours of the event should be shifted. The DDP decided to bill First Friday as a preview night for AIRC this year. Ms. Gudorf said going forward the plan may be to continue with this model.

Office Search

Ms. Gudorf introduced Mr. Dave Dickerson, who leads the Office Search Committee, to give an update. Mr. Dickerson reported that the committee issued an RFP in July. The preference was primarily to identify first floor opportunities, which is very high criteria for this initial request. The committee received 12 responses, nine which were first floor space. Mr. Dickerson reported that he and Mr. Scott Murphy toured all the first floor options and quickly identified which ones would best fit the criteria. The Office Search Committee will meet this week to further evaluate the options and send follow-up questions on the proposals. Office Search Committee members include Julie Liss-Katz, Mark Heitkamp, Dan Meixner, and Scott Murphy. Mr. Dickerson said more information will follow.

Retail Lab

Ms. Gudorf introduced Mr. Scott Murphy who gave a brief update. Mr. Murphy reported that the Retail Lab is in its second week of the third cohort. There are eight businesses in this cohort; 100% are minority owned. All but one of the businesses are women owned. Two existing downtown businesses are included in this cohort. Six businesses are not currently downtown, but are considering brick and mortar locations. This cohort includes everything from a clothing boutique to home décor, frozen dessert, and jewelry businesses. Mr. Murphy said it is a good mix and a good group. DDP Economic and Development Project Manager, Val Beerbower, has been leading the cohort. Mr. Murphy reported that, in total, the three different cohorts have included 28 total participants. 25 out of the 28 have been women owned businesses, 16 have been minority owned businesses, and 13 of that 28 have been existing downtown businesses. Mr. Murphy thanked The Entrepreneurs' Center and their partnership through the state ESP program for their supportive services. Mr. Murphy said the team is looking at ways to expand the next cohort slated for 2022.

Recovery Plan Update:

Ms. Gudorf gave an update on some of the initiatives under the Recovery Plan:

- **Downtown Dollars:** The DDP recently did another round of the Downtown Dollars Bonus Buy incentive. The DDP put in \$8,000 worth of match dollars. The sale kicked off at noon on a Thursday, and by 7 a.m. on Friday morning there was only \$125 remaining to spend. Since the kick-off of this initiative, the DDP has put more than \$156,000 of match dollars into the downtown businesses' hands. Yiftee, the third-party company used to operate Downtown Dollars, is marketing the DDP as one of their favorite clients—Ms. Gudorf shared Yiftee's thank-you letter with Executive Committee. Yiftee's typical redemption rate is 40%. The DDP's redemption rate is sitting at 50%.
- **Co-Working Day:** Mr. Murphy said due to hot weather conditions, the Co-Working Day event has been rescheduled for Thursday, September 9. Instead of working at the office or home for the day, people can work at RiverScape. Great feedback has been received about the idea. The DDP will give participants Downtown Dollars and encourage them to spend the dollars at downtown restaurants on September 9.
- **Minority Business Focus Area:** Ms. Gudorf reported that when the DDP put its current work plan together, each employee was asked to build into their work plan ways that the DDP as an organization and as individuals can change some of the conversations and affect the growth of minority businesses. Ms. Gudorf gave examples: For Art in the City, the DDP received a \$5,000 grant from Fifth Third Bank that was to be used to sponsor the artisan market. Fifth Third required that the grant dollars be focused on sponsoring brown and black vendors. There were 38 vendors on Courthouse Square and 26 vendors were minorities. Also, throughout the preparation for the event, DDP Special Events Manager, Jami Pack, was in charge of recruiting a diverse mix of artists and entertainers.

Mr. Murphy reported that DDP worked with The Hub at the Arcade, GWDI, and the Dayton Young Black Professionals Group to organize the Black Business Hop event. The DDP gave away Downtown Dollars to people who patronized the black-owned businesses. The event started at Third Perk Coffee House, and ended up at 1Eleven Flavor House. It had a good turnout.

Ms. Gudorf reported that Fifth Third Bank encouraged the DDP to apply for a grant that is directly focused on brown & African American businesses. Ms. Gudorf said the DDP received a grant for \$75,000, dispersed as \$25,000 each year for three years.

- **DORA Expansion**
This topic was tabled until next Executive Committee meeting.

Co-Chair Dan McCabe thanked all for attending the meeting. He asked for a motion to adjourn the meeting. Mayor Nan Whaley motioned to adjourn. Mr. Bob Ruzinsky seconded the motion and the motion passed. The Executive Committee meeting adjourned at 5:30 p.m.