



## **EXECUTIVE COMMITTEE MEETING**

**Tuesday, September 28, 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, September 28, 2021, at 4:00 p.m. at the Downtown Dayton Partnership and virtually via Zoom. Co-Chair Dan McCabe presided.

Also in attendance were Mr. Edward Bentley, Mr. Michael Colbert, Mr. David Dickerson, Ms. Shelley Dickstein, Ms. Diane Ewing, Mr. Peter Haley, Ms. Julie Liss-Katz, Mr. Ryan Powell, and Mr. Bob Ruzinsky, Mr. Ty Sutton, and Mr. Sam Warwar. 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 August 24, 2021, meeting minutes. The motion to approve the minutes was made by Ms. Shelley Dickstein and seconded by Ms. Julie Liss-Katz. The motion unanimously passed.

#### **DISCUSSION ITEMS:**

##### **Potential DORA Expansion**

Ms. Gudorf reported on the Designated Outdoor Refreshment Area (DORA) in the Oregon District. She said the DORA experience is really about the walkable downtown experience. She talked about other cities who have DORAs, as well as various cities that expanded their DORAs during Covid-19 as a relief measure. The DDP has received many requests about expanding the DORA, and would like to begin the conversation with the Executive Committee before going to the City to get approval. She introduced Mr. Scott Murphy who summarized the details of a potential DORA expansion. He gave some quick background on how Dayton's DORA got started. The Oregon District filed a petition in October 2019 and the City of Dayton ordinance passed March 2020. DORA began operations in the fall of 2020. During the application process, the committee had to take into consideration the following:

- boundaries of the district
- signage designating the boundaries
- district hours of operation
- capital and operational budget
- guidelines and rules
- responsibility for maintenance, sanitation, public health, and safety

Mr. Murphy explained the Ohio DORA policies for population size and parameters to keep in mind. For cities with populations of more than 50,000, there can be a maximum of four districts in the city. The maximum geography for any one given city is 320 acres. The district is assigned to a set of liquor permit holders.

Mr. Murphy shared maps of the food and beverage businesses downtown, which included those within SID boundaries and areas outside of the SID, and examples of what geographies could be around the DORA if its expanded.

Mr. Murphy talked about the potential benefits of a larger DORA, which include:

- driving more pedestrian activity
- adding to downtown's sense of place
- contributing to the investment value proposition for downtown Dayton
- DORA district is popular and could be a better attraction for visitors
- helps maintain a competitiveness with other cities/entertainment destinations

- boosts food and beverage businesses' sales during a difficult time

The next steps will include:

- gathering feedback from Oregon District owners and neighborhood residents to assess the impact of the DORA (include as part of upcoming Out on 5<sup>th</sup> surveys)
- more conversation with key stakeholders and large property owners to get feedback
- creating capital and operational cost estimates to understand the impact to the DDP and other DORA partners
- sending surveys to citizens and establishing more focus groups with downtown constituent groups

After a discussion, the Executive Committee recommended that staff continue to explore the expansion. Ms. Gudorf said she will keep Executive Committee updated on the DORA expansion.

### **Dayton Holiday Festival (DHF)**

Ms. Gudorf shared an update on the Dayton Holiday Festival (DHF) plan. In 2020, the DDP essentially cancelled the festival, and negotiated with WHIO to do a television special. Ms. Gudorf said that as things stands now, the DDP is planning a full Dayton Holiday Festival event with a few exceptions:

- The majority of indoor activities will be moved outside or will be cancelled,
- The Tike's Shoppe will be cancelled.
- Masks will be available.
- DDP will monitor the COVID numbers.
- DDP is setting clear benchmarks on how to move forward.
- DDP will work responsibly, and will work with all of the key partners.

Ms. Gudorf entertained and questions or comments. She will keep everyone posted and check in with all of the major sponsors to make sure they are comfortable with having the Dayton Holiday Festival.

### **Holiday Lights on Main Expansion**

Ms. Gudorf reported that last year the DDP tried something new called Holiday Lights on Main. It was positively received. The DDP worked with a vendor who could program software to make the lights coordinate with music. The major expense was purchased last year, which included the software. The DDP received rave reviews, and have decided to expand the holiday lights for 2021. The DDP would not only like to have the lights on Main Street, but also down Third Street from Wilkinson to St. Clair. The cost will be close to \$20,000. Ms. Gudorf asked for approval to move forward with the expansion of the holiday lights. Ms. Gudorf shared photos of the 2020 Holiday Lights on Main. Ms. Julie Liss-Katz motioned to approve the cost of \$20,000 to expand lights. Mr. Bob Ruzinsky seconded motion. The motion passed unanimously.

### **UPDATES:**

Ms. Gudorf shared brief updates on the following:

- **Radisson Hotel:** The downtown team is still waiting on information before they can assess the partnership. More details to follow.
- **Development Tour:** The DDP is moving forward with the development tour, partnering with NAIOP and Dayton Board of Realtors. Mr. Murphy said the development tour will be on October 21 and will be a walking tour. The tour will start in the Fire Blocks District. Walking tour locations will include Stratacache Tower, Hotel Ardent, The Monument, and some spaces located in buildings at Fire Blocks District. In the last two days, registration has reached more than 30 participants. This is a very popular event in the real estate community.
- **Housing Tour:** Ms. Gudorf reported that housing tour is postponed until Spring 2022. When the DDP surveyed all of the residential and property owners, no one had anything to show and they have waitlists. As of the last few months, there were only a handful of rentals available.
- **SID Annual Meeting – November 16, 4:00 p.m.:** Ms. Gudorf reported that the DDP has not yet made the final decision if the annual meeting will be in-person or a virtual meeting. The DDP is watching the pandemic numbers and a decision will be made in next ten days. Ms. Gudorf will keep everyone updated.
- **Office Search:** Mr. Dave Dickerson reported that the team has narrowed the search to three properties. The team is in conversations with all three properties. The team is scheduled to tour two of the spaces on October 5, and will have additional conversations with the landlords/brokers. The plan is to get a better idea of the spaces and get clarity to present to the Executive Committee.

### **OTHER BUSINESS:**

Ms. Liss-Katz congratulated Ms. Dickstein and Ms. Gudorf for being among the top 50 business women in the area.

Co-Chair Dan McCabe thanked all for attending the meeting. With no more business to discuss, the Executive Committee meeting adjourned at 5:30 p.m.