



DOWNTOWN DAYTON PARTNERSHIP BOARD OF TRUSTEES
TUESDAY, JANUARY 25, 2022
4:00 – 5:30 PM
VIA
ZOOM VIRTUAL MEETINGS
MINUTES

A meeting of the Downtown Dayton Partnership (DDP) Board of Trustees was held on Tuesday, January 25, 2022, at 4:00 p.m. via Zoom Virtual Meetings. Co-Chair Dan McCabe presided.

Board of Trustees members in attendance were Mr. John Buscemi, Mr. David Dickerson, Ms. Shelley Dickstein, Ms. Diane Ewing, Ms. Sarah Hackenbracht, Mr. Peter Haley, Ms. Lisa Hanson, Mr. Brian Heitkamp, Ms. Madeline Iseli, Ms. Helen Jones-Kelley, Mr. Chris Kershner, Mr. Larry Klaben, Montgomery County Commissioner Debbie Lieberman, Ms. Julie Liss-Katz, Ms. Emily Mendenhall, Mr. Dan Meixner, Mr. Rick Peters, Ms. Pam Plageman, Ms. Marya Rutherford-Long, Mr. Bob Ruzinsky, Mr. Greg Scott, Dayton City Commissioner Chris Shaw, Mr. Ty Sutton, Mr. Jeffrey Trzeciak, Ms. Lisa Wagner, Ms. Karen Wick-Gagnet, and Mr. David Williams. All other Board of Trustees members were absent and excused. Also in attendance was Mr. Kamran Afzal, City of Dayton Police Chief, and Ms. Cheri Fluitt, representing Stratacache Tower in the absence of DDP board member Mr. Kevin McGree.

Downtown Dayton Partnership staff members in attendance were Ms. Sandy Gudorf, Ms. Val Beerbower, Ms. Michelle Buford-Foxx, Mr. Mike Colvin, Ms. Elizabeth Mills, Mr. Scott Murphy, Ms. Tracey Obenour, Ms. Jessica Sands, and Ms. Colleen Turner.

Welcome/Approval of Minutes

Mr. Dan McCabe opened the meeting at 4:00 p.m. and welcomed everyone to the first meeting of the year. Introductions of new board members were made and roll-call was taken. Mr. McCabe requested a motion to approve the October 26, 2021, meeting minutes. The motion to approve the minutes was made by Ms. Julie-Liss Katz and seconded by Mr. Chris Shaw. The motion passed.

2022 Board of Trustees Nomination Report

- **Approval of Nominating Committee Report**

Mr. McCabe introduced Mr. Dan Meixner who presented the 2022 DDP Board of Trustees Nomination Report, which included board members with expiring terms, newly nominated board members, and officers. Mr. Meixner thanked the members of the Nominating Committee for their efforts. Mr. Meixner reported that the Nominating Committee is recommending the renewal of terms of many members of DDP, recommending slate of officers, and recommending new officers. He asked for a motion to approve the Nomination Report and recommendations. A motion was made by Ms. Sarah Hackenbracht and seconded Ms. Marya Rutherford-Long. The motion passed. Mr. McCabe welcomed the new board members.

- **Introduction of New Board Members**

Mr. Meixner introduced the new the board members and asked each to say a few words about themselves:

Ms. Shannon Isom – Special Improvement District Board Chair

Mr. Larry Klaben – Downtown Resident, Performance Place

Ms. Jenny Michael - CareSource

Mr. Jeffrey Mims, Jr. – City of Dayton Mayor

Ms. Pam Plageman – Montgomery County Convention Facilities Authority

Mr. Jeffrey Trzeciak – Dayton Metro Library

Transition of Leadership

Mr. Dan McCabe made comments on his transition to retirement. He said he is leaving on a high note with the work he has been able to support with the DDP and the great years he's had with CareSource. He thanked everyone and wished all well.

2022 Budget

Ms. Sandy Gudorf provided the 2022 budget in DDP Treasurer Ed Bentley's absence. She explained that the proposed budget's total expenses are \$2,214,000, which are allocated by Special Improvement District (SID) Services Plan areas. She reported that the 2022 budget is conservative, and both revenue and expenditures remain constant and are in line with previous years. Ms. Gudorf made the board members aware of a couple items:

- **Income:** The vast majority of the income comes from the Special Improvement District. There is a slight increase from the 2021 budget because the DDP is in the second year of the five-year SID period, and there is a slight escalation in the amount of the SID assessment each year through 2025. The DDP also received an increase of SID assessments in 2021 over what was budgeted due to back property taxes and assessments paid. The remainder of income comes from voluntary memberships, sponsorships, and grants. Ms. Gudorf explained that the two major expenditures are staff costs and public space management. Ms. Gudorf pointed out that the DDP continues to support small businesses through COVID-19 relief programs. As another note; 2022 is the 50th anniversary of the Dayton Holiday Festival, and the DDP will be planning extra activities for the festival.
- Ms. Gudorf also outlined budget expenditures allocated to each of the SID Services Plan's focus areas.

After more discussion and comments, Mr. Meixner asked for a motion to approve the 2022 Budget. The motion was made by Mayor Mims and seconded by Ms. Julie Liss-Katz. The motion passed unanimously.

Introduction of New Dayton Police Chief, Mr. Kamran Afzal

Ms. Shelley Dickstein gave an introduction of Dayton's new Chief of Police, Kamran Afzal. She reported the City of Dayton had a very extensive recruitment process in which more than 50 individuals from businesses, staff, and the community participated in the interview process. She added that Chief Afzal has more than 30 years' experience in law enforcement. He has a strong record of leadership in creating impactful community police relationships. He also illustrated a dedication and commitment to training and developing police officers into leadership roles. Ms. Dickstein said Chief Afzal is absolutely the right person to lead the City of Dayton Police Department into the future.

Chief Afzal thanked everyone and said he was excited to be here in Dayton and shared some of his philosophy regard policing in our community.

Ms. Gudorf thanked Chief Afzal for joining us today and reported that the DDP and Dayton Area Chamber of Commerce are planning a meet and greet reception for Mr. Afzal. She will inform every one of the date and time for the event. Mr. Meixner entertained any questions or comments for Mr. Afzal.

Presentations & Updates

Tracking Downtown Trends Placer – a new software

Ms. Gudorf introduced Mr. Scott Murphy, who gave a presentation on the Placer software tool. Mr. Murphy reported that Placer is the industry leader in accurate, reliable, accessible, and compliant location analytics. Placer collects geolocations and proximity data from devices that are enabled to share that information by their users, and creates anonymized and aggregated consumer profiles. Launched in 2017, the Placer platform gives clients real-time data that helps them make such decisions as where to rent or buy properties, when to hold sales and promotions, and how to manage assets. Mr. Murphy reported that Placer also can track foot traffic data, which is the number of consumers passing through and visiting specified areas such as retail stores or shopping malls. The data indicates the number of people in the area during specified times, frequency of store visits, and the duration of stay. Mr. Murphy also reported that Placer collects data from iPhone and Android users.

Mr. Murphy said Placer has been used on numerous potential cases for DDP, including retail/prospect attraction, event attendance, F&B industry market health, daily populations, marketing and advertising targeting, and much more. Mr. Murphy presented examples of the Placer User Dashboard, which included analyses of the Out on 5th pilot program's impact on the Oregon District, the impact of COVID-19, total of daily/monthly visitors, and other data, such as downtown foot traffic.

Mr. Murphy reported the next steps for the DDP with respect to the Placer platform:

- Continuing to learn more about Placer's potential uses. DDP's subscription started in December 2021.
- Assembling DDP policies around the creation and distribution of reports for partners and downtown stakeholders
- Creating standard tracking reports for F&B and retail industry sectors important to economic health of downtown
- Supporting attraction efforts for F&B and retail prospect in the pipeline (already underway)
- Analyzing trade area results to support future DDP marketing and advertising campaigns
- Researching historical event attendance data to support sponsorship/partner outreach

Miscellaneous Updates

- **2022 Priorities**

Ms. Gudorf noted that a very detailed draft of the 2022 DDP Work Plan could be found in the board packet. She asked all to review the Work Plan. The DDP Work Plan is measured against the SID Services Plan. Ms. Gudorf outlined key priorities for the upcoming year.

- **Digital Board Packet**

Ms. Gudorf reported that the DDP converted the usual board packet to a digital/online format during the pandemic. Going forward, all board packets will be digital. The digital board packet is a password-protected page on the website.

- **Conflict of Interest Form**

Ms. Gudorf reported that a Conflict of Interest form is included in the board packet, and asked members to please sign and return the form to the DDP.

Tribute to Dan McCabe

Ms. Gudorf gave special thanks to Mr. Dan McCabe and Mayor Nan Whaley for their leadership and shared a recap of major accomplishments under their leadership. Special thanks were given by several board members.

Mr. Meixner presented a special gift to Mr. McCabe as a token of our appreciation. Ms. McCabe thanked all for the gift and said he hopes he has left a few footprints for people to follow. Ms. Gudorf also reported that a gift was delivered to Mayor Whaley's home as well.

Other Business

Mr. Meixner thanked all for coming. With no further business to discuss, the DDP Board of Trustees meeting adjourned at 5:17p.m.