



EXECUTIVE COMMITTEE MEETING

Tuesday, May 24, 2022

4:00-5:30 p.m.

via

Downtown Dayton Partnership

MINUTES

A meeting of the Downtown Dayton Partnership (DDP) Executive Committee was held Tuesday, May 24, 2022, at 4:00 p.m., via Zoom Virtual Meetings. Co-Chair Mr. Dan Meixner presided.

Also in attendance were Mr. David Dickerson, Ms. Shelley Dickstein, Mr. Peter Haley, Ms. Madeline Iseli, Ms. Shannon Isom, Ms. Julie Liss-Katz, Commissioner Deborah Lieberman, and Mr. Bob Ruzinsky, Mr. Ty Sutton, and Mr. Jason Woodard. All other Executive Committee members were absent and excused. Downtown Dayton Partnership staff members in attendance were Ms. Sandy Gudorf and Ms. Colleen Turner.

Welcome & Approval of Minutes

Co-Chair Dan Meixner opened the Executive Committee meeting at 4:00 p.m. He made introductions and welcomed all who were present. After receiving a quorum, Mr. Meixner asked for a motion to approve the March 24, 2022, meeting minutes. The motion to approve the minutes was made by Mr. Bob Ruzinsky and seconded by Mr. Jason Woodard. The motion unanimously passed.

DISCUSSION ITEMS:

Voluntary Membership Recommendation

Mr. Meixner made some introductory comments. He reported that in 2020 with the advent of the Greater Downtown Plan, DDP has been expansive in how it represented the downtown to the community beyond the boundaries of the Special Improvement District (SID) that provides 85% of its funding. Webster Station and other nearby locations, like the housing tour and site seekers, have been part of the growth of downtown and its reputation and development of downtown. Beginning of the renewal of the SID in 2015 and continuing the renewal of the SID in 2020, DDP had several properties that were beginning to question that areas outside the SID were benefiting from the investment of the SID and yet they were not contributing anything. Sandy Gudorf worked with Jason Woodard, and others to attempt to take a look at the expansion of the SID as part of the 2020 renewal process, or somehow in which Webster Station businesses, in particular, might be able to contribute to what is happening in the SID. Obviously, things got delayed because of COVID, but part of the commitment the DDP made in 2020 is that sometime during this SID period, DDP would address this concern or, alternatively, DDP would not provide services outside of the SID. It would reverse what was done over the last 12 years by excluding some of those areas from promotions through the DDP.

Mr. Meixner introduced Ms. Sandy Gudorf who has been developing a plan of how the DDP might move forward. Ms. Gudorf reported the conversation was delayed because the DDP made a commitment to proceed. Then COVID happened, and it was not the right time to ask for more money, and/or DDP would no longer serve the businesses outside of the SID. DDP did make a commitment to the SID property owners and has been working with some models. Ms. Gudorf explained the current SID boundaries, which include the river to the north, the river to the west, Patterson Blvd. to the east, and Inquire, which provides the DDP with a substantial voluntary membership. Ms. Gudorf reported that in 2010, Oregon District Business District was added to the current SID boundaries.

Ms. Gudorf also reported that DDP has been renewing the SID district since 1996. Code requires that property owners representing 60% of the front footage within the district need to support the renewal. DDP averages anywhere between 68-72% at each renewal. Ms. Gudorf commented that each renewal has been successful because the DDP has been mission-focused. Assessment is based on front footage and assessed property value. Every five years DDP implements a SID Services Plan that includes input from SID property owners. That is what the property owners approve every five years. It was 2011 the DDP expanded the SID by including the Oregon District Business District (ODBD). ODBD was hesitant to join or form their own SID as well. An intermediary step was for the DDP to form a management agreement to provide certain services for the Oregon District. After two years of being under the management agreement, ODBD decided to join the SID.

Ms. Gudorf went over the focus area of the SID Renewal, which includes:

- Clean & Safe Services
- Economic Development
- Strategic Planning, Advocacy
- Street Vibrancy & Creative Placemaking, which includes murals, events
- Marketing Communications

Ms. Gudorf also mentioned that the DDP creates a detailed Work Plan every year that reflects the SID Services Plan.

Ms. Gudorf reported that the DDP has been looking at a lot of different models on how to continue providing services to those businesses and property owners outside the SID. A SID Renewal Committee was formed to look at many different models, and look at different strategies on how to expand the SID, or like in many other geographic areas, form their own SID, and contract with the main SID.

Ms. Gudorf proposed that the DDP continue to provide the following membership services, to the businesses outside the SID that are willing to pay:

- Strategic Planning – Greater Downtown Dayton Planning, Programs/Initiatives, expansion of the DORA, Advocacy for issues & initiatives
- Economic Development – Inclusion in site Seeker program, development tours, and other Economic Development projects
- Special Events – Downtown Adventure, Art in the City, First Fridays, Housing tours, Downtown Dollars
- Marketing/Communications

Ms. Gudorf proposed not to offer the following services to properties outside the SID that are not willing to pay:

- Ambassador Clean & Safe Services
- District-specific initiatives & planning efforts
- Exclusive District programs, such as events, programs, murals, wayfinding

*If the property owners are interested in these services, they require a contract agreement

Ms. Gudorf proposed that the DDP enter into a management agreement with Webster Station that would be paid for by different property owners.

The proposed model would include:

- Expected annual revenue - \$75,000 generated per year
- Major property owners in the SID would include:
 - Crawford Hoying
 - Woodard/Development
 - Weyland/Gosiger
 - Targeted Individual businesses – included in the plan to pay small contributions
- Many already paying in the SID
- Existing Services – no additional staffing needs
- Multi-year agreements

Ms. Gudorf said there is a strong interest in expanding the DORA. The current DORA district is essentially the Oregon District, which goes out and picks up the Weyland properties, goes to the SID, and then picks up the Levitt. Ms. Gudorf is recommending expanding the DORA District to Keowee Street if DDP gets the pay-to-play model in place. If the DDP cannot get the pay-to-play model in place, DDP would not recommend the DORA expansion for businesses outside the SID.

After a lengthy discussion, the Executive Committee members agreed with Mr. Meixner to proceed with the DORA expansion

DORA Update

Ms. Gudorf reported that the DDP is putting together a stakeholder committee and she asked if anyone would like to serve on the committee Ms. Gudorf presented the DORA expansion chart and she presented the numbers to support the DORA expansion, which includes:

- 70% of all businesses support the expansion
- Only 4% oppose
- Rest are neutral or need more information

Other Updates

New Businesses

Ms. Gudorf gave the update. She reported that 44 total new businesses, including 29 new first floor businesses, opened or prepared to open downtown in 2021

8 new businesses so far in 2022, consisting of:

Retail: 4 – 50%

Professional Services: 2 – 25%

Restaurants: 2 – 25%

Black-owned: 3 – 38%

Women-owned: 4 – 50%

With no more business to discuss, the Executive Committee meeting adjourned at 5:25 p.m.