



EXECUTIVE COMMITTEE MEETING

Tuesday, May 24, 2022

4:00-5:30 p.m.

at

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, 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 reported that during the past SID renewal, efforts were made to expand the SID boundaries. Those efforts were not successful. At that time, a commitment was made to begin work on a voluntary membership program for property owners/business in the Greater Downtown Area, specifically Webster Station. If this effort was not successful, the DDP would have to stop services in those targeted areas. Plans were stalled due to the pandemic. A deliberate decision was made to work to help all businesses in the downtown to help them survive.

Ms. Sandy Gudorf reported that over the past several months, the DDP staff have been investigating several models for membership. Ms. Gudorf presented a proposed voluntary membership plan by first reminding the group that a voluntary membership program was developed for the Oregon District in 2009 before the Oregon District voted to join the SID in 2010. Ms. Gudorf gave the Executive Committee a quick overview of the SID and the focus areas of the current SID Services Plan, which include:

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

Ms. Gudorf then presented the draft membership plan which proposes that the DDP continue to provide the following membership services to the property owners/businesses outside the SID that are willing to pay a membership fee:

- 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, etc.
- Marketing/Communications

Ms. Gudorf reported that the membership plan would not offer the following services to property owners/businesses outside the SID:

- Ambassador clean & safe services
- District-specific initiatives & planning efforts
- Exclusive district programs, such as events and murals

Ms. Gudorf proposed a membership structure that would generate additional annual revenue of \$75,000 per year with no additional staff needed.

The membership fees would be paid by major property owners, including Crawford Hoying, Woodard/Development, Weyland/Gosiger, and targeted individual businesses, not in these major developments. Ms. Gudorf added that all of these major property owners have properties in the SID. The goal would be to have multi-year agreements that coincide with each SID renewal. She also added that there is a strong interest in the DORA expansion outside the SID. After some discussion, the Executive Committee recommended that the DDP staff finalize the membership plan and begin talking with key property owners to gauge their interest.

DORA Update

Ms. Gudorf reported that the DDP is convening a stakeholder committee to review a potential expansion of a Downtown DORA. Ms. Gudorf presented the DORA expansion information, including survey results that support the DORA expansion:

- More than 70% of all businesses support the expansion with only 4% opposing it (with the remainder undecided, pending more information).
- A map with proposed boundaries was also presented.

The DDP staff will continue its due diligence work and report back to the Executive Committee.

2021-2022 New Businesses

Ms. Gudorf reported that 44 total new businesses, including 29 new first-floor businesses, opened in 2021.

- 8 new businesses so far in 2022, consisting of:
 - Retail: 4
 - Professional Services: 2
 - Restaurants: 2
 - Black-owned: 3
 - Women-owned: 4

Other Updates

Ms. Gudorf gave a few quick updates:

- **Office Space:** The DDP office search committee is still reviewing a few first-floor options. If these do not work out, the DDP will restart the search and look at available upper-floor office space.
- **Downtown Adventure:** The event occurred on Saturday, August 6. Ms. Gudorf said it was a huge success with more than 800 people registered. The initial feedback was very good. DDP charged \$10 for participation but gave the registrants \$10 in Downtown Dollars, which had to be spent that weekend at downtown participating businesses. Ms. Gudorf thanked Ms. Dickstein for City of Dayton police officers' presence at the event.
- **The Square Is Where:** The season kicked off in May.
- **Courthouse Square:** A team of downtown constituents is starting the planning process. The Dayton Area Chamber of Commerce and the DDP are co-leading the planning process. Ms. Gudorf gave thanks to CareSource, who is chairing this initiative. The first meeting is scheduled for June 17. Ms. Gudorf will keep everyone updated.
- **Passport Parking App:** In the first two weeks there were nearly 1,500 individual users and 2,400 individual transactions.

Ms. Gudorf reported that the Summer in the City calendar and SID quarterly report are in the Board packets.

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