

**DOWNTOWN DAYTON PARTNERSHIP BOARD OF TRUSTEES  
TUESDAY, APRIL 16, 2024  
4:00 – 5:30 PM**

**MINUTES**

A meeting of the Downtown Dayton Partnership (DDP) Board of Trustees was held on Tuesday, April 16, 2024, at 4:00 p.m. at the Downtown Dayton Partnership. Co-Chairs Mayor Jeffrey J. Mims, Jr., and Mr. Dan Meixner presided.

Board of Trustees members in attendance were Mr. John Buscemi, Ms. Shelley Dickstein, Mr. Peter Haley, Ms. Lisa Hanson, Ms. Madeline Iseli, Ms. Lisa Japs, Mr. Vincent C. Lewis, Montgomery County Commissioner Deborah Lieberman, Ms. Julie Liss-Katz, Mr. Brian Martin, Ms. Emily Mendenhall, Ms. Marya Rutherford Long, Mr. Bob Ruzinsky, Mr. Greg Scott, Dayton City Commissioner Chris Shaw, Ms. Karen Wick-Gagnet, Mr. Dave Williams, and Mr. Jason Woodard. All other Board of Trustees members were absent and excused. Also in attendance were Ms. Samantha Dean, Block by Block, and Ms. Cheri Kaman, representative of Stratacache Tower.

Downtown Dayton Partnership staff members in attendance were Ms. Bonnie Brabston, Mr. Mike Colvin, Mr. Christopher Lewis, Ms. Katie Meyer, Ms. Elizabeth Mills, Ms. Tracey Obenour, Ms. Lynn Robertson, Ms. Jessica Sands, Ms. Syron Townsend, Ms. Colleen Turner, and Ms. Laura Woeste.

**Welcome/Approval of Minutes**

Mr. Meixner opened the meeting at 4:00 p.m. and made welcoming remarks. He requested a motion to approve the January 23, 2024, meeting minutes. Commissioner Lieberman made the motion, which was seconded by Mr. Ruzinsky. The motion passed.

Ms. Meyer welcomed everyone to the new DDP office. She acknowledged DDP staff member Ms. Tracey Obenour for creating the design work for the new office. She also introduced the new DDP staff member Syron Townsend, the Community Partnerships Manager. Among other tasks, Ms. Townsend will be managing sponsorship relations.

**Downtown Planning Updates**

Ms. Meyer reported that a team was formed earlier this year to talk about the future of downtown and a process to update the DDP's mission, vision, and values. Ms. Meyer explained that the mission statement communicates the purpose of the organization. The vision statement provides insight into what the company hopes to achieve or become soon. The values statements reflect the organization's core principles and ethics. She presented the final version of the DDP's mission, vision, and values:

- **Mission:**  
Energize this city's inventive spirit to address our downtown's challenges and capture transformative opportunities through commerce, community, and culture.
- **Vision:**  
A downtown community recognized as the regional commercial and cultural force, renowned for its ingenuity, boundless creativity, and unforgettable experiences.

- **Values:**

**Authenticity:** We're representative of the community we serve and the people we invite to experience all our downtown offers.

**Enthusiasm:** We're energetic and optimistic about what Dayton was, is, and can be.

**Partnership:** We ensure all share in the success of downtown Dayton.

**Character:** We're committed to keeping the spirit of innovation, ingenuity, and uniqueness of this city.

**Harmony:** We find ways for our unique blend of individuals and organizations to fit together.

**Accessibility:** We're the right size to affect change.

**Resilience:** We believe a challenge is never an end.

Ms. Meyer also gave updates concerning the SID renewal and its timeline. She said the DDP is working on the 2026-2030 SID Services Plan. The SID Board of Directors will review the plan in August. A draft version of the plan has been submitted to the City of Dayton to start their 60-day timeline, which is part of the legal process. Also this year, the DDP has started the marketing campaign and will work with Montgomery County to update the SID records and assessments. Ms. Meyer announced that the DDP is looking to hire a VP of Strategy to help with the SID renewal and work on enhancing the Greater Downtown Dayton Plan.

### **Centre City and Arcade**

Mr. Dave Williams reported that the Arcade District had been awarded millions of dollars in tax credits from the state's Transformational Mixed-Use Development program. This funding will help convert the long-vacant Centre City building at 40 N. Main St. into 200 market-rate apartments and will help complete work on the Dayton Arcade. Mr. Williams reported that the projected project costs are expected to be nearly \$120 million. This tax credit was a critical component of the capital stack needed to push these subsequent phases forward and sustain the momentum needed to realize the broad vision of redevelopment in the Arcade District and continue to catalyze sustainable revitalization of downtown Dayton.

The Dayton Arcade is a collection of nine buildings in the heart of downtown, between Third, Fourth, Main, and Ludlow streets. The Centre City building is a vacant, 21-story tower at the northeast corner of Fourth and Main, across the street from the Arcade complex. The bulk of the incentives will be put toward the overhaul of the Centre City building. Mr. Williams said Cross Street Partners and Model Group are proposing to create 200 mixed-income apartments, commercial retail, and office space in the tower. The project also includes a \$12.5 million renovation of the Air City parking garage located next door. Mr. Williams mentioned that the Centre City building could also get a small business retail incubator on the first floor and more than 35,000 square feet of co-working space on the second and third floors.

Mr. Williams also gave an update on the Arcade project status. He reported that work continues on the northern section of the Arcade property, which will be turned into a new hotel and a retail marketplace. The tax credits will help pay for the renovation of the southern and northern parts of the Arcade. The southern Arcade development includes the expansion of the Hub, a new kitchen incubator, spaces for multiple restaurants, and an artist collective. The north Arcade will include a 94-bed Hilton Garden Inn, pop-up retail, and the expansion of the Stop-n-Save grocery store. Mr. Williams showed renderings of the continued work on the north Arcade. He said the Arcade District hopefully will see additional phases of redevelopment over the next three to ten years. The district's vision is more housing and more office and retail space. The goal is to create more than 1,500 new jobs and more than \$800 million in combined investment.

Mr. Williams entertained any questions or comments.

### **Courthouse Square**

Ms. Laura Woeste gave an update. She reported that a new addition is coming to Courthouse Square. CURIO at Courthouse Square will officially debut during the Downtown Housing Tour on May 11, with regular programming beginning on May 14. Ms. Woeste reported that CURIO was partially supported by a \$75,000 Community Placemaking Grant from Project for Public

Spaces (PPS), funded by General Motors. PPS and the DDP collaborated on several community information sessions to learn what would be the most impactful use for the grant funds.

Ms. Woeste said Courthouse Square is central to our downtown, and CURIO will help emphasize its importance as a gathering space. The guidance, planning, and input from PPS and our community will help CURIO and Courthouse Square become a place that can give back. She also reported that CURIO Lunch Box programming is the next evolution of the former The Square Is Where programming.

Ms. Lynn Robertson reported that from May to September, the downtown Dayton Partnership will program CURIO at Courthouse Square with lunchtime events from noon to 2 p.m. She said the DDP wants CURIO to be everyone's destination. Plans include various events, including entertainment, fitness, games, pets, vendors, a Midweek Mix social hour, and more, under the following schedule:

- Trivia Tuesdays
- Workout Wednesdays (classes by area fitness instructors)
- Midweek Mix social hours on Wednesday after work
- Unplugged Thursdays (acoustic performers, DJs from Liffoff Entertainment)
- CURIO Community on Thursday evenings – local businesses and organizations can rent the spacer for meet-ups, workshops, setting up tables for demonstrations, etc.

#### **Summer in the City**

Ms. Robertson announced the 2024 Summer in the City event lineup:

- Downtown Housing Tour – Saturday, May 11
- Downtown Adventure – Saturday, June 29
- Art in the City – Saturday, August 3

Mr. Mike Colvin presented a list of marketing and promotional activities for summer events, as well as festivals and other downtown summer event highlights.

#### **Downtown Visit Data**

Mr. Chris Lewis gave a quick overview of the Placer.ai platform. He reported that Placer.ai is a location analytics platform that uses anonymized mobile device data to provide real-time and historical analytics of foot traffic patterns. In addition to foot traffic, Placer provides access to information concerning demographics, site selection, visitor journey, trade area, customer loyalty, and resident and employee counts. This comprehensive data allows the DDP to understand who is visiting, where they are coming from, and their behavioral patterns. Access to such detailed information facilitates data-driven decision-making, enabling more effective strategic planning, marketing efforts, and event impact analysis. This makes Placer.ai an invaluable tool for optimizing community decisions, enhancing consumer experiences, and ultimately driving economic growth.

#### **Other Business:**

Ms. Katie Meyer reminded the trustees of upcoming dates to keep in mind:

- DDP Open House – Thursday, April 18 – 3-6 p.m.
- Cleanup & First Bloom Planting – Thursday, May 9
- DDP board Dragons Game – Wednesday, August 7

Mr. Meixner thanked everyone for attending the meeting. With no further business to discuss, Mr. Meixner requested a motion to adjourn the meeting. Ms. Liss-Katz motioned to adjourn, and Mr. Haley seconded the motion. The motion passed unanimously. The DDP Board of Trustees meeting adjourned at 4:55 p.m.