



**Downtown Advisory Board
Meeting Notes
Monday, February 19, 11:30 AM | TOAST**

Members Present: Darcie Shultz, Brad Stefanoni, Ashley Ricks, Tree Mulkin, Stephanie Watts, Ben Fowler

Not present: Skip Urich

Others Present: Heather Horton, Andra Stefanoni, Sarah Runyon, Kim Froman, Scott Christiansen, Jamey Whitney, Casey Brown

CALL TO ORDER: Ben Fowler

- **Welcome & Agenda Review**
- **Meeting Notes – Approve**
 - Brad made a motion to approve the meeting notes from January, Ashley seconded the motion. None opposed.

SEK-CAP Bus / Public Transportation Discussion - Ended at 12:00 pm

Ben Fowler invited SEK-CAP Transportation Director Scott Christiansen to join us for a discussion about public transportation downtown. Ben expressed concerns about a lack of public transportation signage, said it's underutilized, and a lack of signage as a safety concern.

Scott introduced SEK-CAP staff Jamey and Casey, distributed SEK-CAP Fact Sheet and 6 month stop totals, mentioned "pass" history (transportation is now free), 70% funds through Federal and State DOT, other 30% from community partners (City of Pittsburg and Counties). No funding allocated for signage.

Sign location – Who's responsible for paying, where do they go, and installation (22 stops), they are nowhere near capacity (20 passengers per day, average), not a lot of student usage, lots of usage from Wesley House. Busses have ramps, but timed routes might hinder ADA pick up. Not a city

service, make the communication clear that it's ran and coordinated by SEK-CAP. Runs Monday - Saturday, on-demand services. GUS Bus – W, TH, F, Sa – paid for by PSU students through tuition.

Next Steps: Kim and Sarah will consult with the street department and see if they can make signs, and DAB could potentially cover cost for signage within the downtown overlay (5 stops total).

Kim – Wondered about ADA, signage design.

Brad – Asked who are the passengers? Local or out of town?

Andra – Requested a stop map for local businesses, asked regarding passenger capacity

Sarah – Suggested a short-term sign solution working with the street department – start with initial meeting to cover costs, etc.

Tree – Mentioned the CFSEK for additional funding

Ben – makes a motion for DAB to cover signage for five (5) downtown overlay stops. Ashely second. None opposed.

OLD BUSINESS

Downtown Advisory Board Strategic Plan (Greenbush)

- Determine Action Items/Next Steps for completion

Kim – Gave brief overview of strategic plan and realigned with the board on target dates for completion on each item on the plan timeline. Noted any amount over \$20,000 requires City Commission approval, and asked members to review “Design Standards” before next meeting.

Sarah – Suggested March 2024 as new timeline for reset roles, internal communication, onboarding and offboarding, and formal/informal recommendations, traffic and parking study, April 2024 for streetscape and infrastructure, define formal process for informal and formal City Commission recommendation, process for supporting internal and external events (define support), and complete review of alley safety and use.

Olsson Downtown Master Plan Updates

April 8th 11:00 am – 1:30 pm at Memorial Auditorium – small group discussions

April 8th and 9th – Stakeholder meetings at the Chamber office

Andra – asked who is sharing the stakeholder meeting info with the identified groups, e.g. PSU, downtown businesses, etc. (Sarah), suggested to get the information to PSU students for participation.

NEW BUSINESS

- Marketing Committee – Heather Horton, Andra
 - Ben suggested to set goals
 - Heather – shared past history, form the brand, runs the Facebook page – currently just sharing, not making content, and posting events. There is not a set online standard or clear direction.
 - Andra – asked who is currently on the marketing committee? Create a marketing plan. Create a welcome bag/kit for downtown short-term stays.
 - Kim – does not think the marketing committee to be separate
 - Sarah – shared the marketing resources available to DAB, sets 12:30-1pm as the marketing block on the monthly meeting, gives overview of downtown events and festivals
 - Ashley – suggests a set time on the agenda for a marketing block
- Social Media Management
 - Sarah will come up with suggestions for online standards and the board can review at the next meeting.
- 2024 DAB-Sponsored Events
 - Sarah shared overview of downtown events and festivals
 - Add late August “Move-In” event per Andra S.
- Budget Priorities – Transportation and Map
 - \$15,000 budget
 - 2023 did not use full 2023 budget
 - Mural grants not fully utilized
 - Ben – is this something DAB wants to oversee or do we hand it over to the Pittsburg Arts Council
 - Darcie – can the grant be renamed “creative placemaking” to expand project types
 - Heather suggested to do one mural and offer a larger funding amount
 - Andra – mentions bike racks
 - Ben – will invite Brad Stroud of Live Well for bike rack funding
 - Kim – suggests to think about budget, bring to next meeting and social media mgmt
 - Sarah – no budget money has been spent, it doesn’t roll over, think about potential partners e.g. Pittsburg Beautiful
- Review 2023 Expenditures / Decide on 2024 Goals

- Heather – what was spent on DAB sponsored events like 620 Day, etc.

OPEN DISCUSSION / QUESTIONS

Andra – mentioned issue with dumpsters begin picked through and trash being strewn around

Kim – shared brief update on “The Spot” demo down, CHCSEK purchased

Meeting Adjournment at 1:15 pm: Ashely made the motion, Stephanie second to adjourn. None opposed.

Next Meeting Date: March 18 at 11:30 am | Root Co-Work Café