



Downtown Advisory Board Meeting Notes

Monday, March 18 at 11:30 am | Root Co-Work Café, 402 N Broadway, Ste A

Members Present: Darcie Shultz, Ben Fowler, Ashely Ricks, Skip Urich, Tree Mulkin, Brad Stefanoni, and Stephanie Watts

Others Present: Heather Horton, Andra Stefanoni, Kim Froman, and Sarah Runyon

Members Absent: None

Call to Order: Ben Fowler

- Welcome & Agenda Review
- Meeting Notes – Tree made a motion to approve meeting notes from February meeting. Ashley seconded. Motion carried.

OLD BUSINESS

Greenbush Strategic Planning Report

- Reviewed New Advisory Board Roles and Responsibilities
 - Identifying the role and position of each current member/volunteer and future/new members – what is a natural fit, what are they passionate about?
 - Ben – Property Owner
 - Ashley – At Large Residential
 - Darcie – Downtown Resident
 - Tree – At Large Downtown Connection
 - Brad – Hospitality
 - Skip – Retail
 - Stephanie – At Large Parks, Greenspace
 - What can we do for new businesses?
 - Heather mentioned that in the past “welcome bags” were given out
 - Kim suggested one bag

- Reviewed Internal Communication Plan
 - Heather Horton mentioned adding in recruitment to one of the roles.
- Reviewed Recommendations to City Commission – Formal and Informal
 - Informal – speak under public input...e.g. share an upcoming event
 - Skip asked if the DAB would need to designate a member to speak, Sarah and Kim agreed yes.
 - Formal – e.g. project funding (>\$20,000), single purchase less than \$20,000 just needs approval from City Manager.
 - Request from DAB to Department Head
- Reviewed General Definitions and Urban Design Terminology
 - Ben asked for clarification on the downtown overlay.
 - Kim can provide members with a downtown map.
 - Kim brought up the zoning laws regarding expanding the overlay, especially to the East and West.
 - Kim asked to set a future meeting to include more detail on the downtown overlay and zoning.
- Ben made the motion to approve the Strategic Planning Report, Dates, and Updated DAB documents, Tree seconded. Motion Carried.
- **SEK-CAP Bus Signs**
 - Sarah shared that tomorrow, 3/19 they have a SEK-CAP meeting
 - SEK-CAP does not have funding.
 - Reviewed sign concepts for four (4) stops.
 - Sign creation all in house. Only cost would include installation.
 - Ben shared that he reached out to Brad Stroud of Live Well Crawford County.
 - Health and Wellness Grant, \$8,000 – potentially for bike racks.
 - Skip suggested that all stops need signage, Tree agreed and suggested a QR Code to show full stop map, etc.
 - Skip wanted to make a motion to expand signage to include all stops.
 - Ben would like the DO to get down first.
 - Sarah, Tree, and Ashley suggested to table the idea when we get more information.
- **Olsson Downtown Master Plan Dates**
 - DAB Visioning Session | Monday, April 8 from 11:00 am – 1:30 pm
 - Meeting Location Update – Memorial Auditorium
 - Stakeholder Interviews | April 8 & 9
 - Time slots
 - April 8th 2:30-6pm
 - April 9th 9am-3pm
 - Skip asked for clarification regarding times and announcement
 - Sarah provided announcement plan.
 - Downtown Design Community Charrette | May 6 & 7

NEW BUSINESS

- **2024 Budget Update**
 - Stephanie – holiday TV commercial and maps
 - Heather – funds towards Way Finding and one large mural
 - Ben – more holiday décor, printed maps
 - Brad – bike racks
 - Tree – none at this time
 - Skip – none at this time
 - Ashley – Meet & Mingle event
 - Discussion expanded to Meet & Mingle vs Chamber Coffee or both AND what each of those would look like
 - Darcie – Green space and review Small Business Saturday concept
- **Marketing Proposal**
 - Reviewed official marketing channels and management and coordination
 - Email Newsletter – needs an official name
 - Marketing Committee – didn't specifically discuss
 - Social Media Recommendations – didn't specifically discuss
 - Kim suggested survey posts
 - Tree recommended a giveaway post to increase followers
 - DAB-Sponsored Events: 620 Day, Small Business Saturday
 - Networking Event / Chamber Coffee?
 - Ashley would like to see an additional event like a Meet & Mingle
 - Reviewed tote bag design concepts
 - Kim asked if DAB members would like t-shirts to wear at events, etc.
- **The Spot Update**
 - \$75k budget
 - Project ran into unexpected demo issues, project on hold
- **Dumpster Issues and Secondary Saturday**
 - Sarah suggested to put on next meeting agenda.
- **Bike Racks**
 - Sarah shared that Parks & Rec will assist and they recommended a vendor with simple design, holds 5 bikes - \$200 each.

Open Discussion / Questions: None

Meeting Adjournment: Ben Fowler

1:13 pm Ashley made the motion, Stephanie second. Motion Passed.

Next Meeting: Monday, April 15 | 11:30 am – 1:00 pm at Main Street Axe Co., 216 S Broadway