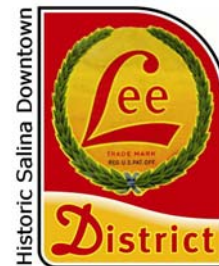


...to champion a healthy, vibrant downtown community!



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BUSINESS SUPPORT & RECRUITMENT

Salina Downtown, Inc. Conference Room
205 West Ash Street

4p.m., Thursday, January 15, 2009

AGENDA

OPEN DISCUSSION – 20 minutes designed to allow Committee Members and Guests to discuss relevant concerns and non-agenda items

1. **Administration**
Approve Minutes of December 18, 2008
2. **Addition of items to agenda**
3. **New Business**
 - A. Committee Recruitment
 - B. Development Incentive Program
 1. 2008 report
 2. 2009 Application Schedule
4. **Old Business**
 - A. 2009 Plan of Work
 - B. Committee leadership

Other Committee Business - Standing Reports

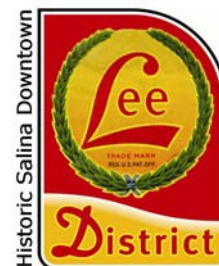
- A. Updates
 - Friends of the River – Troy Vancil
 - Salina Small Business Entrepreneur Development Proposal-Project Open Parking Implementation – have not met since Oct 17
 - Engineer's Lighting Review – City reviewing final report
 - Wayfinding Signage – Jason Gage reported to the Lee District Board that specs are close and will probably install in March 2009.
- B. Available Properties
 - Properties at risk
- C. Business Changes in the District
 - Closed:
 - Martini's Steak and Chop House, 117 N Santa Fe
 - Homemade Happiness, 102 E Iron - Retirement
 - New Business
 - Thiessen-Elise Salon, 134 S Santa Fe

5. Adjournment of Meeting

Committee members: Lou Appleby**, Randy Graham, Steven Howe**, Andrea Quill, Clark Renfro**, Brian Schwarz(chair), Laura Skidmore, Troy Vancil (vice-chair). City staff contacts: Lt. Russ Lamer, John Burger

** SDI Board Members

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Salina Downtown, Inc. Conference Room
205 West Ash Street

4p.m., Thursday, December 18, 2008

MINUTES

Vice Chairman Troy Vancil called the meeting to order.

Attending: Committee members: Randy Graham, Laura Skidmore, Vice Chair Troy Vancil, Andrea Quill. SDI staff: Phyll Klima Cindy Lamer.

Absent: Committee members: Andy Anderson** Clark Renfro**, Brian Schwarz, Lou Appleby**, Steven Howe**: City staff contacts: Lt. Russ Lamer, John Burger.

Administration – Reviewed notes from November 20, 2008 meeting.

Addition of items to agenda – None

Old Business

2009 Plan of Work – Accepted final draft. Will be presented to Board in January.

Committee Leadership – Brian Schwarz will continue as Chairman and Laura Skidmore will become the Vice-Chairman.

Banner Installation – Banners are up.

New Business

Underwrite training-KDDA training opportunity January 28, 2009 – Randy made a motion to offer \$50.00 for registration to 10 people from the district. Limited to 2 per business. Andrea seconded. Motion carried.

Other Committee Business – Standing Reports and Updates

Parking Implementation – A task force has been appointed to come up with recommendations regarding names for each lot .

Engineer's Lighting Review – No report.

Wayfinding Signage – No report.

Friends of the River – Troy gave a report on the activity beginning to happen. Randy made a motion to give \$3000.00 of remaining BSR budget monies to the Greater Salina Community Foundation designated for use by Friends of the River. Andrea seconded. Motion carried. Troy Vancil abstained from the vote.

Available Properties

109-111 N 7th – Concerns regarding condition of building.

200 E Walnut – A physician is purchasing and remodeling the building.

Meeting adjourned at 4:55 PM



Business Support and Recruitment Committee 2009 Plan of Work

SDI MISSION STATEMENT: to champion a healthy, vibrant downtown community.

Mission: To develop and implement market-based strategy which will champion a healthy vibrant downtown community.

GOAL: Develop strong ongoing relationships with property owners and businesses including knowledge of available real estate, rental rates, lease expirations and expectations

Objective 1: Maintain a comprehensive business and property owner database

- Strategy: Fully implement SDI data base
- Strategy: Disseminate available property listings via SDI direct listing in agency monthly e-news, quarterly news magazine and website. Area, Regional and State wide listings via partnership with the Salina Area Chamber of Commerce.

Objective 2: Develop a positive, proactive relationship with local developers

- Strategy: Develop a comprehensive development incentive resource listing

GOAL: Maintain ongoing liaison services with city on code, design review and other development processes

Objective 1: Encourage private property owner investment through public partnerships

- Strategy 1: Administer the Development Incentive Program.
- Strategy 2: Assist property owners with Historic Property "Eligibility Determination" process.
- Strategy 3: Develop and market a comprehensive incentive package

Objective 2: Develop a strong, contiguous visual image for the BID

- Strategy 1: Collaborate with City on engineering study for pedestrian lighting (SDI Board funded in 2006) and support the resulting recommendations for the replacement/repair of pedestrian lighting
- Strategy 2: Encourage the installation of wayfinding signage in 2009 with a downtown specific color palette.
- Strategy 3: Complete at least one "public art projects" in the BID.

Objective 3: Develop a proactive downtown housing initiative.

- Strategy 1: Review policies and identify incentives to strengthen housing preservation and development in adjacent neighborhoods.
- Strategy 2: Continue to advocate for development of artist live/work space.
- Strategy 3: Form a partnership with the newly formed Community Housing Development Organization (CHDO).

Objective 4: Linkage to surrounding development

- Strategy 1: Establish/strengthen SDI working relationship with the Friends of the River.
- Strategy 2: Encourage and leverage projects that connect the river to downtown

GOAL: Build a positive relationship with property owners, business owners, investors and community at large to encourage economic development. .

Objective 1: Emphasize business retention and recruitment, including marketing and support services to promote existing businesses and identify and recruit new enterprises

- Strategy 1: Provide access to self conducted webinars and KDDA Trainings for Business Improvement Workshop
- Strategy 2: Encourage entrepreneurial development by enhancing a local support network and building strong relationship with state and regional entrepreneurial partners.
- Strategy 3: Build a comprehensive list of available incentives for new businesses and expanding existing businesses.
- Strategy 4: Implement the Salina Small Business Entrepreneurial Program in partnership with the Chamber of Commerce.

Objective 2: Continue to expand the Partnership program

- Strategy 1: Annually recruit SDI partners outside the Lee District (BID)
- Strategy 2: Increase Partners 15 % annually for two years