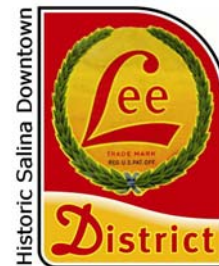


...to champion a healthy, vibrant downtown community!



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Executive Director

BUSINESS SUPPORT & RECRUITMENT

Salina Downtown, Inc. Conference Room
205 West Ash Street

4p.m., Thursday, February 19, 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 January 15, 2009

2. Addition of items to agenda

3. New Business

A. Appoint two BSR Committee members to DIP review team.

4. Old Business

A. Committee Recruitment

B. Development Incentive Program

1. 2009 Application Schedule

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

B. Available Properties

Properties at risk

C. Business Changes in the District

Closed:

Dote on You, 116 East Iron – Closing Sale in progress

Change in Ownership

Fast Fitness, 115 S Santa Fe – 02/01/09 – Mel and Ellen Wright

New Business

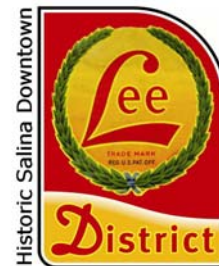
Thiessen-Elise Salon, 134 S Santa Fe

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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205 West Ash Street

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

Minutes

Roll Call: Present: Randy Graham, Chairman, Brian Schwarz, Laura Skidmore, Clark Renfro. Staff: Phyllis Klima and Cindy Lamer

- 1. Administration** – Reviewed minutes of December 18, 2008 meeting.
- 2. Addition of items to agenda** - None
- 3. New Business**
 - A. Committee Recruitment** – Brian Schwarz will contact Brian Rose about joining committee. The Klassens from the Theissen-Elise salon at 134 S Santa Fe were also suggested.
 - B. Development Incentive Program**
 1. 2008 report – Most of 2008 awards are closed. Design Central is still open
 2. 2009 Application Schedule – The deadline date for the spring applications has been moved to March 16, 2009.
- 4. Old Business**
 - A. 2009 Plan of Work** – the 2009 Plan of work was accepted by the board.

Other Committee Business - Standing Reports

A. Updates

Friends of the River – The consultants from Colorado may be the speakers at the Annual Banquet. The group is also seeking ambassadors currently.

Salina Small Business Entrepreneur Development Proposal - Project Open launches on Monday, January 19, 2009.

Parking Implementation – The board made the recommendation that we follow the city's decision on the naming of the parking lots.

Engineer's Lighting Review – City reviewing final report. Phyll will visit with Jason on this project.

Wayfinding Signage – Have been advised that it will be done in the spring of 2009.

B. Available Properties – Have had approximately 20 inquiries on vacant space in district. The Groove plans to reopen in March as The Inferno. Work will begin on that building soon. Anderson's building is being currently under renovation.

C. Business Changes in the District

Closed:

Martini's Steak and Chop House, 117 N Santa Fe – There have been several inquiries on this location.

Homemade Happiness, 102 E Iron – Retirement – The Market Shop will be expanding into this space. Jim Loader has purchase the building

New Business

Thiessen-Elise Salon, 134 S Santa Fe – owners John and Amber Klassen

5. Adjournment of Meeting – Meeting was adjourned at 4:50.

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



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