

# Salina Downtown, Inc

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

## BOARD OF DIRECTORS

**Beth Vinson**  
Salina Regional Health Center  
SDI President

**Robin Cates**  
On The Pot  
SDI Vice President

**Russel Prophet**  
Hampton and Royce  
SDI Secretary

**Kenneth Rinke**  
Salina Taco Johns  
SDI Treasurer

**Mike Forristal**  
Lee Development LLC

**Melissa Goetz**  
KC&G Business Appraisal  
Associates

**Jerry Hinrikus**  
Sign Pro

**Ken Jennison**  
Salina Media Group

**Christy Lauer**  
Simply Baby and More

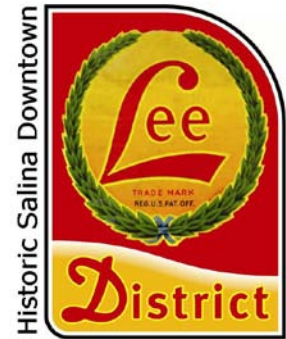
**Jim Loader**  
The Market Shop

**Kathyne Perney**  
Quilting Station

**Brian Richardson**  
Richardson Developments

**Norm Yenkey**  
Property Developer

**Phyllis C. Klima**  
Executive Director



## SALINA DOWNTOWN, INC.

Board of Directors  
**LEE DISTRICT**  
Board of Advisors  
Regular Monthly Meeting  
**3:30 p.m. Tuesday, May 11, 2010**  
Salina Downtown, Inc., 120 W Ash

First twenty minutes reserved for the Board to discuss items not on the agenda.

## AGENDA

**Call to Order**

**Roll Call**

**Recognition of guests**

**Additions or changes to the agenda**

**Approval of consent agenda**

Approval of April 13, 2010 meeting minutes for SDI and Lee District

Approval of Director's Report

**Public Forum** – time set aside for any member or general public to address the Board regarding any item NOT on the agenda

**City Manager's report**

Way Finding Signage

Parking Plan Implementation

Lighting Study

**Board Committee Reports**

Friends of the River

Business Incentive Package

**Standing Committee/Task Force Reports**

Business Support and Recruitment

Communications and Advocacy

Destination Marketing – Committee Chair, Phyllis Anderson reporting.

**Action Items**

1. **Salina Downtown, Inc.** –
  - a. May Pole Party
  - b. Board Retreat Follow up
  - c. Personnel Review
  - d. Computer Software Request
2. **Lee District** -

**Additional Items**

**Calendar**

May 6	Exec Committee 2:30 PM The MARKET in Strand Plaza 4:00 PM until dusk First Thursday Art Rush
May 11	Lee District & SDI Board meetings at 3:30 PM
May 12	Destination Marketing Committee Noon
May 13	Design Review Board 4:00 PM
May 20	BSR Committee 4:00 PM
May 13	Design Review Board 4:00 PM
May 22	May Pole Party

**Motion to adjourn is in order**

Cc: City Manager, local media

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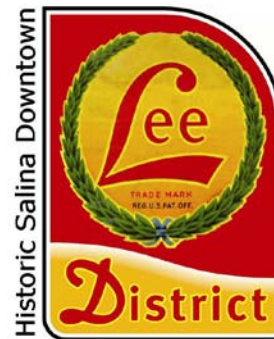
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### SALINA DOWNTOWN, INC.

Board of Directors

### LEE DISTRICT

Board of Advisors

Regular Monthly Meeting

**3:30 p.m. Tuesday, April 13, 2010**

Salina Downtown, Inc., 120 W Ash

First twenty minutes reserved for the Board to discuss items not on the agenda.

### DRAFT Minutes

President Beth Vinson called the meeting to order.

**Roll Call: Present:** Beth Vinson, Robin Cates, Russel Prophet, Ken Rinke, Jerry Hinrikus, Ken Jennison, Jim Loader, Kathryne Perney, Brian Richardson **Ex-Officio:** Dennis Lauer

**Absent:** Mike Forristal, Melissa Goetz, Christy Lauer, Norm Yenkey **Ex-Officio:** Jason Gage

**Staff:** Phyll Klima

**Recognition of guests** – There were no guests

**Additions or changes to the agenda** – There were no additions or changes to the agenda

**Consent agenda** – Ken Jennison moved to approve the consent agenda. Ken Rinke seconded the motion. Motion carried unanimously.

Approval of March 2, 2010 meeting minutes for SDI and Lee District

Approval of Director's Report

Approval of DIP Façade Improvement Applications as recommended by DIP Review Committee

Forgivable Loans to

Carroll Corporate Office, 204 S Santa Fe \$ 8,471.00

DL Rogers Corp (Sonic), 310 S Santa Fe \$ 15,000.00

Mini Grants

Salina Running Company, 122 S Santa Fe \$ 569.95

You & Your Surroundings, 113 N Santa Fe \$1,465.78

**Public Forum** – There was no public comment

**City Manager's report** – Jason Gage was not able to attend.

Way Finding Signage – Board members have noticed signs being installed in parking lots.

Parking Plan Implementation

Lighting Study

### **Board Committee Reports**

Quarterly Financial Report – 1<sup>st</sup> Qtr 2010

Friends of the River – Ken Jennison reported that he had attended the public meeting April 12 and that there was good attendance.

Business Incentive Package

**Standing Committee/Task Force Reports** – there were no comments on committee reports.

### **Action Items**

#### 1. **Salina Downtown, Inc.** –

- a. Guidelines for The MARKET were reviewed. Brian Richardson moved to adopt the guidelines with the following changes: Page 2 item 3 insert "injury" and delete "of merchandise while it is being stored"; Page 4 3 insert "injury" and delete "of merchandise while it is being stored". Russ Prophet seconded the motion. Motion carried unanimously.
- b. Financial Investment – Ken Jennison moved to invest \$50,000 in a First Bank Kansas Certificate of Deposit for seven months. Ken Rinke seconded the motion. Motion carried unanimously.
- c. Staffing – Ashleigh Thomson has been hired as a full time Administrative Assistant to begin April 19. Her starting hourly is \$8.50/hour plus benefits. She will be contracted through the Chamber. President Vinson will send a note of welcome.

**Additional Items**

After considerable discussion, Robin Cates moved to discontinue the accounting services with Michael Olson Accounting. Jim Loader seconded the motion. Dennis Lauver recommended printing reconciliation reports. Motion carried unanimously.

Dennis Lauver reported that Sculpture Tour Salina committee chairs met last month. They are recruiting volunteers for each of the committees and in particular asked that SDI help recruit volunteers for the Site Selection Committee. Target date for installation is May 2011.

**Calendar**

Apr 7	Destination Marketing Committee Noon
Apr 8	Exec Committee 2:30 PM
Apr 8	Design Review Board 4:00 PM
Apr 13	Lee District & SDI Board meetings at 3:30 PM
Apr 22	BSR Committee 4:00 PM

Jerry Hinrikus moved to adjourn. Kathyne Perney seconded the motion. Meeting adjourned.

Cc: City Manager, local media

**SALINA DOWNTOWN, INC.**  
**Executive Director's Report**  
**April 2010**

Administration – Administrative Assistant position has been filled. Ashleigh Thomson joined SDI April 19. The position is again contracted through the Salina Area Chamber of Commerce. Ashleigh is a recent graphic design graduate of Kansas State University-Manhattan.

I was on vacation April 9-15. May 3-5 is the National Main Street Conference in Oklahoma City. As per the Board's previous direction, I will be attending this year. (The Board approved attendance on alternate years. Due to scheduling conflicts I did not attend last year when the convention was in Philadelphia. Travel costs are significantly less to attend in Oklahoma City).

As per Board direction, all accounting functions are now in house as of April 19.

Staff recommends purchasing Adobe Creative Suite 4 Design Standard Upsell to enable staff to expand in house marketing. Cost for the suite of software is about \$800.

**Quarterly Stakeholders Meetings** – April 27, 2010 – **7:30 AM attendance count:** zero stakeholders, one Chamber staff, and one SDI staff. **5:30 PM attendance count:** three stakeholders (Andrea Pfeifer, Auld Lang Signe, Ken Stromberg, Property Owner; Ken Rinke, Taco Johns and SDI/LD Board), one guest speaker, one SDI staff. Guest speaker Lt. Russ Lamer, Salina Police Department, topic Parking. Lt Lamer explained the new technology being used to track parking usage and violations. Lt. Lamer suggested that Lee District stakeholders play an active role in the designation of parking zones. The designation of zones means that a vehicle moved from one zone to another during an extended stay in the District without receiving a violation notice.

Andrea Pfeifer had the following questions/concerns:

- o What is the process to get a parking duration changed? Specifically she was concerned about the 8 hour parking in the west lane in lot next to Cozy Inn on 7<sup>th</sup> Street being changed to long term. She would prefer that it remain 8 hour. Klima explained that such requests need to be made to the SDI BSR Committee for recommendation to the Lee District Board. The Board then reviews and may or may not make a recommendation/request to the City Commission.
- o Expressed concern about one vehicle in the above lot that was untagged and not moved for several days when left in an 8 hour stall. Klima suggested that stakeholders feel free to call our office and report these vehicles if the stakeholder is uncomfortable/unwilling to call the Salina Police Department personally. SDI staff in turn will relay the information to SPD.
- o Why is the monthly newsletter issued mid month? I explained that released was timed immediately after the monthly Board meeting to insure that members receive information about Board actions as quickly as possible.
- o Can the Board agenda, minutes and directors reports be included in the hardcopy newsletters? I explained that these were always posted online. Ms Pfeifer said she doesn't have a cash register much less a computer in her business.
- o Expressed concern about some of the holiday lighting. I explained that staff has been working with installer and trying to find local maintenance.

Program of Work

**1. Board –**

2010 Program of Work

- A.** Smoky Hill River Development – Three alternate design proposals were revealed to the public April 12. Over 750 individuals attended. Designs are now posted on both the City of Salina and the Friends of the River websites.
- B.** Business Incentive Package – Guidelines and applications for New Business Recruitment and Cluster Marketing incentives were approved by the Board in March. Released in Newsletter and posted on line.

Project Open –

- Spring FastTrac started March 29 with five participants. Sessions are Mondays and Wednesdays from 5:45 PM until 8:45 PM through the CLASS program at the Salina Public Library. Last sessions will be in May. Expect 4 graduates.
- Next round of funding applications due May 3.

- C. Holiday lighting 2009 – Working with contractor and City General Services staff to resolve some outages.

## 2. Committee Reports

### A. Business Support and Recruitment

#### Met Thursday, April 22, 2010 without a quorum

- The City wayfinding signage is nearly all installed.
- Lighting - No progress.
- Continue individual contact with developers on as requested/as needed basis. These projects frequently involve collaboration with Chamber staff.
- Continue individual business consultations.
- Governor signed SB430 restoring Historic Tax Credit and several State Income Tax Credits
- Business Activity Reports

#### NEW BUSINESSES –

- Salina Running Company – opening May 1, 122 S Santa Fe
- Alan Jilka for Congress, 204 S Santa Fe
- Reconditioned Furniture Store – 205 S 5<sup>th</sup> Street
- Chinese Massage, 205 W Ash
- Think Differently Glass Studio, 121 E Iron, Opening May ??

#### BUSINESSES FOR SALE

- Carol Lee Donuts
- Santa Fe Phillies and Subs
- S & P Coins

#### BUSINESS SOLD

#### BUSINESSES CLOSING/CLOSED

- Best Kept Secret, 201 S 5<sup>th</sup>, closing May 31
- Forever Images, 305 E Walnut

#### RELOCATED WITHIN DISTRICT:

- Escape Salon, 130A South Santa Fe is relocating to 204 E Iron as Shear Revolutions effective May 1

### B. Communications and Advocacy

Published e-newsletter (421 e-mail distribution) and direct mailed to about 60 businesses who either report no e-mail address or who have indicated mail as their communication preference.

### C. Destination Marketing –

#### Met Wednesday, April 7, 2010

The MARKET will open May 6 in the Strand Plaza.

### City of Salina

Downtown Improvements –

- Way finding Signage – Installed
- Parking – New electronic ticketing system is now in place. See Stakeholders ABOVE

### Salina Area Chamber of Commerce

- Lee District news included in Chamber monthly newsletter.

**PR/Speaking engagements** – KSAL – April 23 re: The MARKET and Project OPEN.

Project Open presentation with Larry Powell to State Board of Network Kansas March 31.

**Professional Development** –

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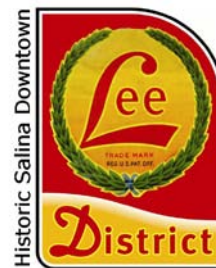
Richardson Developments

### Norman Yenkey

Property Developer

### Phyllis C. Klima

Executive Director



# IT'S A MAY POLE PARTY & YOU ARE THE GUEST OF HONOR!

DATE: Saturday, May 22, 2010

LOCATION: The Lee District

TIME: 8:00 until 11:00

The Numbers: 346 – That's how many poles  
251 – That's how many Lee District businesses  
69 – That's how many electric sanders (with operator attached)  
120 – That's how many ladders (with painters attached)  
3 – That's how many hours

**YES!** We are planning to sand and paint all 346 light poles in the Lee District in just 3 hours! And here's how:

8:00 AM - 69 Sanders with operators attached check in and adopt five poles  
8:15 AM – 69 Sanders hit the poles

9:00 AM – 122 Ladders with painters attached check in and adopt 2-3 poles  
9:15 AM – 122 painters beautify our downtown.

11:00 AM – LET'S CELEBRATE!!!!!! LUNCH will be provided!!!

What will be provided:

- 346 Poles with 110 outlets!
- Sand Paper
- Paint
- Rollers
- Masking Tape
- Sidewalk protection

What **YOU** will bring:

- SANDERS: A palm sander and SAFE ladder (or two rise step stool)
- PAINTERS: A SAFE ladder (or two rise step stool)

**Must be 18 or older to participate!**

This is a project of the City of Salina in cooperation with Salina Downtown, Inc., The Volunteer Connection and Salina Area United Way.

