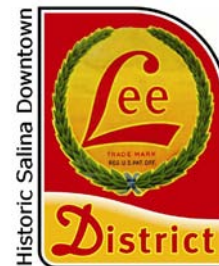


...to champion a healthy, vibrant downtown community!



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BUSINESS SUPPORT & RECRUITMENT

Salina Downtown, Inc. Conference Room
205 West Ash Street

4p.m., Thursday, December 17, 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 November 19, 2009 meeting
2. **Addition of items to agenda**
3. **New Business**
 - A. District Ambassadors Program
4. **Old Business**
 - A. Plan of Work – 2009 Eval and 2010 Planning
 - B. Youth Leadership – Downtown Project
 - C. Development Incentive Program – third application round

Other Committee Business - Standing Reports

- A. Updates
 - Friends of the River
 - Project Open and FastTrac®
 - Parking Implementation
 - Engineer's Lighting Review
 - Wayfinding Signage
 - Holiday Lighting
 - Light Pole Banners
- B. Available Properties
 - Properties at risk
111 N 7th Street
- C. Business Changes in the District
 - Closed: Shirts & Stuff, 144 S Santa Fe closing 12/31/09
 - Change in Ownership:
 - Moved from the District:
 - Moved within the District:
 - New Business
 - Kidz Kloset, 116 S Santa Fe
 - Restaurant, 117 N Santa Fe
 - Business for Sale
 - Santa Fe Phillies and Subs, 145 S Santa Fe
 - S&P Coins, 123 S Santa Fe

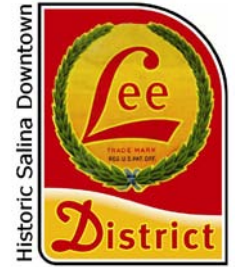
5. Adjournment of Meeting

Committee members: Lou Appleby, Randy Graham, Ted Hauser, Robert Protzman, Andrea Quill, Clark Renfro, Brian Rose, John Ryberg, Brian Schwarz (chair), Troy Vancil (vice-chair). City staff contacts: Lt. Russ Lamer, John Burger

** SDI Board Members

Salina Downtown, Inc

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BUSINESS SUPPORT & RECRUITMENT

Salina Downtown, Inc. Conference Room
205 West Ash Street

4p.m., Thursday, October 16, 2009

DRAFT MINUTES

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

1. **Roll Call:** John Ryberg, John Klassen, Lou Appleby, Bob Protzman, Andrea Quill, Brian Schwarz, Brian Rose. Staff: Phyll Klima and Cindy Lamer.
2. Brian Schwarz called the meeting to order.
3. Approval of minutes of September 17, 2009 meeting. Bob Protzman moved to approve. Brian Rose seconded and motion carried.
4. **Addition of items to agenda.** - None
5. **New Business.**
 - A. Committee Leadership – Brian Schwarz is willing to continue, but is willing to give to someone else.
 - B. Plan of Work—2009 evaluation and 2010 Planning – Be ready to do at November Meeting.
6. **Old Business –**
 - A. Drainage – Need to get it on 2010 Plan of Work
 - B. Cleanliness – Committee liked the graffiti set idea.
 - C. Holiday Lighting – It's happening.
 - D. Light Pole Banners – Committee like the Lee District logo banner.
7. **Other Committee Business** - Standing Reports
 - A. Updates:
 - Friends of the River – The committee will be very active the next year advocating federal funds.
 - Project Open and FastTrac® - Jack and Jill Salon and Ergo Wright have received Start-Up Kansas loans. The FastTrac classes begin in November at the library.
 - Parking Implementation - City has purchased a hand held ticketing device.
 - Engineer's Lighting Review - Has been before the City Commission. Next week.
 - Wayfinding Signage – Installation still on target for late fall.
 - Development Incentive Program – Have funds left over this year.
8. **Sculpture Walk** – Brian Schwarz moved to allow \$500.00 to be used to pay expenses for Jim Clark's visit to Salina regarding the Sculpture Walk in Sioux Falls. Bob Protzman seconded and motion carried.

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C. Business Changes in the District
Closed: Best Dinner closed in august.

Moved within the District

New Business
Bread Basket 157 N. 7th

5. Meeting ended

Committee members: Randy Graham, Steven Howe, Lou Appleby, Robert Protzman, Andrea Quill, Clark Renfro, Brian Rose, Brian Schwarz (chair), John Ryberg, Ted Hauser, John Klassen, Troy Vancil.

** 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