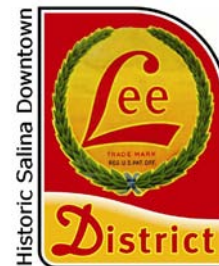


...to champion a healthy, vibrant downtown community!



BOARD OF DIRECTORS

Beth Vinson
Salina Regional Health Center
SDI President

Robin Cates
On The Pot
SDI Vice President

Russell 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

Kathryne Perney
Quilting Station

Brian Richardson
Richardson Developments

Norman Yenkey
Property Developer

Phyllis C. Klima
Executive Director

BUSINESS SUPPORT & RECRUITMENT

Business Hall of Fame, Chamber of Commerce
120 West Ash Street

4p.m., Thursday, January 21, 2010

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 17, 2009 meeting

2. Addition of items to agenda

3. New Business

A. WIFI in the District – Brent Sadler

B. DIP Request to City of Salina – request a five year extension at \$50,000/yr

4. Old Business

A. Plan of Work – 2009 Eval and 2010 Planning

B. Youth Leadership – Downtown Project

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
116 – 118 N Santa Fe

C. Business Changes in the District

Closed: Restaurant, 117 N Santa Fe
Change in Ownership: Hair and Nail Addition to You and Your Surroundings
Moved from the District:
Moved within the District: The City (teen center) purchased 137 N Santa Fe
SRHC has moved Finance Offices into 217 S Santa Fe

New Business:

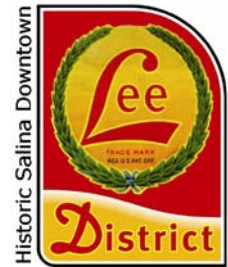
Business for Sale

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, Kelsey Kieorod, Robert Protzman, Andrea Quill, Brian Rose, John Ryberg, Brian Schwarz (chair), Troy Vancil (vice-chair). City staff contacts: Lt. Russ Lamer, John Burger

** SDI Board Members



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

Kathryne Perney
Quilting Station

Brian Richardson
Richardson Developments

Norman Yenkey
Property Developer

Phyllis C. Klima
Executive Director

BUSINESS SUPPORT & RECRUITMENT

Salina Downtown, Inc. Conference Room
205 West Ash Street

4p.m., Thursday, December 17, 2009

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, Bob Protzman, Randy Graham, Brian Schwarz, Brian Rose, Troy Vancil. Staff: Phyll Klima and Cindy Lamer. Guests: Eva Costigan and Kelsey Kieored, Volunteer Connection and Dan Stack, City Engineer.
2. Brian Schwarz called the meeting to order.
3. Approval of minutes of October 16, 2009 meeting. Did not have a quorum at November meeting. Brian Rose moved to approve with several corrections. Bob seconded and motion carried.
4. **Addition of items to agenda.** – 2010 Plan of Work in Old Business was moved to last on agenda.
5. **New Business.**
 - A. District Ambassadors Program – Phyll introduced the program to committee.
 - B. NEA Your Town – Committee decided to move this program consideration into late 2010 or 2011.
6. **Old Business –**
 - A. Youth Leadership – Youth volunteers will be taking down garland on Jan. 18.
 - B. Development Incentive Program – 5 Applications submitted.
7. **Other Committee Business - Standing Reports**
 - A. Updates:
 - Friends of the River – The City approved funding Phase II.
Need someone from downtown to serve on WAC committee
 - Project Open and FastTrac® - Have scheduled a 1st anniversary party for Jan 21.
 - Parking Implementation - New parking restrictions will be in effect soon.
 - Engineer's Lighting Review – Phyll suggested that downtown lighting be emphasized to City.
 - Wayfinding Signage – Signs being printed. Should go up 3rd week of Jan.
 - Holiday Lighting – Lights are up and have had few problems.
 - Light Pole Banners – Generic banners will be put up when Christmas ones come down.
8. **Plan of Work** – Committee discussed Plan of Work for 2010. Phyll will present at January meeting.

B. Available Properties

Properties at risk
111 N 7th St

C. Business Changes in the District

Closed: Shirts & Stuff, 144 S. Santa Fe closing 12/31/09

Business for Sale

Santa Fe Phillies and Subs, 145 S. Santa Fe
S & P Coins, 123 S. Santa Fe

New Business

Kidz Kloset, 116 S. Santa Fe
Restaurant, 117 N. Santa Fe

5. Meeting adjourned

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 2010 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 1: 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 including incentives available throughout the City of Salina including Tax Increment Financing and Community Improvement Districts.

GOAL 2: 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 including TIF and CID

Objective 2: Develop a strong, contiguous visual image for the BID through development of an aesthetic plan for the district.

- Strategy 1: Support the Lighting Study recommendations for the replacement/repair of pedestrian lighting.
- Strategy 2: Encourage the installation of wayfinding signage in 2010 with a downtown specific color palette.
- Strategy 3: Complete at least one "public art project" in the Lee District.
- Strategy 4: Develop an application for National Endowment for the Arts "YOUR TOWN" design workshop to be held in 2011 if awarded.

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: Continue the 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 3: 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

GOAL 4: Provide access to education in best business practices.

Objective 1: Help ensure that Lee District businesses have access to continuing education

- Strategy 1: Publicize KSBDC workshop schedule
- Strategy 2: Provide FastTrac New Venture twice per year in partnership with CLASS at the Salina Public Library
- Strategy 3: Provide SDI sponsored workshops