

# 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

**Kathryne 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, February 9, 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 February 9, 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

Quarterly Financial Report – 4<sup>th</sup> Qtr 2009 and Year End

Friends of the River

Business Incentive Package

### Standing Committee/Task Force Reports

Business Support and Recruitment

Communications and Advocacy

Destination Marketing

### Action Items

#### 1. Salina Downtown, Inc. –

- a. Review and approve guidelines for Cluster Marketing incentive program for existing businesses
- b. Review and approve guidelines for New Business Recruitment incentives.
- c. Staffing
- d. 2010 Budget
- e. SDI Appointee to Sculpture Tour Salina

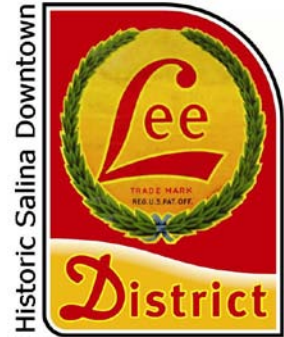
### Additional Items

### Calendar

Mar 2	Lee District & SDI Board meetings at 3:30 PM
Mar 10	Destination Marketing Committee Noon
Mar 11	Design Review Board 4:00 PM
Mar 18	BSR Committee 4:00 PM
Feb 25	Exec Committee 2:30 PM
Apr 1	Lee District & SDI Exec Board meeting at 2:30 PM

### Motion to adjourn is in order

Cc: City Manager, local media



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## SALINA DOWNTOWN, INC.

Board of Directors

## LEE DISTRICT

Board of Advisors

Regular Monthly Meeting

**Tuesday, February 9, 2010 3:30 p.m.**

Salina Downtown, Inc., 120 W Ash

## DRAFT MINUTES

**Call to Order – Beth Vinson called the meeting to order.**

**Roll Call – Present: Beth Vinson, Russel Prophet, Ken Rinke, Mike Forristal, Melissa Goetz, Jerry Hinrikus, Jim Loader, Kathryne Perney, Brian Richardson, Norm Yenkey. Absent: Ken Jennison, Robin Cates, Christy Lauer. Staff: Phyll Klima, Cindy Lamer**

**Recognition of guests - None**

**Additions or changes to the agenda - None**

**Approval of consent agenda - Norm Yenkey made a motion to approve consent agenda item. Kathryne Perney seconded. Motion carried.**

**Public Forum – None**

**City Manager's report – City Manager did not attend.**

Way Finding Signage – Phyll reported on status of signage.

Parking Plan Implementation – Parking was before City Commission on Monday, February 8, 2010. 2 hour parking will go to 3 hour and 8 hour will become unlimited.

Lighting Study – No report

### **Board Committee Reports**

Quarterly Financial Report – 4<sup>th</sup> Qtr 2009 – Due to accountant upgrading to new system there is no financial report.

Friends of the River – SDI office will be point of contact for river clean-up in March. There is a meeting Friday at 1:00 pm. Board encouraged to attend.

Business Incentive Package

### **Standing Committee/Task Force Reports**

Business Support and Recruitment – See notes on Lee District below.

Communications and Advocacy – Met with committee to discuss annual meeting.

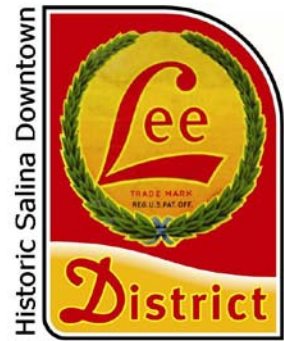
Destination Marketing – Meeting Wednesday, Feb. 10, 2010.

### **Action Items**

1. **Lee District** – Russ Prophet moved that the Board request a five year extension of the Develop Incentive Program from the City as requested by the Business, Support and Recruitment committee. Ken Rinke seconded. Motion carried.
2. **Salina Downtown, Inc.** – Norm Yenkey moved to add an additional \$5000.00 to the Destination Marketing budget for 2010 to develop cooperative marketing incentive programs for existing businesses.

The Board asked for a recommendation from the BSR committee for additional funding to develop new business incentives through Development Incentive Program that may be linked directly to Project

Open



**Additional Items:** The March Executive Board meeting will be on February 25 at 2:30 pm. and the Salina Downtown, Inc and the Lee District regular monthly meeting will be on March 2.

**Calendar**

Feb 4	Exec Committee 2:30 PM
Feb 9	Lee District & SDI Board meetings at 3:30 PM
Feb 10	Destination Marketing Committee Noon
Feb 11	Design Review Board 4:00 PM
Feb 18	BSR Committee 4:00 PM
Feb 23	2009 Annual SDI Meeting 11:30 AM
Feb 25	Exec Committee 2:30 PM
Mar 2	Lee District & SDI Board meetings at 3:30 PM

**Motion to adjourn:** Jerry Hinrikus moved to adjourn and Brian Richardson seconded. Motion carried and meeting adjourned at 4:45.

Cc: City Manager, local media

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

Administration – Cindy Lamer has resigned effective February 26. We wish her well in her new position with the City of Salina Bicentennial Center.

I will be out of the office March 8-12.

Program of Work

**1. Board –**

2010 Program of Work

- A.** Smoky Hill River Development – Staff and volunteers continue to meet with Friends of the River and City of Salina staff regarding committee work and coordination of Lee District improvements with the aesthetic plan for the River Revitalization.
- B.** Business Incentive Package – BSR and DM have drafted proposed guidelines for New Business Recruitment and Cluster Marketing incentives

Project Open –

- Spring FastTrac is scheduled for March 29 – April 28 (Mondays and Wednesdays from 5:45 PM until 8:45 PM through the CLASS program at the Salina Public Library)
- Two applications were awarded Project Open grant funds and Salina E-Community loan funds during the first quarter application period. One of the projects funded is an expansion of Manhattan Running Company. They will open May 1 at 122 S Santa Fe as Salina Running Company.

**C.** Holiday lighting 2009 – Completed.

**2. Committee Reports**

**A. Business Support and Recruitment**

**Met Thursday, February 18, 2010**

- Committee draft guidelines for New Business Recruitment Loan Program appears on Board agenda in March.
- The City wayfinding signage pending delivery by the fabricator. City is currently fining the contractor for delayed delivery.
- The City has received the final lighting study report in early May. Report was presented to the City Commission in Study Session at 2:30 PM September 21. No action since that time. However, City staff has indicated that they are researching LED lighting options in anticipation of federal ear-mark request.
- Continue individual contact with developers on as requested basis.
- Continue individual business consultations.
- Celebrated first year anniversary of Project Open Jan 21. 21 new applications since 1/1/10.
- Business Activity Reports

NEW BUSINESSES –

- Tracy Mann Political Headquarters, 119 W Iron ground floor
- 121 E Iron
- Salina Running Company – opening May 1, 122 S Santa Fe

BUSINESSES FOR SALE

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

BUSINESS SOLD

BUSINESSES CLOSING/CLOSED

- Three Barbara's and a Jane, 111 E Iron
- Max Stewart Creations, 134 S Santa Fe Suite 100

RELOCATED WITHIN DISTRICT:

**B. Communications and Advocacy**

Published e-newsletter and direct mailed to about 70 businesses who either report no e-mail address or who have indicated mail as their communication preference.

Held annual meeting February 23, 2010 at Martinelli's Little Italy, 74 in attendance

**C. Destination Marketing –  
Met Wednesday, February 10**

- Committee draft guidelines for Cluster Marketing Grant Programs appears on Board agenda in March

**City of Salina**

Downtown Improvements –

- City Comprehensive Planning process is nearing completion. Public meeting scheduled for 6:30 PM Tuesday March 2. The Plan contains significant emphasis on downtown and the Smoky Hill River Revitalization project. However, there is no corresponding inclusion in the 2010-2014 Capital Improvement Program at this time.
- Way finding Signage – Contract deadline for installation was December 15, 2009. Contractor now being fined daily for delays.
- Parking – See above

**Salina Area Chamber of Commerce**

- Attended Chamber Annual Meeting.
- Salina has been designated as a NetWork Kansas E-Community! The Chamber sold \$75,000 State Tax Credits to establish a revolving loan fund for Salina small businesses. The Chamber will administer this program. I will serve as Salina representative to the State and Regional E-Community meetings.
- Lee District news included in Chamber monthly newsletter.

**PR/Speaking engagements** – KSAL regarding FastTrac

**Professional Development** – Webinar with network Kansas, Webinar with Kansas Small Business Development Center,