

# 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, July 13, 2010**

Salina Downtown, Inc., 120 W Ash

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

### AGENDA

#### Call to Order

#### Roll Call

#### Recognition of guests

#### Additions or changes to the agenda

#### Approval of consent agenda

Approval of June 8, 2010 meeting minutes for SDI and Lee District

Approval of Financial Report

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

Lee District Satisfaction Survey

#### Board Committee Reports

Board Retreat

Sculpture Tour Salina

Friends of the River

#### Standing Committee/Task Force Reports

Business Support and Recruitment -

Communications and Advocacy -

Destination Marketing –

#### Action Items

1. **Salina Downtown, Inc.** – Board member/appointee to serve as SDI liaison to Project Open
2. **Lee District** –

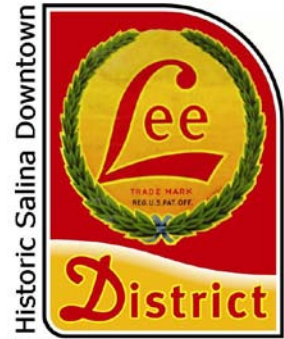
#### Additional Items

#### Calendar

July 8	Design Review Board 4:00 PM
July 12	Exec Committee 2:30 PM
July 13	Lee District & SDI Board meetings at 3:30 PM
July 14	Destination Marketing Committee Noon
July 15	BSR Seminar – Quickbooks 101 8:00 AM BSR Committee 4:00 PM BUDDY'S BLOCK PARTY 5-9 PM
July 22	Design Review Board 4:00 PM
July 29	BSR Seminar – Quickbooks 102 8:00 AM
August 5	The MARKET in Strand Plaza 4:00 PM until dusk First Thursday Art Rush

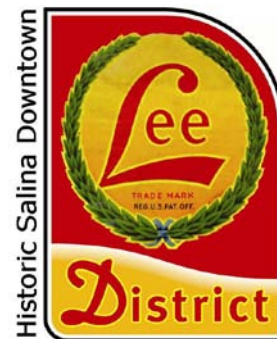
#### Motion to adjourn is in order

Cc: City Manager, local media



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## SALINA DOWNTOWN, INC.

Board of Directors

### LEE DISTRICT

Board of Advisors

Regular Monthly Meeting

**3:30 p.m. Tuesday, June 8, 2010**

Salina Downtown, Inc., 120 W Ash

First twenty minutes reserved for the Board to discuss follow-up to the 2010 Board Retreat. Clark Renfro facilitated.

Mr. Renfro suggested narrowing the list in order to accomplish more. Robin Cates suggested the familiar method of "picking three umbrellas" in terms of goals to work toward due to the restrictive time frame of 6 months. Ex-Officio Dennis Lauver commented that he believes that SDI's collaboration with the Chamber of Commerce has been successful, and that he would like to see a tentative plan in terms of space and capital needs developed in order to keep that synergy going.

In terms of other resources for SDI: The addition of staff has been facilitated. The committees are doing fairly well, but could always use more volunteers. Phyll Klima expressed that the Communications and Advocacy committee needs improvement.

### DRAFT Minutes

Vice President Robin Cates called the meeting to order.

**Roll Call: Present:** Robin Cates, Kenneth Rinke, Mike Forristal, Melissa Goetz, Ken Jennison, Jim Loader, Kathryne Perney, Brian Richardson, Norm Yenkey

**Ex-Officio:** Dennis Lauver, Jason Gage **Staff:** Phyll Klima, Ashleigh Thomson

**Absent:** Beth Vinson, Russel Prophet, Jerry Hinrikus, Christy Lauer

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

**Additions or changes to the agenda** – Sculpture Tour Salina under Board Committee Reports

### **Consent agenda** –

Approval of May 11, 2010 meeting minutes for SDI and Lee District

Approval of Director's Report

Melissa Goetz moved to approve the consent agenda. Mike Forristal seconded the motion. Motion carried unanimously.

**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** –

Development Incentive Program Façade Grant Renewal - Jason Gage reported that the city commission expects to cut the budget. Freezes on positions from 2-3 years and layoffs can be expected. Mr. Gage recommended that the BID District shortens the façade grant request from 5 years to 3 years.

### **Board Committee Reports**

#### Sculpture Tour Salina –

Mike Hoppock reported that 10 subcommittees have been created. The Finance Committee has signed agreement with Greater Salina Community Foundation; they will receive donations for the project.

They have also applied for grant with state of Kansas. They will be notified within 45 days if they are to receive funds. The Sculpture Site Selection Committee has identified 30 potential sites. A call to sculptors will go out July 1, 2010. The Marketing Committee has finalized a logo.

Sponsorships- There will be four \$2500 sponsors, with the remainder being \$1500. 3 of 4 \$2,500 level sponsorships have been procured. Ad space will be sold as well to be featured on the People's Choice Ballot.

There will be approximately 22 sites on Santa Fe between Mulberry and Ash. A People's Choice vote will be cast, with the winning sculpture to be purchased and placed in a public location elsewhere in Salina.

#### Friends of the River –

Volunteers are still needed to greet and educate volunteers at the Smoky Hill River Festival. An electronic information package containing 33 Frequently Asked Questions regarding the River Renewal Project will be sent out very soon. The Master Plan will be unveiled.

#### Business Incentive Package –

The first new business loan has been awarded to Hernandez Enterprises: \$800 loan matched with an \$800 Project Open grant and leveraged with a \$2,400 E-Community loan.

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

Business Support and Recruitment – Brian Schwarz, Chair reporting

- o 2010 Seminars: The Total Package Series is in effect and available for interested parties Registration must be done through SDI.
- o Four façade grants were awarded this year: Carol's Corporate Office: \$8500 dollars. Sonic Drive-in: \$1500. Salina Running Company: \$500. You and Your Surroundings: \$200.
- o Development Incentive Program: There has been \$5000 budget expansion.
- o The purchase of 2 sandwich boards has been approved.

Communications and Advocacy – has not met.

Destination Marketing –

Ashleigh Thomson gave an overview of the pocket dining and nightlife guides to be purchased with Cluster Marketing funds. She is collaborating with SDI's marketing intern to solicit participation from downtown businesses. A suggestion was made to create a guide for retail also.

#### **Action Items**

##### **1. Salina Downtown, Inc. –**

a. Financial Review : Joel Benson–

A suggestion was made to have financial statements be reviewed and approved by executive committee. Jim Loader made a motion to approve the Financial Review. Kenneth Rinke seconded. Motion carried.

b. Preliminary budget-

BID Service Fees: Jason Gage suggested a statewide statutory change in regards to non-profit organizations downtown and at least a 2% increase yearly. This would have to be a recommendation to the city commission and would be considered an ordinance change. It was also suggested by Brian Richardson to be more aggressive as for as soliciting businesses to be Lee District buddies/partners. It was agreed to revisit this issue next month to prepare to go before the city commission before October.

c. Board Elections – Nominations Committee : non-eligible for re-election: Ken Jennison. Three positions available. Robin Cates will rerun. Suggestions for candidacy: Melinda Pound, Brenda Hemmer, Luci Corley, Bret Wallace, Shawn Copeland, Cathy Gabay.

##### **2. Lee District –**

a. Budget Request to City of Salina –

Ken Jennison moved to submit an request to the City of Salina for a annual administrative contribution of \$40,000 and a three year continuation request of %450,000.year/three year for the Development Incentive Program Façade Improvement Program.. Brian Richardson seconded. Motion carries unanimously.

#### **Additional Items**

There were no additional items.

#### **Motion to adjourn is in order**

Jerry Hinrikus moved to adjourn. Kathyne Perney seconded the motion. Meeting adjourned at 4:45 PM.

Cc: City Manager, local media

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

Administration – Office was closed May 31 in observance of Memorial Day. Phyll Klima took vacation June 1 and 2.

Program of Work

**1. Board –**

2010 Program of Work

- A.** Smoky Hill River Development – Several Board members and myself worked the Master Plan presentation during the Smoky Hill River Festival.
- B.** Business Incentive Package –Cluster Marketing incentives are posted on line. First round of Cluster Marketing Grants are due July 5.

Project Open –

- Next round of funding applications due August 2.
  - Received \$10,000 marketing/education award from North Central Regional Planning Commission
  - Received notice of \$25,000 award from Federal Home Bank for project expansion
  - Applied to present at Federal Home Loan Association national meeting in KC
  - Applied to present at Kansas Market Place, Dodge City
- C.** Holiday lighting 2009 – Working with Accurate Electric and City General Services staff to resolve some outages.

**2. Committee Reports**

**A. Business Support and Recruitment**

**Met Thursday, May 20, 2010 without a quorum**

- Lighting – May Pole Painting Party continues to get positive press – NCRPC
- “The Total Package” – marketing series is complete. Financial management (with a strong emphasis on Quickbooks) is scheduled for July.
- Continue individual contact with developers on as requested/as needed basis. These projects frequently involve collaboration with Chamber staff.
- Continue individual business consultations.
- Business Activity Reports

NEW BUSINESSES –

- Avon Beauty Store, 134 S Santa Fe Suite 100

BUSINESSES FOR SALE

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

BUSINESS SOLD

- Martha & David, 108 S Santa Fe Re-opening as Penny Layne in Aug

BUSINESSES CLOSING/CLOSED

- Best Kept Secret, 201 S 5<sup>th</sup>, closing May 31
- Martha and David, 108 S Santa Fe

RELOCATED WITHIN DISTRICT:

**B. Communications and Advocacy**

Published e-newsletter (479 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, June 9, 2010**

The MARKET in second month June 3 in the Strand Plaza with 10 vendors. Next date July 1.

Committee working on marketing last two quarters of 2010.

Buddy's Block Party – 5-9 PM Thursday July 15 will feature Sidewalk Sale, vintage cars, free ice cream and live entertainment at Campbell Plaza.

Downtown Improvements –

- Parking – New electronic ticketing system is now issuing violation fines. New parking duration signs have been installed. Anticipate recommendation to City Commission to change the violation fines to \$5 with escalating fines with repeat/unpaid tickets.

**Salina Area Chamber of Commerce**

- Lee District news included in Chamber monthly newsletter.
- Working closely with the Chamber on Project Open, Sculpture Tour Salina.

**PR/Speaking engagements**

Project Open presentation with Larry Powell to Dickenson County June 23.

May Pole Painting: Letter to the Editor, Thanked the City Commission in general session

News Releases - two re: Total Package Series; one re: NCRPC \$10,000 to Project Open

**Professional Development** –Staff is attending all the Webinars and seminars in the Total Package Series. Ashleigh is attending several webinars re: Constant Contact.

**SALINA DOWNTOWN 2,INC**  
**Profit & Loss Budget vs. Actual**  
January through June 2010

	<u>Jan - Jun 10</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
GRANT INCOME	50,000.00	55,000.00	-5,000.00	90.91%
INTEREST INCOME	0.00	750.00	-750.00	0.0%
ORGANIZATION CONTRIBUTION	55,000.00	40,000.00	15,000.00	137.5%
PROGRAM INCOME	10,494.55	12,550.00	-2,055.45	83.62%
SERVICE FEES	57,026.76	59,500.00	-2,473.24	95.84%
<b>Total Income</b>	<u>172,521.31</u>	<u>167,800.00</u>	<u>4,721.31</u>	<u>102.81%</u>
<b>Expense</b>				
BANK SERVICE CHARGES	136.62	60.00	76.62	227.7%
BUILDING REPAIR/MAINTENANCE	0.00	240.00	-240.00	0.0%
COMMUNICATIONS	883.52	1,200.00	-316.48	73.63%
COMPUTER SUPPLIES/MAINTENANCE	722.09	1,590.00	-867.91	45.41%
CONTRIBUTION	8,150.00			
DUES & SUBSCRIPTIONS	651.35	850.00	-198.65	76.63%
EQUIPMENT-NON CAPITAL	0.00	120.00	-120.00	0.0%
EQUIPMENT MAINTENANCE AGREEMENT	263.17	240.00	23.17	109.65%
EQUIPMENT REPAIR	420.87	75.00	345.87	561.16%
INSURANCE	923.00	900.00	23.00	102.56%
MARKETING	11,608.76	10,500.00	1,108.76	110.56%
MEALS	335.00	180.00	155.00	186.11%
MEETING EXPENSES	1,746.57	2,440.00	-693.43	71.58%
OFFICE SUPPLIES	869.31	600.00	269.31	144.89%
OTHER EXPENSES-MISC.	0.00	0.00	0.00	0.0%
PERSONNEL EXPENSE	26,683.67	26,650.00	33.67	100.13%
POSTAGE EXPENSE	790.31	913.00	-122.69	86.56%
PRINTING	3,730.32	3,525.00	205.32	105.83%
PROFESSIONAL DEVELOPMENT	449.00	1,375.00	-926.00	32.66%
PROFESSIONAL SERVICES	4,758.78	21,300.00	-16,541.22	22.34%
RENT	3,833.06	4,110.00	-276.94	93.26%
SPEC PROJ-FACADE EXP	25,506.73	25,000.00	506.73	102.03%
SUPPLIES	1,416.91	4,250.00	-2,833.09	33.34%
TAXES & FEES	40.00	100.00	-60.00	40.0%
TRAVEL, MILEAGE	1,279.91	1,237.50	42.41	103.43%
UTILITIES	0.00	0.00	0.00	0.0%
<b>Total Expense</b>	<u>95,198.95</u>	<u>107,455.50</u>	<u>-12,256.55</u>	<u>88.59%</u>
<b>Net Ordinary Income</b>	<u>77,322.36</u>	<u>60,344.50</u>	<u>16,977.86</u>	<u>128.14%</u>
<b>Net Income</b>	<u><u>77,322.36</u></u>	<u><u>60,344.50</u></u>	<u><u>16,977.86</u></u>	<u><u>128.14%</u></u>

# SALINA DOWNTOWN 2, INC

## Statements of Activities

June 2010

	Jun 10	Jan - Jun 10
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
GRANT INCOME	0.00	50,000.00
ORGANIZATION CONTRIBUTION	0.00	55,000.00
PROGRAM INCOME	377.00	10,494.55
SERVICE FEES	3,625.58	57,026.76
<b>Total Income</b>	4,002.58	172,521.31
<b>Expense</b>		
BANK SERVICE CHARGES	19.53	136.62
COMMUNICATIONS	125.52	883.52
COMPUTER SUPPLIES/MAINTENANCE	44.99	722.09
CONTRIBUTION	0.00	8,150.00
DUES & SUBSCRIPTIONS	0.00	651.35
EQUIPMENT MAINTENANCE AGREEMENT	43.34	263.17
EQUIPMENT REPAIR	213.33	420.87
INSURANCE	0.00	923.00
MARKETING	288.16	11,608.76
MEALS	0.00	335.00
MEETING EXPENSES	26.48	1,746.57
OFFICE SUPPLIES	38.58	869.31
PERSONNEL EXPENSE		
PAYROLL EXPENSE	268.77	1,886.89
SALARY-DIRECTOR	3,587.46	26,724.90
WAGES	0.00	0.00
PERSONNEL EXPENSE - Other	0.00	-1,928.12
<b>Total PERSONNEL EXPENSE</b>	3,856.23	26,683.67
POSTAGE EXPENSE	0.00	790.31
PRINTING	9.07	3,730.32
PROFESSIONAL DEVELOPMENT	0.00	449.00
PROFESSIONAL SERVICES		
ACCOUNTING	0.00	800.00
PROFESSIONAL SERVICES - Other	0.00	3,958.78
<b>Total PROFESSIONAL SERVICES</b>	0.00	4,758.78
RENT	0.00	3,833.06
SPEC PROJ-FACADE EXP	0.00	25,506.73
SUPPLIES	0.00	1,416.91
TAXES & FEES	0.00	40.00
TRAVEL, MILEAGE	102.50	1,279.91
<b>Total Expense</b>	4,767.73	95,198.95
<b>Net Ordinary Income</b>	-765.15	77,322.36

See accountants' compilation report.

**SALINA DOWNTOWN 2,INC**  
**Statements of Activities**

June 2010

	<u>Jun 10</u>	<u>Jan - Jun 10</u>
<b>Net Income</b>	<u>-765.15</u>	<u>77,322.36</u>

# SALINA DOWNTOWN 2,INC Statement of Cash Flows

June 2010

Jun 10

	<u>Jun 10</u>
<b>OPERATING ACTIVITIES</b>	
Net Income	-765.15
Adjustments to reconcile Net Income to net cash provided by operations:	
ACCOUNTS PAYABLE	-143.77
ACCOUNTS PAYABLE- FACADE GRANT	-1,465.78
FEDERAL WITHHOLDING PAYABLE	-125.00
FICA PAYABLE (Social Security)	-52.48
Net cash provided by Operating Activities	<u>-2,552.18</u>
<b>INVESTING ACTIVITIES</b>	
NOTES RECEIVABLE:NOTE RECEIVABLE-StartUp Kansas	481.25
NOTES RECEIVABLE:NOTES RECEIVABLE - SDI New Busi	-800.00
Net cash provided by Investing Activities	<u>-318.75</u>
<b>FINANCING ACTIVITIES</b>	
NOTES PAYABLE-STARTUP KS	-481.25
Net cash provided by Financing Activities	<u>-481.25</u>
Net cash increase for period	-3,352.18
Cash at beginning of period	<u>246,114.24</u>
Cash at end of period	<u><u>242,762.06</u></u>

**SALINA DOWNTOWN 2,INC**  
**Expenses by Vendor Summary**

January through June 2010

	Jan - Mar 10	Apr - Jun 10	TOTAL
ACCESS TELEVISION	50.00	0.00	50.00
BARKIN DOG GRAPHICS	150.00	502.50	652.50
BEST KEPT SECRET	0.00	35.00	35.00
BOARDSOURCE	0.00	169.00	169.00
BREAD BASKET II	0.00	335.00	335.00
CONSOLIDATED PRINTING	0.00	3,718.77	3,718.77
COX COMMUNICATIONS C	374.40	376.40	750.80
Deluxe Checks	86.00	0.00	86.00
FRIENDS OF THE RIVER FOUNDATION	3,000.00	0.00	3,000.00
GREATER SALINA COMMUNITY FOUNDATION	25.00	5,000.00	5,025.00
HEMMY, GARY	0.00	25.00	25.00
IMAGEQUEST, INC.	90.46	184.26	274.72
KAKE	127.00	0.00	127.00
KANSAS CENTER FOR ENTREPRENEURSHIP	-240.00	-240.00	-480.00
KANSAS DEPARTMENT OF COMMERCE	50.00	0.00	50.00
KEY OFFICE	38.58	116.67	155.25
KSAL	150.00	70.00	220.00
KSN	0.00	50.00	50.00
KWCH-TV	210.00	0.00	210.00
la Voz de Salina	0.00	160.00	160.00
MICHAEL H. OLSON PA INC.	200.00	600.00	800.00
NATIONAL TRUST FOR HISTORIC PRESERVATION	0.00	250.00	250.00
PHYLL KLIMA	1,265.23	3,561.35	4,826.58
Postmaster	603.00	0.00	603.00
RANDALL, JENNIFER	0.00	65.00	65.00
RAY SNYDER TRUST	0.00	210.00	210.00
SALINA CHAMBER OF COMMERCE	4,879.57	3,836.77	8,716.34
SALINA JOURNAL-v	300.00	509.25	809.25
SALINA MEDIA GROUP	450.00	348.16	798.16
SIGN PRO	174.20	0.00	174.20
Smoky Hill River Festival	0.00	500.00	500.00
SOLLENBERGER, ADAM	0.00	25.00	25.00
STARDUST TROPHY	380.41	0.00	380.41
THE HARTFORD	923.00	0.00	923.00
THE PHONE CONNECTION	207.54	213.33	420.87
The Volunteer Connection	150.00	0.00	150.00
U. S. POSTMASTER	0.00	176.00	176.00
WESTERN ASOCIATES INC	6,860.80	180.90	7,041.70
<b>TOTAL</b>	<b>20,505.19</b>	<b>20,978.36</b>	<b>41,483.55</b>