

East Sprague Business Improvement District

Advisory Board Meeting

October 26, 2016

SPRAGUE UNION TERRACE (1420 E SPRAGUE AVE) COMMUNITY ROOM

MINUTES - APPROVED

Attendance

Attendees: Tara Brown, Darryl Reber (Board), Jim Orovic (Board), LaVerne Biel (Board), Melissa Owen, and Dana Reinke

Welcome and Introductions:

Motion to approve minutes from September 21, 2016

Motion made and approved (Jim/Darryl)

Discussion Items:

1. BID Contract: The contract was signed by Tara. There was a question on how we process the payments for the BID. ESBA is the Treasurer. Create a Formal Payment Process:
 - Submit advisory requests to the ESBA (administrator) and they pay the bills.
 - Action Item: Develop a Policies and Procedures for payment process in a separate meeting.
 - What is the expected timeline for payment from the City?
 - Is there a cap on that? Create Forms and Internal forms?
 - Accounting system follow the same format as the Downtown BID. Tara will find out what we will need to do. Tara is responsible (as president) for the record keeping. Melissa, Boris, and Tara will meet separately to discuss.
2. We discussed how to handle Reserve accounts not to spend all the same year. December 31, 2016. See AR and income.
3. Marketing for the BID.
4. We discussed the TIPs project, CSO tanks, McKinnley School, Frontier Behavior Health, Community Frameworks, and how these projects will affect our businesses. Recommended putting a Sunset Clause to meet construction deadlines. BID suggestions - 60 working days fine or bonus to get done. Example of what we don't want to see happen: Downtown under surface.

5. Request longer contracts. 3 - 5 year BID contract.

6. We discussed various how to market our area. We have yet to finalize any branding. We need Area Unified Branding. Finalize a name. (Example: Union Park. Geographic Sprague Union Park) Create a Formal group and encourage community involvement - workshop. International - East University - Bid for the logo design - history to back the name Spokane Unified District (to be unified for the benefit).

Action Item: Dana will reach out to finish the name and logo. We need the top three names prior to construction.

7. Signage for the start of the district. Sprague Union, Sprague East, Sprague Central, is a dividing point.

Celebrations: Start of construction ground breaking party – We're open for business – Specials – Parking - Ribbon cutting party -

Things we can do to promote the area during TIP construction: Advertising for a give away (companies who agree)

Host a series of events (concert series to bring people down here)

Creating things beyond

Grating the alleys

Information/Greeting center

Radium security patrol twice a day

8. Where can we spend the BID money?

- Emptying the trash cans on a regular basis (weekly)
Geiger Corrections - Tara will meet (November 9th at 1:15p)
- Snow removal
- Christmas decoration - who will benefit
- Sidewalks - all people in the BID
- Snow event with limits - \$365 a day Geiger (12 events) along sprague clearing intersections, and ADA ramps, garbage weekly. Plus dump fees.
- Branding \$5,000
- Co-branding marketing dollars per add and a CAP
- Press releases

Submitted by LaVerne Biel