

East Sprague Business Improvement District

Advisory Board Meeting

November 30, 2016

12:00pm - 1:30pm

SPRAGUE UNION TERRACE (1420 E SPRAGUE AVE) COMMUNITY ROOM

MINUTES - APPROVED

Attendance

Advisory Board Members present: Jim Hanley (Zone 1, Business/Property Owner), Darryl Reber (Zone 1, Non-Profit & Residential), Bob Mauk (Zone,1 Business/Property Owner),

Jim Orovic (Zone 3 Rep for Business/Property Owner).

Tara Brown (ESBA President) on phone.

City of Spokane Staff present: Mellissa Owen,

Guests and community partners present: Dana Reinke (Creative Catch Studio), Michael Ruby (Sign Art Studio), James Daniels (Sign Art Studio).

Absent - LaVerne Biel (Zone 1, Business/Property Owner),

Welcome and Introductions:

Motion to approve minutes from the November 16, 2016 meeting:

Motion made by Darryl and 2nd by Jim Hanley, minutes approved.

Discussion Items:

1. Branding and renaming district
 - a. Dana has contacted Robinson Research to see what kind of neighborhood research about a name change they would do for a budgeted amount of \$3,000 dollars. For this amount they would perform a face to face and phone questionnaire, to businesses and residents in the TIP area, and report their findings.
 - b. The current list of names for the area are: (alphabetical)
 - 1, East Sprague
 - 2, Keystone
 - 3, Sprague Union Park
 - 4, Union Park
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It was determined that a postcard sent to all addresses in the TIP area with a request to vote for your choice, may be as effective as paying for a research company. Also suggested that a voting card could be put out in local stores for people to vote on the possible names.

Vote to be scheduled for some time in January.

2, Invoice / Request for Funds From The City

A proposed invoice was developed to request our available funds from the city treasurer but has not yet been submitted.

Invoice was approved by the board and is as follows:

**East Spokane Business Association (ESBA)
INVOICE**

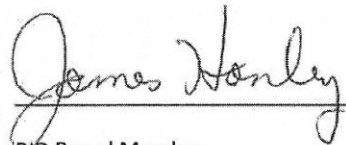
Date:
November 30, 2016

Invoice Number:
1

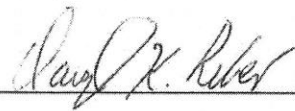
Bill To:
Kevin Young
City Treasurer's Office
808 W. Spokane Falls Blvd.
Spokane, WA 99201-3303

Remit To:
East Spokane Business Association
PO BOX 4132
Spokane, WA 99220

Description	Total
Clean and green funds (neighborhood cleaning & upkeep, etc)	\$7000
District branding & marketing	\$4000
Neighborhood beautification	\$5,500
Safety and security	\$7000
Administration	\$250
All expenses are for fourth quarter funds per agreement outlined in Clerk's file #OPR-2016	
Total	\$23,750



BID Board Member



BID Board Treasurer

ESBA President

3. Work Projects

Work has begun by Department of Corrections work crews.

Four days of cleaning have been performed so far, concentrating on the BID area core.

Work will continue into the surrounding area until an initial cleaning is done. A maintenance schedule will be established once the initial cleaning is done.

4. Marketing and Branding

- a. Michael Ruby and James Daniels of Sign Art Studio came to the BID meeting to discuss the signs to be put up during construction. Structural foam boards carved and painted to look like rock, and signed to list the area businesses, mounted to a plywood base with two 55 gallon barrels filled with water for weight, have been proposed. We need to decide on how many we need and where they will be placed.
- b. There was a question brought up as to what we might do with these when we are done? Can we sell them to other districts or possibly rent them out?
- c. What kind of secondary signage will be needed for along the detour routes? The city will provide some signage with names of businesses on them, will additional signage be needed? What kind? Can funding for signs come from the Safe and Security funds? These questions still need to be addressed.

5. Garbage Cans

- a. Proposed that some new garbage cans be purchased. We need to determine size, style, color and number that will be needed. We will also need to determine where they will be placed.

6. Communication

- a. The BID board understands that it is important to keep the rate payers informed as to what the board is doing with collected funds. It was proposed that a treasury report be sent out to rate payers twice a year. It was proposed that a request for email addresses of the rate payers be included in the next billing cycle in order to make communication more efficient and inexpensive.

Adjourn 1:55

Next BID board meeting will be Wednesday December 14, 1:00 after the ESBA meeting.
