

East Sprague Business Improvement District

Advisory Board Meeting

January 18, 2017

12:00pm - 1:00pm

SPRAGUE UNION TERRACE (1420 E SPRAGUE AVE) COMMUNITY ROOM

MINUTES

Attendance

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

City of Spokane Staff present: Mellissa Owen,

Guests and community partners present: Dana Reinke, Karen Sutula, Randy McGlenn

Absent - Jim Orovic (Zone 3 Rep for Business/Property Owner), Tara Brown (ESBA President).

Welcome and Introductions:

Motion to approve minutes from the December 14, 2016 meeting:

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

Correction for December Minutes: Name submitted for consideration "Sprague Union" not "Sprague Union Park" as stated in minutes.

Discussion Items:

1. Work performed by Geiger corrections.

Work being performed by Geiger corrections crew has not been quite as contracted according to Jim. It was agreed upon that they would provide up to 8 people on a crew working full days in the district. So far it appears that the crews are four or five people and don't work full days at the same cost. This will need to be looked into to see if we are getting our monies worth.

2, Marketing/Branding

Dana Reinke has been doing all the leg work to get together a mailing list and make preparation with Walt's Mailing for a vote by mail for the name of the district.

A mailing card, folded to 5x7 for mailing with a perforated tear off card for returning would be made by Walt's Mailing and distributed to a mailing list that stand currently with 606 residents and businesses and a list of business owners from the BID list of

542. These lists would be merged, and purged of duplicates in order to get the final mailing list. Total cost of mailing has not been established yet, but is not to exceed \$1500.00. Dana stated that some reduction in cost can be made by having a vote available through a Google questionnaire for online voting.

Fees are from;

- 1, Walt's Mailing
- 2, US Post Office for the mailing permit.

Dana said she will compile the results if that is agreeable with the board. The members present agreed to that.

Discussion ensued about the branding being for the business district or for the whole neighborhood. There apparently has been talk that this is to rebrand the "East Central Neighborhood" with a new name, or to create a whole new recognized neighborhood.

The BID Board considers branding of the district as creating a "place" that can be referred to, and become known as a destination.

Karen Sutula said someone could come and present to the neighborhood on the branding proposal at the Community Café meeting on February 6th, 6:00 PM. at the Spear building, 1905 E. 1st Ave.

Next meeting is scheduled for January 18th.

Agenda: Budget for 2017
