

# East Sprague Business Improvement District

## Advisory Board Meeting

February 15, 2017

12:00pm - 1:30 pm

SPRAGUE UNION TERRACE (1420 E SPRAGUE AVE) COMMUNITY ROOM

### MINUTES - APPROVED

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#### Attendance

Advisory Board Members present: Jim Hanley (Zone 1, Business/Property Owner), Darryl Reber (Zone 1, Non-Profit & Residential), Jim Orovic (Zone 3 Rep for Business/Property Owner)

City of Spokane Staff present: Mellissa Owen

Guests and community partners present: Dana Reinke (Zone 1 Business Owner), Karen Sutula (East Sprague TIP Resident & EC Neighborhood Council Chair)

Absent - Bob Mauk (Zone,1 Business/Property Owner), LaVerne Biel (Zone 1, Business/Property Owner), Tara Brown (ESBA President).

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Meeting called to order at 12:14 pm

#### Welcome and Introductions:

#### Motion to approve minutes from January 18 postponed to March mtg, 2016 meeting

#### Discussion Items:

##### 1. Funds Utilization

###### *2016 Treasurer's Report*

None at this time. Melissa to reach out to ESBA treasurer regarding BID expenditures to date.

###### *Marketing/Branding proposal (expenditure approval form)*

Dana had update on mailer. She will need a permit from post office in order to have the return mail feature desired. Dana spoke to updates to the paper and online versions of the ballot and outlined next steps.

Motion to approve PBIA expenditure form (with edits) made by Jim Orovik, M/S by Darryl Reber, all in favor with no rejections or abstentions.

*Note: Board approved an expenditure for the mailer no to exceed \$1500 at their January 18, 2017 mtg.*

Bigger PBIA question on the larger branding effort. Realistic price range from \$500-\$4,000; however, PBIA should be able to get a good product for about \$1500. Dana will work with Tara and Darryl regarding desired marketing package so that they can request estimates.

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## 2. 2017 BID Budget

### *2017 Budget by all use categories*

Suggestion that they PBIA may need to reconsider a PBIA employee; Marketing efforts may need to be increased due upcoming construction.

### *Expenditures noted for particular discussion*

SNOW REMOVAL – Jim Contacted Pete’s Garage, they would need to know by August whether they have a snow removal contract in order to provide service during the 2017-2018 winter season.

BRANDING – Bigger PBIA question on the larger branding effort. Realistic price range from \$500-\$4,000; however, PBIA should be able to get a good product for about \$1500. Dana will work with Tara and Darryl regarding desired marketing package so that they can request estimates.

3. Update on 2017 Assessment Roll Hearing – hearing date and ordinance updates (final reading) moved to February 27<sup>th</sup> at 6 pm.

4. Around the room/Conclusion - none

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Next meeting is scheduled for March 15<sup>th</sup>.

Agenda Items: PBIA employee; Equipment Needs (like those for snow removal); BID Accountant; Security Discussion.

### Action Items:

Melissa to review process for expanding boundaries of the PBIA.

Melissa to contact Larry Stone for PBIA treasurer’s report