

East Sprague Business Improvement District

Advisory Board Meeting

March 15, 2017

12:00pm - 1:00pm

SPRAGUE UNION TERRACE (1420 E SPRAGUE AVE) COMMUNITY ROOM

MINUTES - APPROVED

Attendance

Advisory Board Members present: 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: Boris Borisov,

Guests and community partners present: Dana Reinke, Karen Sutula, Mike Ruby

Absent - Jim Orovic (Zone 3 Rep for Business/Property Owner), Tara Brown (ESBA President).
Jim Hanley (Zone 1, Business/Property Owner),

Welcome and Introductions:

Motion to approve minutes from the February 15, 2016 meeting:

Motion made by Bob and 2nd by Darryl, minutes approved.

Discussion Items:

1. Treasurers Report.

There is some confusion as to who is to be responsible for BID and ESBA check writing. The two entities need to be kept separate from one another. All bills that need to be paid by the BID need to go through Darryl Reber (BID Treasurer) for approval to be paid. To date, it has been Larry Stone (ESBA Treasurer) approving the payments made by the BID.

A meeting between Larry, Darryl, Tara and Chad is needed to clarify the procedures for paying the BID bills.

2, Marketing/Branding

Dana Reinke has been receiving the votes for the district name. Dana stated that the returns of the cards have exceeded the anticipated amount of about 10%. Voting for the district name closed on Friday March 17th and we will have a tally by the next meeting. Currently it appears that the #1 name and the #4 name have equal votes. People either like it or not. Not much grey area there. It was discussed that we may need to weigh the responses or remove votes from the property owners that have

multiple parcels and just give them one vote total. More discussion on this matter is sure to come.

3, Logo

Once a new name for the district is chosen a logo will be needed for stationary and other district business. Dana presented a bid for design work on the logo by her business, Creative Catch Studio, for a total cost of \$3,256.00. (see attached page). Bids from other designers will be needed as required for comparables.

4, Signs

Michael Ruby of Sign Art presented a more completed sign for use during road Construction. The foam art signs will include:
2 Foam Art Sculptures
Event advertising with 2 signage changes during construction.
Delivery and set up at the beginning of construction.
Removal at the end of construction

Cost for this is \$6,522.00

5, 2017 Budget

Changes to the distribution of funds for 2017
Clean and Green – remain the same at 25%
Marketing – increase to 25%, currently at 15%
Safe & Security – reduce to 10%, currently at 25%
Beautification – 25%
Admin – change to 5%, currently 1%
Reserve – 10%, currently at 14%

Motion to approve budget changes made by LaVerne and seconded by Darryl.
Approved by board members.

A contract extension for the BID with the City of Spokane is needed as the current contract ends March 31st. Boris is working on getting the contract extended until the end of June so that we will have time to get a multi-year contract in place by July 1st.

Attachments: Light pole design, Foam construction sign and estimate, Creative Catch Logo estimate.

Next meeting is scheduled for April 19th.
