

# East Sprague Business Improvement District

## Advisory Board Meeting

October 18, 2017

12:00 PM - 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), LaVerne Biel (Zone 1, Business/Property Owner), Darrell Smith (Zone 1, Business/Property Owner)

ESBA Leadership present: Tara Brown

City of Spokane Staff present: Melissa Owen

Guests: Lars Gilberts (U-District Development Association/U-District PDA), Mark Richard (DSP), Dana Reinke, Jack Strong

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#### Welcome and Introductions:

**Motion to approve minutes:** Approval of September 14 and September 20 meeting minutes postponed to November.

#### Discussion Items:

1. Sprague PBIA/Downtown BID conversation

Mark Richard of the DSP provided board members and attendees with an overview of the DSP and the downtown BID. Mark advised the group that 60% of the revenue generated from BID assessments go toward the clean and safe programs. The clean team is out 6 days a week – they clean up leaves, pressure wash when necessary, empty garbage cans every day, collect garbage from streets, and remove graffiti. Ambassadors encourage positive behavior and are trained on visit engagement through Visit Spokane. The ambassadors also help with cleaning, street closures, events, etc.

Other programs are related to downtown vibrancy. These include events, programs, activation, and economic development. The goal is creating reasons to visit, for employees to stick around after work, and for property owners to invest in living or a business in the downtown. Parking is program area for the BID and DSP. This work includes engagement in decisions around parking rates, technology, and reinvestment of parking dollars back into the downtown area (a stakeholder group decides how parking revenue is spent).

Mark encouraged the members of both ESBA and the East Sprague PBIA boards to consider adding an accounting and/or legal representative to their boards. He also encouraged the

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group to formalize a conflict of interest policy and statement for board members to sign.

Mark also discussed the relationship between the BID advisory board and the DSP. The advisory board makes recommendations to the DSP. The DSP then takes action by either moving forward the recommendations of the board or editing the recommended budget. Market mentioned that there are also opportunities to adjust throughout the year which includes feedback from the advisory board.

2. Outstanding Balance/2018 Assessment Roll Hearing

Board made a recommendation that ESBA Executive Board write-off interest and fees as proposed by city staff (with one exception). In particular the Advisory Board would like to waive the interest and fees if balance owed is paid within 30 days of final notice.

3. 2017 Funds Distribution/ESBA Invoice

No new update.

4. PBIA Program Updates

*Marketing and Branding* – the Website platform is in place, but no content has been added. LaVerne is taking the lead to connect with Shannon re: website work including formalizing the budget in order for ESBA to contract for website work.

*Clean and Green* – Geiger Crew will be removing hanging baskets.

*District Beautification* – 104 baskets ordered for 2018. The costs of these baskets has increased from 2017 due to request for additional color and upgraded basket/hangers that won't spin (this should ensure that irrigation tubes stay in place and baskets are watered).

5. Conclusion/Other Business

Melissa Owen advised the board that questions about parking management are coming up for both the Sprague Union District and South UD. Heather Trautman and Melissa are planning to begin the conversation about parking management for the Sprague Union District in 2018 (no specific timeframe yet determined). Lars noted that the University District is engaged in a two-phase parking study which should help inform the conversation.

Next meeting is scheduled for 12:00 PM, November 15, 2017 at the Sprague Union Terrace  
(1420 E SPRAGUE AVE) COMMUNITY ROOM.

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