



East Sprague Parking and Business Improvement Area (PBIA) Ratepayer Advisory Board Meeting

Date: December 15, 2021 Time: 12:00 to 1:30 PM

Annual Meeting Minutes

Quorum met

Officers: Jim Hanley – Board Chair, Darryl Reber – Vice Chair, Bob Mauk – Secretary/Treasurer.
Board Members/Staff: Dana Reinke (via zoom), Chris Venne, Ex Officio, Executive Director – LaVerne Biel, Guests: Tresa Schmautz, Jaymi Dunbar, John Tombari, Kevin Chen, and Janell Chen

- President Jim Hanley opened the meeting at 12:01p and introductions were made.
- LaVerne presented ESBA's 2022 PBIA Management Plan (handed out and shared content on zoom).

We reviewed the 2022 Revenue Budget with a zone contribution breakdown.

The Board discussed the difference in revenue collection from 2020 to 2021 from 73% to 92%.

The main difference (between 2020 and 2021) was the formation of an AR committee (Bob, Dana, and LaVerne) to review outstanding invoices, past due notice mailings, and a letter sent by Jim Hanley along with past due invoices. The additional focus and working alongside City of Spokane's Finance personnel have led to the success of collecting additional funds.

We discussed how to take further action so money can be collected before a property has been sold. The BID will work with the City Attorney to set up promissory notes so the amount can be cleared prior to real estate closing documents are signed.

Past accounts can be turned over to the Credit Bureau for further public disclosure.

Bob Mauk outlined the PBIA Beautification Program.

Bob ordered 115 hanging flower baskets for 2021. Additional wireframes were ordered for 2022 to support the weight of the larger baskets and the high winds that we experience along Sprague Avenue.

Jim Hanley reported on the Clean and Green Program.

Jim and Doug have been working with the City to replace broken street lamps and garbage cans. The PBIA removed over 6 tons of garbage from the district in 2021. We have had challenges working with the City of Spokane to correct the sprinkler systems on the light poles and in the street planters.

Dana Reinke described the Marketing and Branding program.

Dana explained to the group how various events were cancelled due to Covid. Holiday on the Ave was the only event that occurred in 2021 (December 4th). She reported that there were 22 businesses involved with varying degrees of success. The event included: social media postings, \$1,000 grand prize, pop-up shops (to bring in out of area businesses), photo contest (posting to Instagram). Dana will continue to work with businesses on how to promote their products, have sale items, and generate buyer curiosity. She will ask Heather Hanley to help put a training class together. Dana reported that there were 93 social media reports throughout 2021.

We discussed the walking history map of the district. Tresa described how she has worked with the City of Spokane's historical preservation department in the past. She knows that the City has a cell phone app that is not fully functional yet. We could tap into information that has already been discovered and developed. Tresa volunteered to help on this project.

Darryl Reber laid out what had been done for Safety and Security in the district.

Darryl thought that the largest improvement was cleaning up the Tormino Properties. He has continued to work with Code Enforcement to clear vagrant camps from forming under the train viaducts. Snow removal program will be implemented when 2" of snow has accumulated on the sidewalks.

We talked about Main Avenue being paved along with the installation of sidewalks in the complete streets format. We've been told that this is schedule to happen in 2022.

Additional group discussions:

- Provide a newsletter to districts residents on what the PBIA is doing, and how it improves their neighborhood.

- Ask for additional donations from the neighborhood.
- Our District is thriving in comparison with downtown.
- The development of McKinley School is skeptical under the current ownership.

A motion was made to accept November 17 minutes as written (Chris/Darryl). Approved.

BID Board Election:

A motion was made to accept Tresa Schmautz and Jamiy Dunbar to the Board (Bob/Dana).
Approved.

Positions were established as follows:

President – Darryl Reber

Vice President – Amy Vega

Secretary – Chris Venne

Treasurer – Tresa Schmautz

A celebration will take place January 19th (BID Meeting) (cake & champagne) for the Jim Hanley and Bob Mauk's PBIA conception and contributions. We owe them a debt of gratitude.

- *Meeting Adjourned 1:38p*