



**East Sprague Parking and Business Improvement Area (PBIA)
Annual Meeting Ratepayer Advisory Board Meeting
Date: June 19, 2024 Time: 12:00 to 1:30 PM
Meeting Minutes
Quorum met**

Officers: Chris Venne - President (Chair), Amy Vega – (Vice Chair), Dana Reinke – (Secretary), Tresa Schmutz – (Treasurer), Broad Member: Sam Mace, Ratepayers: Darryl Reber, Jim Hanley, Executive Director - LaVerne Biel.

- President Chris Venne opened the meeting at 12:02p
- May 15, 2024 minutes (Sam/Jim) were approved as written.
- Financial Reports – Tresa Schmutz
 - Financial income and expenses are operating as expected.
 - Exceptions were addressed in the “note” tab on the spreadsheet.
 - The City was invoiced in June for the 2nd Qtr invoice. We are expecting payment by the end of June.
- Administrative – LaVerne Biel
 - The Sprague Union District Flag will be hung separately in front of LaVerne’s office to see if we are moving forward with the current design. The brackets for the Avista poles will need to be redesigned.
 - East Sprague planters are ready and waiting for a part to be delivered.
 - We reviewed the Sumac Weeding Program. A recommendation was made to have it go out to bid to look at our options. Dignified Workday will be contacted for a quote.
 - ARPA money was approved for \$14,000 on garbage cans. Recommend a commercial grade can. We will work with Amanda on how to move the process along. Sam and Jim agreed to be on the selection committee.
- Neighborhood Beautification – Amy Vega
 - We will continue to ensure that the flowers are watered.
- District Branding and Marketing – Dana Reinke
 - We reviewed two media page proposals. A motion to accept Cadmar’s proposal was made (Amy/Darryl) and approved for \$200 per month.
 - Ideas to improve area branding:
 - Instagram, X, Seminars
 - Heather will be taking over the events platform from Dana.
 - Focus on one main event per year.
 - Autumn on the Ave will be the primary focus.
 - Dana is gathering information regarding updating our website. Cost will be around \$3,000.00 (with trade and sponsorship)
 - Dana will send LaVerne data information to implement MailChimp for brand awareness.
- Clean and Green – LaVerne Biel
 - No report

- Safety and Security – Darryl Reber/Chris Venne
 - We continue to look for long term solutions to camping under the viaducts

Meeting adjourned at 1:29p

DRAFT