



East Sprague Parking and Business Improvement Area (PBIA)

Ratepayer Advisory Board Meeting

Date: September 18, 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 Schmautz – (Treasurer), Broad Member: Sam Mace, Ratepayers: Darryl Reber, Jim Hanley, Bruce Gage; Shayla Scott, Executive Director - LaVerne Biel, Amanda Beck – City of Spokane Liaison

- President Chris Venne opened the meeting at 12:03p
- September 18, 2024 minutes (Jim/Darryl) were approved as written.
- Financial Reports – Tresa Schmautz
 - Financial income and expenses are operating as expected.
 - Clean and green are over budget due to more litter and trash and expanding the clean and green program per BID rate
 - Safety and Security is under budget due to low snowpack in January and February 2024
- Guest Speakers from Visit Spokane – Lisa Simpson & Julianne Kerley
 - Visit Spokane is a destination organization
 - Promote community and resident events
 - Produces overall commercial advertising
 - Publishes tourism agendas for economic development
 - The community engine draws people here
 - Offers a broader regional benefit
 - Funded:
 - Lodging tax and revenue stream
 - Looking for long-term commitments for convention sales and services
 - Marketing is invisible to residents – outside of Spokane
 - Focusing on:
 - Seattle
 - Dallas
 - Missoula
 - Los Angeles
 - Phoenix
 - The visitor center is visited by 20,000 per year
 - February is their annual meeting
 - Social media mentions
 - Offsite booths
 - Report card
 - No longer a member only organization
 - Businesses get a free listing (lead time 4 to 6 weeks)
 - Working on a digital platform for the relocation pamphlet
- Amanda Beck – City of Spokane Liaison
 - Reviewed the Ratepayer letter

- 20% rate increase will be \$103,216.00
- CSO Tank Update
 - Amanda is working with Parks & Rec – pickleball courts
 - Lighting
 - Working bathrooms
 - Arts Groups – Mural space
 - Planting trees on the south side of the property
 - (Briefly discussed Brick West property)
- Support Chris and LaVerne at the City Council Meeting – December 2nd
- Administrative – LaVerne Biel
 - Reviewed the 2025 budget with 93% payment rate
 - Approve 2025 budget at the next meeting
 - Reviewed Letter to ratepayers with one modification
- Neighborhood Beautification – LaVerne/Tresa
 - Reconstruct hanging plant water system for 2025 – Annual report
 - Tresa met with Carl Strong
 - Each water agreement is different throughout the City
 - Investigating if BID can take over the watering system
 - It needs to be updated prior to handing off
 - Money needs to be appropriated for maintenance.
 - Flower blends – Yankee Doodle or Carnival color blends – LaVerne will email
- District Branding and Marketing – Dana Reinke
 - Autumn on the Ave – October 12th -
 - Turned out well “It was busy”
 - Estimated count 1,000
 - KREM 2 did an interview on Wednesday
 - KXLY 4 did three interviews
 - Constant Contact email campaign was implemented this year
 - 3x the foot traffic
 - Future:
 - Work on Event Parking Lots – LaVerne
 - Food Trucks – build into the budget
 - Earlier start time for events
 - Holiday on the Ave - December 7th
 - 2025 Spring on the Ave - April 26th
 - The website: no report
- Clean and Green – Tresa Schmautz
 - Problems with ground irrigation system (addressed with the City)
 - Garbage can discussion with an email vote to purchase
- Safety and Security – Darryl Reber/Chris Venne
 - No report

Meeting adjourned at 1:46p