



Partners working together to cultivate an attractive and thriving downtown

ECONOMIC VITALITY TEAM: SURVEYS AND INCENTIVES

MEETING SUMMARY – THURSDAY, AUGUST 18TH, 2016

ATTENDEES: Michelle Petersen, Tina Chitwood, Corina Walters, Dave Kmetz, Chip Bahr, Sue Uebele, Judith Schultz, Kristen Olsen

The meeting began with the introduction of attendees and a description of their stakeholder position in the Downtown Development. The focus/goal of the team was stated, and is as follows:

“To determine the type/size of projects necessary to address deferred maintenance or upgrades to commercial/residential spaces in downtown, and to develop and implement new financing mechanisms to assist with funding, as well as to create marketing materials to summarize available funding resources”

Attendees reviewed a sample introduction letter and survey that had been drafted by Tina Chitwood, and discussed what the best delivery vehicles would be for conducting the survey. All were in agreement that “in-person” interviews were the ideal method, however a variety of other methods would need to be employed as well to reach a larger audience. It was determined that Building Owners were the primary target audience, and Tenants were secondary when it pertains to achieving our goals. Gathering a list of Building Owners will take coordinating, as there does not appear to be a readily available list. Different sources for obtaining this information were discussed.

The team will review the introduction letter and propose changes at the next meeting. The letter will be mailed to Building Owners to create excitement about the Downtown Development project, and to encourage them to contact us to schedule an interview for the survey. The team will also review the survey in advance of the next meeting, prepared to suggest changes. It was concluded that the survey needs to be narrow and concise to remain focus on achieving our goal.

There was discussion about Building Owners that are not interested in making improvements, even after they have been identified by either the team, citizens, or others. The team agreed that there may at some point be the need for code enforcement to bring ensure some buildings are addressed.

The team also discussed what the scope of “improvements” included when pertaining to our goal. Does it involve only the Building Owner and façade, or should the area from the sidewalk to the street be addressed as well? Or, do we take it even further, and include the interior of buildings? The general consensus of the team was to address the façade and sidewalk area up to the street.

Lastly, the team agreed to move the monthly meeting to the 2nd Thursday of each month to avoid a scheduling conflict with another team.