Czech Village New Bohemia SSMID Meeting Minutes
June 19, 2018 | 8:30-10:00 am | Space donated by the National Czech & Slovak Museum & Library

Present: Craig Byers, Lijun Chadima, Stephanie Jelinek, Pam Lewis, Ana McClain, Chad Pelley, Jim Piersall, Bob Schaffer
Absent: Jessalyn Holdcraft
Guest: Aaron McCreight
Economic Alliance Staff: Doug Neumann, Audrey Wheeler

Call to Order
Byers welcomed everyone and called the meeting to order at 8:32 am.

Presentation re: NewBo Evolve
McCreight shared an update on NewBo Evolve indicating the two largest focuses are street closures and parking, both of which are still being finalized. The zipline isn’t an option for this year but a contract is signed for next April through August. Session talent procurement is in final stages and session schedules will be finalized and communicated soon. A mailing is being sent to core districts encouraging participation and offering neighborhood discount codes. Session venues being used for the event include DoubleTree, African American Museum, library, TCR and NewBo Market.

McCreight mentioned that ticket sales for Maroon 5 are going well with Clarkson sales lagging a bit behind. They are currently at about 50% of anticipated sales for 3-day passes but industry trend on outdoor events shows ticket spikes 7-10 days prior to the event. McCreight shared that it is not likely that individual session tickets will be offered due to session venue size limitations and the number of 3-day passes they anticipate selling.

Chadima requested that the alley between 3rd and Cherry Building not be blocked for loading and unloading purposes. McCreight encouraged everyone to upload information about what businesses and districts are doing so that can be shared with event attendees. He asked for everyone to reach out whenever questions arise.

Consent Agenda
McClain moved approval of the April and May Meeting Minutes with Jelinek seconding. The April and May Meeting Minutes were unanimously approved.

Neumann shared a new financial format for budget information and asked for feedback. The commission expressed appreciation for the simplified format. Neumann inquired about any type of council budget that could be incorporated and expressed that the May statement simply shows a compressed version of City budget categories. He specifically referenced information on $1,000 for parking lots and $7,500 for capital improvements. Lewis inquired about revenues being low for this year. From the limited information he has so far, Neumann said he anticipated revenues would be higher next year. Byers will get budget information to Neumann for next meeting.

Piersall moved approval of the May Financials with Pelley seconding. The May Financials were unanimously approved.
Approval of planting/watering contract
Neumann said new information on costs for planting had been received and suggested the “not to exceed” total for the contract be changed from $8,000 to $5,700. The $30 hourly rate for watering remains the same as last year.

Jelinek inquired about plants in planter beds and Wheeler responded that the planting estimate was for the above ground planters but that suggestions and costs for ground beds could be obtained. She will also ask the gardener about adding more to the planters at the end of 16th Avenue.

Schaffer moved approval of the Economic Alliance planting and watering contract not to exceed $5,700 with Chadima seconding. The planting and watering contract was unanimously approved.

SSMID Commission appointments/future board rotation
Neumann noted that the three individuals on the commission with expiring terms had all submitted reappointment interest. He indicated that city and state law doesn’t require term limits or breaks in service, but the commission could consider adding limits that encourage a break in service. Downtown and Medical Districts both have two three-year terms with at least a one-year break before reapplication.

Commission members noted that with the number of properties recently purchased by Mary Kay McGrath, we should start including her in discussions, and eventually add her to the board. Commission consensus as that two 3-year terms would be a good limit to impose, and that the Economic Alliance should draft bylaw changes for some future commission meeting. Chadima inquired about allowing more commission members. Neumann said that can be done but requires changes in City ordinance that created the SSMID.

Review of strategic discussion priorities from May meeting
Neumann reminded the council that the consensus from the last meeting was that streescape and communication were two areas of focus and that the council was open to continued exploration on the third area of focus. The Economic Alliance is developing a draft communications plan for commission consideration that will include a social media strategy and Web page development. These items will be presented at next meeting.

Neumann shared information on the downtown non-profit and branding banner program. McClain asked why for-profits weren’t included and Neumann responded that the downtown never wanted to get into dynamics of conflicts between competitors. Neumann indicated that this commission should determine what they want to do for Czech Village New Bohemia district. It doesn’t have to mirror the Downtown or MedQ program.

Jelinek referenced the four-year attempt to get something done with banners. Neumann indicated that they’d learned a lot of lessons over the years about what hardware works best and could provide estimates. Byers requested that commission members review the banner program materials Neumann had distributed and asked for the Economic Alliance to provide cost estimates.

Scheduling – City of CR conflict & November meeting
Neumann noted that Jennifer Pratt from the City has a conflict with the current meeting time and he felt it was important for her to attend. He will send out emails with options for new meeting times.

Neumann will ask the City about a summary of the May 31 summit meeting and distro to the commission.

Adjourn
Schaffer moved to adjourn the meeting with Chadima seconding. The meeting was adjourned at 10:02 am.