

Business Support Advisory Committee Meeting

Minutes January 28, 2020

Chair: Zach Groban

Vice Chair: Richard Levak

Secretary: Sally McPartlan

1. **Call to Order.** Meeting was called to order by Zach Groban at 9 a.m. at the Town Hall.
2. **Roll Call.** Zach Groban, Jean-Claude Aldibs, Charles Koll, Richard Levak, Jim Coleman, Jim Hindman, Greg Glassman, Mukesh Shah, Sally McPartlan and Randy Gruber.

Excused absence: Bob Fleet
Council liaisons: Dwight Worden, Dave Druker
Staff present: Evan Langan, Beth Murray and Shaun McMahan
Members of the public attending: Bill Michalsky
3. **Approval of Minutes for November 26, 2019 meeting.** Zach made a motion to approve the minutes from the November meeting. Greg Glassman seconded the motion and approved by all.
4. **Checking the Pulse.** Appears to be a better month for the businesses as January was slow.
5. **Formation of Subcommittees.** Looking to form subcommittees and create goals for this year. The sub-committees formed were: Hospitality and Events – Sally, Zach and Charles; Façade Improvements – Zach, Jim C. and Randy; Zoning and Ordinance – Greg, Richard, Jim H. and Mukesh. Maximum amount of members for any of these committees will be four. Committees will report back at next meeting.
6. **Temporary Signs.** After much discussion, motion was made by Zach to be presented to the City Council allowing 32 sq. feet in all zones for up to 60 days, not to exceed 14 days consecutively. Motion seconded by Greg, approved by all.
7. **Fee Study (planning fees).** Fee study was presented at the last council meeting. The City lost money last year. However, all fees are coming down to 100%. (Refer to fee study.) Shaun explained that the goal is to reduce fees to encourage business renovation in a one year window. Zach made a motion to waive downtown fees for a year in hopes that it sparks more improvements. Motion seconded by Richard and approved by all. Staff will take it back to council with the support of the BSAC.
8. **DMVA Update.** Jen stated that DMVA has received funding in the form of a grant. City is working on flower baskets. Voucher program was a huge success. Art event to be held at Town Hall 1/31 and 2/1. Gather events were held at Pacific Breeze, L'Auberge and Viewpoint. Partnering with the DMVA for events such as the movie night at the L'Auberge, can be beneficial. Working with Tyler Garland, new GM at the Plaza. Fairgrounds is doing a strategic master plan and the DMVA is working

with them. Breeders Cup will be here in 2021, along with the US Open. DMVA has a destination marketing report they can share with anyone who would like to see it. Hotel Indigo has finished their renovations. The annual economic report shows that TOT/sales tax spending numbers are up. Most of this comes from our visitors. Tamarindo, Monarch and the new ice cream store are all opening late Spring.

9. Subcommittee Updates. Table to next meeting.

10. Development Projects Update. Evan stated that 1234 is looking to possibly put in a three suite restaurant and retail spot with underground parking. Nothing to report on 941. Hillstone construction should be approved in weeks.

11. Staff Updates. None at this time.

12. ORAL COMMUNICATIONS. Nothing at this time.

13. Meeting adjourned at 10:05 a.m.