

Church Street Marketplace District Commission Meeting
Wednesday, February 8, 2016, 3-4:30 pm

CSM Commissioners Present: Jeff Nick, Lara Allen Michael Ly, Lorre Tucker, Jed Davis, Phil Merrick, Linda Magoon, Buddy Singh.

CSM Staff Present: Ron Redmond, Hayley Ryan

- I. COME TO ORDER
- II. AGENDA
- III. MINUTES
- IV. PUBLIC FORUM
- V. CHAIR'S REPORTS
 - a. Finance report. Reports showing almost all revenue being realized? Ron and Alice to get feedback from Clerk/Treasurer's Office. Public Relations is running a bit hot but after Winter Lights and Mardi Gras. For future reports, add a column to the New World Reports that shows us what we had spent YTD the year before on the same date.
- VI. EXECUTIVE DIRECTOR'S REPORT
 - a. Marketing Assistant position. Commission discussed current description and made recommendations for improving current description.
 - Keep staff salaries at a sustainable level – keep doing more with less. Remember who is funding Marketplace Department: 35 Church Street property owners (and their 100+ tenants) NOT city taxpayers.
 - Repair the Department's relationship with Human Resources.
 - Use Commission as a second pair of eyes to review, provide feedback when job descriptions being analyzed and upgraded by the HR Department. Commission does not wish to micro-manage but is available for support.
 - Executive Director must play THE central role in developing and executing Church Street's marketing strategy, versus shifting responsibility to a staff position
 - When determining salaries, leverage the Department's reputation for offering an exciting, fast-paced, entrepreneurial environment. Turnover for marketing position will most likely occur every 2-3 years.
 - Remember lessons learned from the past. Staff is and will remain small, there are numerous unglamorous job duties and responsibilities, everyone must contribute – there is no room for ego.
 - Use information collected from other like-sized business improvement districts (Boulder, Boise, Ithaca) and from Times Square Alliance Business Improvement District
 - Years of experience required in a job description should be expressed as an ideal, versus an absolute, although City may be required to be more specific and definite.
 - b. College Street Kiosk request for proposals out. Deadline March 7, 2016 with recommendations from review committee to be presented at Monday, March 14 commission meeting.
- VII. Capital Improvements

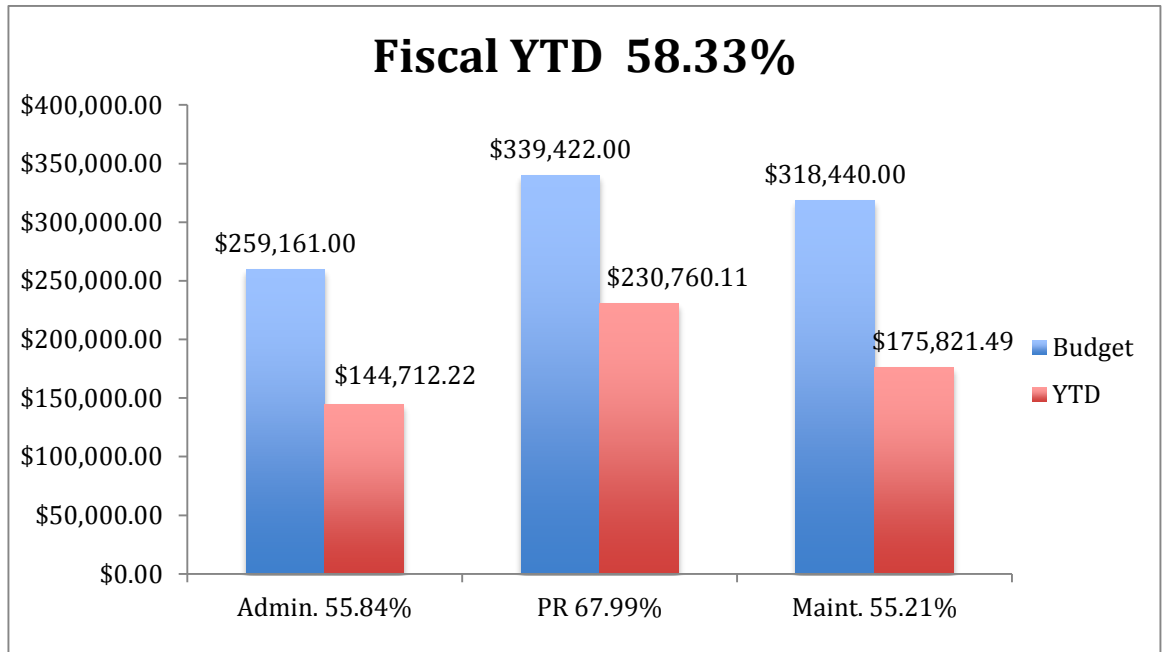
- VIII. Merchant & Marketing
 - a. Winter Lights review. Coming up, Mardi Gras and Spring Sales promotion.
- IX. ADJOURN

Church Street Marketplace Budget

Report Run on 2/2/16

Represents 58.33% of the Fiscal Year to Date

X.



Notes: The report still shows all CAF being collected for the year and reporting 94% of our total revenue which would have to still be a mistake being that only 2 tax installments have been paid (8/12, 11/12). This includes Sidewalk Café, Licenses, & Rent Lease.

Overall the budget looks to be on target, 60.4% of Expenses Realized, taking into account Encumbrances 67%. Public Relations is running a little more than the other categories but we just finished biggest expenses from holidays.