

DLMD Board Meeting
Wednesday, July 6, 8:30 am
201 East Main, 9th Floor
McBrayer, McGinnis, Leslie & Kirkland

- I. Welcome & sign-in
- II. June 01 minutes
(Board action required)
- III. Public comment for items on the agenda
- IV. Old business
 - A. Update on LFUCG loan and DLMD FY2017 budget (Frazier)
 - B. Contract services vendor interviews
(30 minutes each)
 - C. Discussion of contract services
- V. New business
 - A. Review draft Economic Improvement Plan
- VI. Public comment for items not on the agenda
- VII. Adjourn

| Packet contents | Packet page number |
|-----------------------------------|--------------------|
| • June 01 meeting minutes | #2 |
| • LFUCG resolution approving DLMD | #3 |
| • RFP scoring criteria | #4 |
| • Draft Economic Improvement Plan | #5 |

**Downtown Lexington Management District
Board of Directors Meeting
June 01, 2016
201 East Main Street,
9th Floor (Jim Frazier Office)**

Present Board

Members: Andrew Carter, Gary Means, Geoff Reed, Jake Gibbs, Jim Frazier, Liza Betz, Nick Nicholson, Scott Davidson, Steve Kay, Taunya Phillips, Temple Juett, Thomas Harris, Woodford Webb

Other persons present: Beverly Fortune, Kevin Atkins, Rachel Dixon, Jeff Fugate, Kathryn Minton, Rachel Dixon, Renee Shephard, Todd Slatin, Christopher Corcoran

*******Minutes*******

DLMD Chair Frazier opened the meeting at 8:34 am, and polled the board re: July and August attendance. Few known absences were reported. The board then considered the minutes of the May 04 meeting. Mr. Harris made a motion to approve the minutes, Mr. Carter seconded, and the board unanimously approved the minutes. No one was present to provide Public Comment for issues on the agenda. The board then proceeded to Old Business.

Mr. Frazier provided the board an information update on the work of the website and branding firm, AbleEngine. Mr. Slatin provided the board information regarding the proposals that were submitted to the DLMD for contract management services; four proposals were received, three proposals are all inclusive, one proposal is quite expensive. Mr. Frazier stated that the scoring committee (the Board Officers + Mr. Reed) will score and likely down-select bidders for July 06 interviews. Mr. Corcoran then reviewed the letter in the packet relating to City services that are provided within the DLMD boundaries. Mr. Atkins reminded the board that by KY statute the city is required to maintain services, not specific funding levels. Mr. Webb inquired about snow shoveling, and CM Gibbs stated that he is currently working on an ordinance to address snow shoveling, and will report back to the board. Mr. Means shared some information regarding shoveling ADA ramps, and CM Gibbs noted the he specifically wants to focus on the downtown business district. The board then moved on to New Business.

Mr. Frazier presented the draft FY 2017 budget presentation, in advance of his Tuesday June 14th presentation to the Urban County Council. The board reviewed and discussed the level of "security services," that will be provided, the need for such security, and the role of existing security forces (e.g., the police). The board was in general agreement that street ambassadors will provide information and natural surveillance, but have no direct public safety / security responsibilities. In reviewing the presentation, Mr. Frazier also pointed to the need to determine grant rules and procedures, and Mr. Harris noted the need to put out a call for applications, score, and award this fall. In reviewing the next steps, Mr. Frazier expressed his desire to send the Economic Improvement Plan out soon to district taxpayers, so that they understand what the DLMD is doing and have a chance to provide feedback prior to paying their tax bill. Mr. Frazier asked to see a draft Economic Improvement Plan at the July meeting. Mr. Frazier also advised board members to continue to think about Advisory Board members

No one present wished to make Public Comment and the board voted to adjourn at 9:11 am.

Summary of motions:

| Motion | Author | Second | Vote |
|---------------------------------|--------|--------|-----------|
| • Approve the Minutes of May 04 | Harris | Carter | Unanimous |
| • Motion to adjourn at 9:11 am | Reed | Means | Unanimous |

RESOLUTION NO. 402 -2016

A RESOLUTION APPROVING THE FISCAL YEAR 2017 BUDGET OF THE DOWNTOWN LEXINGTON MANAGEMENT DISTRICT.

WHEREAS, KRS 91.758 requires a management district to submit its annual budget for the cost of providing economic improvements within the management district to the legislative body of the urban county government for its approval; and

WHEREAS, the Urban County Council is the legislative body of the Lexington-Fayette Urban County Government, and it previously approved, through the adoption of Ordinance No. 52-2015, the creation of the Downtown Lexington Management District; and,

WHEREAS, the Downtown Lexington Management District has submitted its proposed budget for Fiscal Year 2017 for the cost of providing economic improvements within the district for consideration by the Urban County Council.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE LEXINGTON-FAYETTE URBAN COUNTY GOVERNMENT:

Section 1 - That the preamble to this Resolution is incorporated herein as if set out in full.

Section 2 - That the Fiscal Year 2017 Budget for the Downtown Lexington Management District, which is attached hereto and incorporated by reference, be and hereby is approved for the purposes set forth in Ordinance No. 52-2015 and the proposed economic improvements budgeted within the district.

Section 3 - That this Resolution shall become effective on the date of its passage.

PASSED URBAN COUNTY COUNCIL: June 23, 2016

MAYOR



ATTEST:


CLERK OF URBAN COUNTY COUNCIL
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SELECTION CRITERIA:

1. Specialized experienced and technical competence of the person or firm (including a joint venture or association) with the type of service required.
(20 points)
2. Capacity of the person or firm to perform the work, including any specialized services, within the time limitations.
(20 points)
3. Character, integrity, reputation, judgment, experience and efficiency of the person or firm.
(10 points)
4. Past record and performance on contracts with the DLMD or other governmental agencies and private industry with respect to such factors as control of cost, quality of work and ability to meet scheduling.
(10 points)
5. Familiarity with the details of the project.
(10 points)
6. Degree of local employment to be provided by the person or firm.
(10 points)
7. Estimated cost of services
(20 points)

Proposals shall contain the appropriate information necessary to evaluate based on these criteria. A committee composed of DLMD as well as representatives of relevant user groups will evaluate the proposals.

Questions shall be addressed to:

Todd Slatin, Director
Division of Central Purchasing
tslatin@lexingtonky.gov

Downtown Lexington Management District

HOLD FOR DLMD LOGO

FY 2017 Economic Improvement Plan



Commitment to Improvement

DLMD Board Members

Jim Frazier

(Chair) *McBrayer, McGinnis, Leslie & Kirkland*

Taunya Phillips

(Vice Chair) *Residential Representative*

Steve Grossman

(Treasurer) *Hilliard Lyons*

Zedta Wellman

(Secretary) *Gratz Park Inn*

Liza Betz

Failte

Andrew Carter

21c

Scott Davidson

Langley Properties

Jake Gibbs

LFUCG 3rd District Council

Tom Harris

University of Kentucky

Temple Juett

Downtown Lexington Corp.

Steve Kay

LFUCG Vice Mayor

Gary Means

LexPark

Nick Nicholson

Stoll Keenon Ogden

Geoff Reed

Mayor's Representative

Woodford Webb

Webb Companies

District Property Owners,

On behalf of the Board, I thank you for your support in establishing the District. I look forward to leading an energetic Board of Directors that is committed to economic growth in every corner of the district.

My number one goal is to improve property values within the District. We all know that Downtown is a special place – that is why so many of us have chosen it as our preferred place to live, work, and play. The goal of this Board is to put your property taxes to good use for economic development, maintenance, and beautification, to improve our property values, and to improve our experience Downtown.

This is Lexington's first property tax business improvement district, but we have many successful examples to guide our path, from the Times Square Alliance in New York to the Louisville Downtown Partnership. Successful business improvement districts make the area safer, cleaner, more desirable, and therefore, more valuable.

In our first year of operations, we'll work to balance spending of day-to-day services and more long-term improvements. This board is committed to what works, and we are open to your ideas and feedback. I look forward to sharing our successes next year, and in the meantime, please contact me if you have any District concerns or suggestions.

I invite you to contact me at Jim@DLMD and to share your thoughts and ideas.

Thank you,

Jim Frazier
Chair

Jim Frazier
DLMD Board Chair



About the DLMD

What is the DLMD?

The District property owners petitioned the Urban County Council for the creation of the Downtown Lexington Management District (DLMD) in May 2015. The Board was initiated with an initial term of five years. The Board is composed of fifteen hardworking volunteers who are committed to improvements that benefit all property owners within the District.

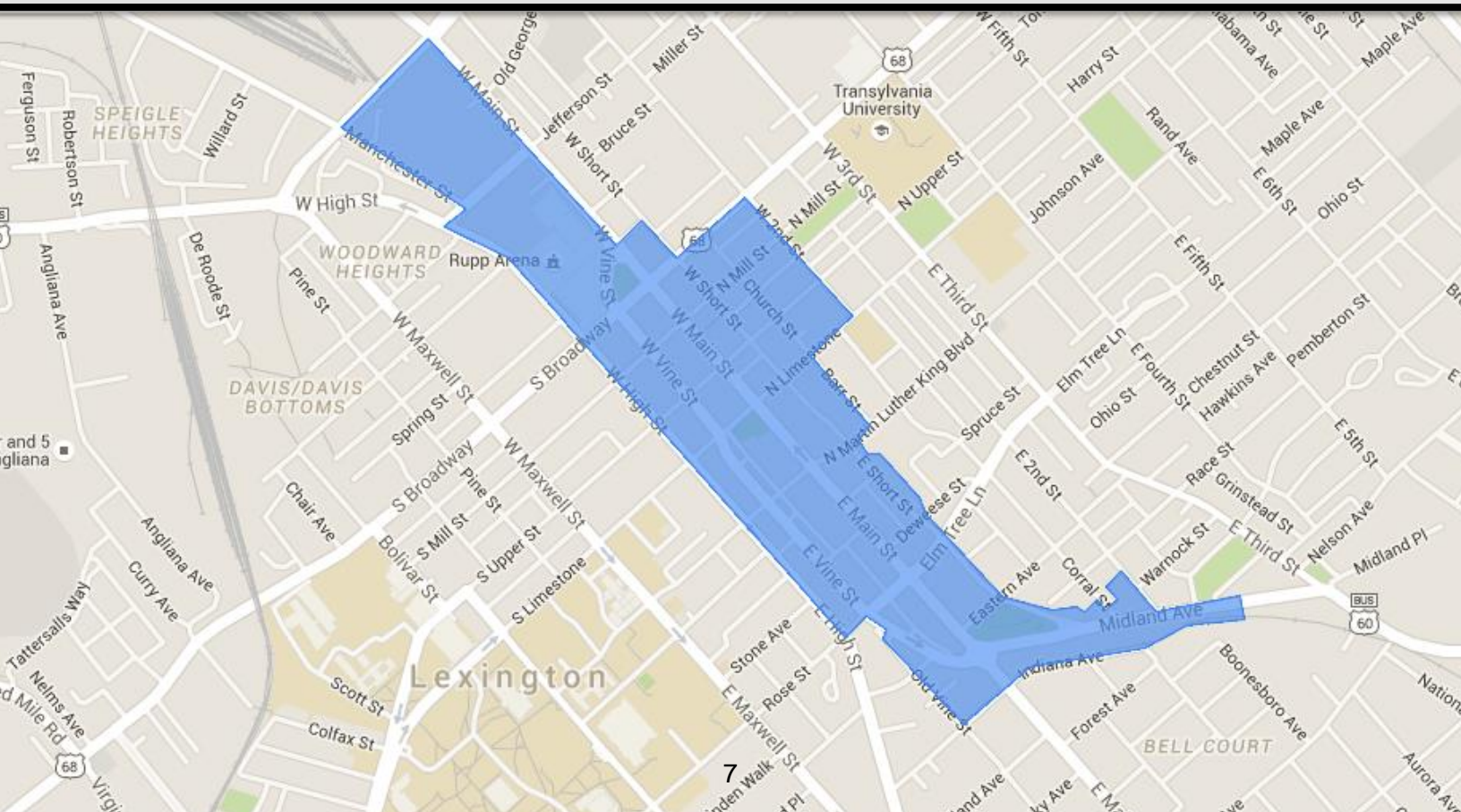


Taunya Phillips
Residential Representative

"The work of the DLMD is an important addition to the multitude of revitalization and economic development projects that are planned or underway in downtown Lexington. The DLMD will assist with providing a safer, cleaner and more beautiful downtown, that will enhance the value of downtown to businesses, residents and visitors alike. Businesses will see an increase in foot traffic, property owners will see an increase in their property values, and visitors will find an enjoyable place that they will want to return to frequently."

The DLMD by the Numbers...

- **390** total properties across the District
- **\$406,522,100** in aggregate property value



Budget & Priorities

for Fiscal Year 2017

Operating Budget Summary

| REVENUE | FY 2017 | FY 2018 |
|--------------------------------------|------------------|------------------|
| Tax Revenue | \$410,850 | \$415,000 |
| LFUCG 0% Start-up Loan | \$25,000 | -- |
| Total | \$435,850 | \$410,850 |
| EXPENSE | | |
| Daily Operations | \$168,750 | \$225,000 |
| Special Projects/Grants | \$70,625 | \$75,000 |
| Administrative Costs & Communication | \$50,000 | \$65,000 |
| LFUCG Loan Repayment | \$12,500 | \$12,500 |
| Sheriff Property Tax Collection | \$17,638 | \$17,638 |
| Total | \$319,513 | \$395,138 |

FY 2017 Budget Priorities

| | | |
|--------------------------------|--|--|
| Daily Operations | Ambassadors will be on the streets, ensuring public areas are clean and well maintained, providing directions to shoppers, and providing a welcoming smile to downtown. The District will market and promote opportunities for economic development. | Planned Schedule |
| Special Projects & Grants | The District has set aside \$75,000 a year for special projects, including street furniture (benches, newspaper stands), public art, and matching grants for beautification improvements with property owners. | |
| Administration & Communication | The board will hire administrative services as needed to manage and coordinate the District, but intends to keep as much money in operations and special projects as possible. | |
| | | SEP '16 Public Meeting & Property Owner Forum <i>Location here</i> |
| | | OCT '16 Begin Day to Day Operations |
| | | OCT '16- DEC '16 DLMD Project Grant Applications Accepted |
| | | JAN '17- FEB '17 DLMD Project Grants Awarded |
| | | APR '17 Proposed FY18 Budget |
| | | JUN '17 Annual Report |

Services

Our #1 goal is to increase property values!

Improving Daily Operations

The DLMD will begin daily operations this fall. Downtown ambassadors, friendly faces who will oversee the daily functioning of the District, will pick up litter, clean public spaces, provide directions to downtown shoppers, and maintain downtown planted landscaping. These ambassadors will make our common spaces more attractive, and make the District friendlier to visitors. In addition, their presence on the street will help to improve safety and security.

Marketing and Promoting the District

Our District hosts many events each year. The DLMD will assist in the promotion of these events with targeted communications. In addition to promoting events for the public, the DLMD will also promote new tenancy downtown, and help to make the Downtown more inviting for those wishing to do business in Lexington.



"The DLMD works with property holders to enhance the core of the downtown district to ensure each visitor has a pleasant experience. The more we make every effort to have a safe and inviting downtown, the overall experience of the visitor becomes more satisfying and hospitable. On the hospitality side, we want each visitor to experience a beautiful boutique city abounding with history, charm hospitality and culture. The essence of hospitality is to make sure each visitor feels at home and ready to come back to the city we admire and appreciate. It is our job to push forward to make this happen."

Enhancing Wayfinding



Community members and tourists traveling by foot and making good use of the District is a priority for the DLMD. We will maintain and grow the Downtown wayfinding signs, pointing tourists, shoppers, and residents to nearby destinations.

Providing Grants

The DLMD will offer funding for projects within the District that will improve overall property values by improving the experience of those who live, work, or shop in the District. Matching grants will be offered to property owners in order to share the cost of improvements. The District will also directly fund projects in public spaces. Grants will be available for the purposes of enhanced landscaping, providing street furniture (bike racks, benches, newspaper stands), and encouraging public art.



Zedtta Wellman
Gratz Park Inn

Get Involved



Liza Betz
Failte

"Having a retail shop in Downtown Lexington for 15 years, I feel like I have a great understanding of how the DLMD can make downtown more inviting for shoppers. By beautifying Downtown, more retail shops will want to bring their business to the heart of Lexington. As a shop owner, I know that having more retail shops nearby will increase walking traffic and people just popping in for a look and to purchase. I'm so excited to see and be a part of this new adventure!"

If you're interested in getting more involved in the DLMD and its operations, there are many ways to connect with us. First, head over to our **website** for resources, boundary maps, and more. Also, be sure to attend the **Property Owner Forum** with Board Chair, Jim Frazier, on **[date]** at **[place]** at **[time]**. The DLMD will post more opportunities for involvement as it schedules activities for the coming year and formalizes its ambassador program.

Sign up for the DLMD Newsletter on our website! (*Listed below*)



DLMDOnline.com

~
201 E. Main Street, Suite 900
- Lexington, KY 40507