

**Downtown Development Authority
Board Meeting
Thursday, May 1, 2003
Whitman School, 248 South 4th Street**

PRESENT: Doug Simons, Bruce Hill, Becky Brehmer, PJ McGovern, Harry Griff, Gregg Palmer, Bruce Bengé, Larry Botkin, Pat Gormley, John Shaver, Dave Donohue, Allison Sarmo, Harold Stalf and Sue Schore.

ABSENT: Janet Terry

GUESTS: Beth Costello

CALL TO ORDER: Doug Simons called the meeting to order at 7:35 a.m.

APPROVAL OF MINUTES: Harry Griff moved to approve the minutes of the April 17 meeting. The minutes were approved as written.

Doug commented on the recent article in the Daily Sentinel regarding the up-coming Art and Jazz Festival and comments that were made by disgruntled local musicians. He stressed that neither Sue nor Stephanie should ever be saddled with the press and, if neither Harold nor Barbara are present to answer questions from the media, they should be always be forwarded to the DTA Board. He emphasized that from this point forward there should be an unwritten policy outlining who deals with the media. His concern focused on the public image of the two entities and the necessity of separating one from the other.

Harry added that the music promoter had been following the directions provided to him and that he had been working within some very limited budget constraints. His direction had been to try to schedule more and better musicians for the event. Harry stated the Saturday night and Sunday night headliners are very likely the best entertainers ever to perform here for this festival. His concern focuses on the musicians who first contacted the Sentinel with their complaints.

Bruce Hill stated it is more important to know who is in control of the downtown events and to try to unravel confusion between the two entities. Hopefully, the distinction will be immediately identifiable with the new logo.

HOUSING COMMITTEE: Jody Kole of the Housing Authority has asked for three representatives from the DDA Board to work on housing issues with representatives from the Housing Authority Board. Harry added that his recommendation would be to have one of these representatives sit on the Housing Authority Board on a regular basis. Becky Brehmer, PJ McGovern and Larry Botkin volunteered to represent the DDA Board on this new committee.

TWO RIVERS SIGN: John Shaver said the new agreement that was distributed electronically addressed all of the issues that had been discussed by the Board. The new agreement now states that the distribution of time usage is half for each entity and the funds for future repairs or upgrades has been capitalized by the request for a \$5,000 payment into that fund. PJ noted that there was no specific duration for the contract, but John noted that the anticipated life of the electronic sign is ten years. Harry Griff moved to approve the agreement. Bruce Bengé seconded the motion. John pointed out the language of the specific examples for advertising used in the contract. His hope is that these examples are good enough that the agencies will use a similar format in posting their activities on the sign.

DDA BOARD RECRUITMENT: Harold distributed a listing showing the terms of the current board members. Doug's first term expires in June of this year. Appointments will be made by City Council to fill the vacancy of Gregg Palmer's unexpired term, a new appointee to serve as a representative from Council and someone to take over in Bruce Hill's place as his second term expires in June. John Shaver agreed to provide the Board with a list of applicants who had indicated an interest in serving with the DDA. Representatives from the City Council will review the applications and interview individuals selected from those applications. Although the DDA Board has very little input into this process, John recommended that a letter be sent to Council outlining the characteristics needed by those interested in serving. Doug will prepare that letter.

CINEMA AT THE AVALON: Diana Woods, executive director of the Cinema at the Avalon, informed the Board that the schedule of films at the Avalon was expanding by adding shows on Friday evenings and Sunday afternoons. Gary Stanley had examined the projection equipment and found it to be adequate but reported that the sound equipment is sub-standard. Diana presented Gary's list of recommended upgrades and replacements totaling \$18,585. Harold stated that the sound equipment and speakers would enhance the sound system for community music groups, although they would not benefit larger professional groups, as they usually bring in their own equipment. In response to Doug's question, the proceeds from the Saturday at the Cinema shows are being spent on operating costs, film rental and advertising. She also explained that the hope of the Cinema Board is to expand the program by utilizing the Avalon as a full-time art theatre showing approximately 300 films a year. There is currently an average of 865 individuals per showing and some of the businesses around the Avalon are beginning to stay open later due to the people coming downtown for the films. Harold added that they are looking to expand the program by bringing in \$25,000 of films yearly. Doug stated that the Cinema at the Avalon certainly is meeting the DDA's goals of working to bring more people downtown but added that, if the DDA Board voted to fund the request for upgrades and replacements, all promotional and advertising materials should include the statement, "Funded in part by the Downtown Development Authority." Harry noted his support of this request and the expansion goals of the Cinema Board and said the Board should determine to what degree they want to support this. He then moved to authorize up to \$19,000 for the requested equipment and installation of such, subject to the receipt of an invoice. Bruce Bengel seconded the motion. PJ suggested that language should be added to the motion that would recognize the contribution of the DDA. Harry then amended the motion by adding, "All promotional material should include, 'Funded in part by a capital contribution from the Downtown Development Authority.'" The motion was approved as amended.

REED BUILDING: Dave Donohue was present to discuss the summary of new change over requests potentially totaling \$40,000. After discussion PJ McGovern moved to approve change overs, not to exceed \$25,000. Harold stated that the Burtons are not yet aware of the new change overs, but his hope is that they will approve their paying 60% of the costs. Harry Griff recommended adding the language, "based on the approval of the Burtons with a 60/40 split of additional costs." Harold reported that the CHS is currently considering the DDA's request for an additional \$63,000. Dave said the project is close to the end. John added that the additional expenses were due to difficult, unforeseen conditions and that there should be no more surprises. Harold said there have been no hard discussions on the completion date although he wants construction workers out by June 13, the beginning of the Art and Jazz Festival. The motion granting expenditures up to an additional \$25,000 was approved. In response to John's question, if the buyers don't agree to the 60/40 split, what direction does the Board recommend? PJ suggested, if the Burtons say no, the Board should specify that any additional monies from CHS should go to the DDA.

ART ON THE CORNER: Allison Sarmo was present to update the Board on the up-coming changes to take place with the Art on the Corner sculptures. On May 31 approximately 25 of the temporary pieces

will be taken down and the pedestals will remain empty until June 14 when new pieces will be installed in the temporary collection. She stated that high school art teachers and professors in the Mesa State College art program have requested there be a way to use the empty pedestals to inform people that the money for arts in the schools is declining. They are requesting that the permanent pieces also be covered with draping that would ask, "What would the world be without art?" Allison's question to the Board was, should the Art on the Corner display be used to help raise awareness of declining funds in the schools?

Becky stated she doesn't want to see the permanent art covered, due to the fact that many visitors and tourists come to the downtown to see the art. Harold said it would be very easy for the DDA to make a statement because the AOTC is a very visible program. Bruce Hill emphasized that only the empty pedestals should be covered and that only a positive, wholesome message should be given...i.e., "Imagine the world without art." He does not approve the AOTC making a statement about state financial issues. Other Board members added their agreement of Bruce's verbiage, also adding, "If you're interested in assisting with funding, contact the DDA."

DOO ZOO: PJ reported that according to the current lease with the Doo Zoo, there is a 90-day clause for termination of the lease, if the Board chooses to exercise it. He asked the Board if they would be willing to entertain an offer to purchase the building if one were presented to him. Doug stated that he could accept such an offer and then bring it to the Board for discussion at an executive session.

GREYHOUND: Doug received a call from Dick Scariano and his message from the Smith family was, they are adamant that, if the Depot is to be turned over to another party, they want the area to be clean of all asbestos and ground contaminants. He also stated that Greyhound would contribute to the clean up, and the Smith family had authorized a lease agreement for a maximum time of 5 years to clean up and for Greyhound to relocate. Greyhound acknowledged that it carries a negative stigma being in the downtown area and had provided a short video tape to communicate that, in other cities, Greyhound is going out of its way to prove that it can be good a neighbor.

Beth Costello was present, representing the Museum's Board of Directors, and communicated their concern about the Museum not having access to good parking, emphasizing that parking was part of the Museum's commitment to staying downtown. The Museum had been promised that by July, 2003, Greyhound would be gone from that property. Now, an additional five years seems like a very long time. Doug reported that the Smith family is optimistic that the clean up will happen in a timely manner. PJ added that money will determine the schedule for Greyhound's leaving. If Greyhound increases its lease payments to the Smith family, then the family will accept that and the Museum will lose. Harry stated that the Smith family and Greyhound are finally engaging in conversation, and he believes that the family sincerely wants to clean up the property and transfer it to the Museum, although the time frame is out of the DDA's control. PJ stated that perhaps a parking structure on 4th and Colorado would be the answer to the current problem, although that is not in the immediate future either.

There being no other business, the meeting was adjourned at 9:10 a.m.