



DOWNTOWN PARTNERS SIOUX CITY

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**Downtown Partners Sioux City Board of Directors
Meeting Minutes**

Downtown Partners, 418 Pierce Street

7:30 a.m. August 28, 2014

Present: Ryan Avery, Frank Forneris, Terry Glade, Annette Hamilton, Mark Hinds, Ben Knoepfler, Dan Moore, Todd Moyer, Keith Radig, Anne Westra, Sam Wagner

Absent: Darin Daby, Larry Jensen, Ryan Ross

Guest: Alex Payne

The meeting was called to order at 7:34 a.m.

The board welcomed new member Todd Moyer, Hard Rock Hotel & Casino.

The agenda for the meeting was reviewed. A motion was made to accept as written. Motion carried.

The minutes from the July meeting were reviewed. A motion was made to accept as written. Motion carried.

The July 2014 financial reports were presented and reviewed. A motion was made to accept as written. Motion carried.

The board reviewed four sponsorship requests. Monetary contributions for the upcoming Bacon Fest and Storm the Center events were denied, however equipment, promotion and any needs to hold the event downtown are supported and encouraged. Façade assistance for 414 Pierce was moved to the Economic Development task force for discussion. A motion was made to approve up to \$500 for the upcoming Biz Brew event to support entrepreneurial development in Sioux City as a part of Launch Week. Westra shared the week's events. Motion carried.

Wagner updated the board on his meeting with the director and the Economic Development task force's goals to improve the physical aspects of downtown, support entrepreneurship and partner with the City's capital improvement project budget on future enhancements. Moore suggested working with the planning division and their façade model (Pearl, West 7th, etc) and Radig mentioned helping with space for startups.



The director gave an update on the following:

Transportation – Trolley numbers were shared and the two-way street conversions; stop signs vs. streetlights where applicable and support of streetscape improvement plans.

Livability – upcoming meeting to walk downtown and discuss streetscape (planters, trees, etc.) and meeting on recycling efforts with vendors.

Trader Sioux – the feasibility study by Dakota Worldwide should be received next month for review.

Continued efforts in wayfinding, a smart phone parking app, security are taking place as well. The director will be attending the annual International Downtown Association conference from September 2nd-6th and will be giving trolley tours for the YPlowa conference on September 19th.

Avery discussed the Communication task force's meeting on magazine concepts and the brand triangle completed by JD Gordon Design Labs. The "Unique Selling Point" statement will be used for the website to replace the main street approach page, or add to it in some way. The task force determined that it would be best to do smaller print pieces (business directory, card sized updates, etc.) that push visitors to the website due to the constant updates in information, a larger magazine quickly gets outdated. The board agreed.

Daby will be presenting our quarterly update to City Council on Monday, September 8th at 4:00 p.m.

Adjournment at 8:33 a.m.