

Downtown Advisory Board
of the
DOWNTOWN IMPROVEMENT BOARD
March 24, 2016 – 9:00a.m.
AGENDA

1. Flow Chart relationships of the committee
2. Spreadsheet with description of committee functions
3. How DAB and the Committees should function with combined committee

DIB mission

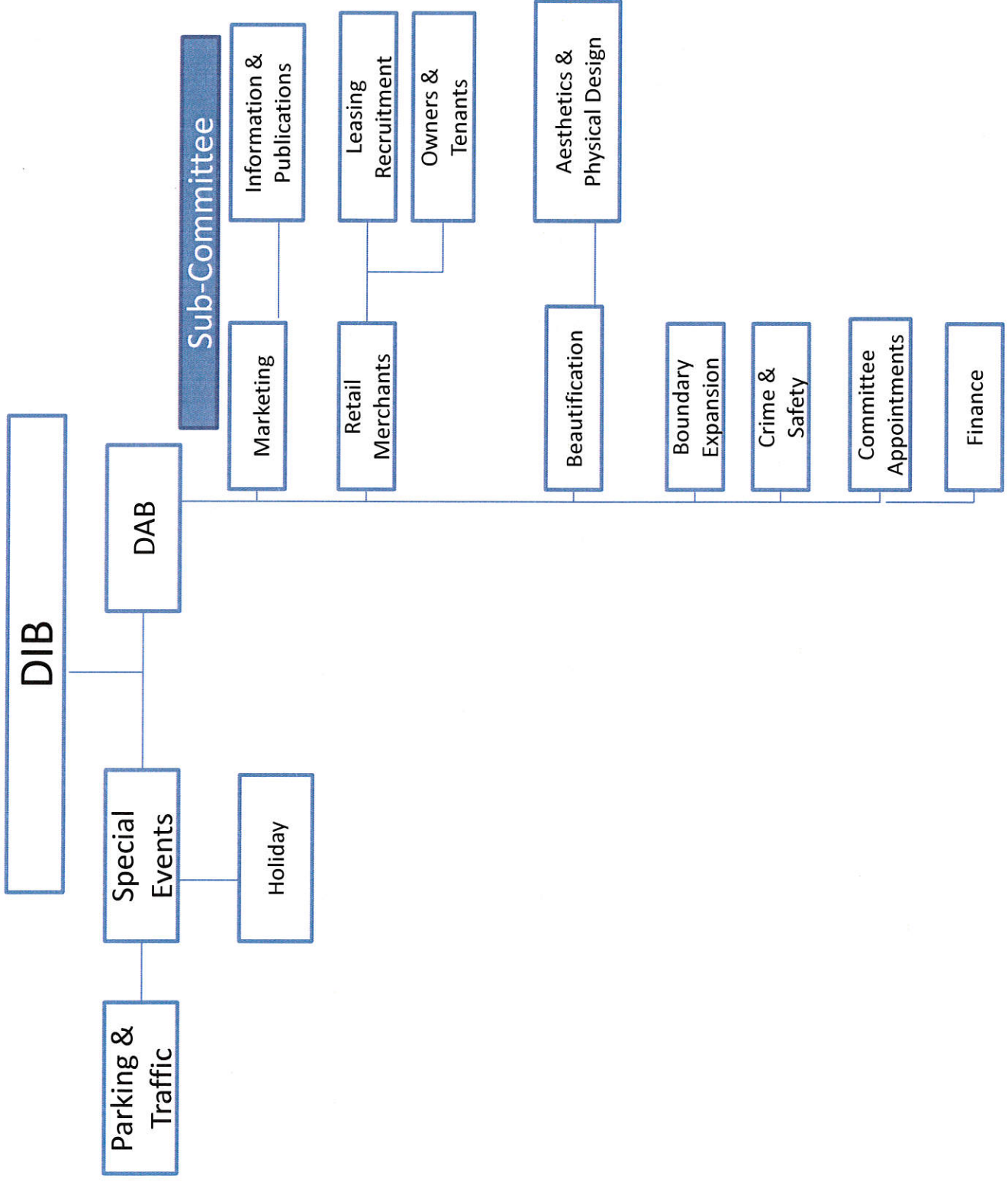
Goals and Objectives

As set out in 2012

- Attract more quality retail establishments
- Increase residential offerings and occupancy
- Increase visits to Downtown
- Improve community awareness of the economic impact of the DIB
- Strengthen collaborative relationships with outside agencies

Expanded in 2014

- Housing
- Economic Development
- Aesthetics
- Arts and Culture
- Retail
- Transportation



**DIB
Committees as outlined in the Bylaws**

2/15/2016

Reports To DIB	Committee Category Reports to Top Major Committee	Committee	Bylaw #	Task/Duty	Currently: Major, Minor, or Supportive	Example of how this Committee supports the DIB Mission	Active	Dollars Allocated	Relationship to marketing
DIB	Constituents DAB or DIB								
	Committee	Retail/Merchants	10	Joint advertising among retailers, promoting events and a shopping/dining guide.	Major	Works with merchants and retailers to be sure downtown is growing, locals and visitors are aware of Downtown in a positive way. Shapes and promotes the downtown brand. Offers an opportunity for Retailers and Merchants to colobrate through DIB to build small business and promote economic development. Offers a direct voice to the frontlines on the street, helps build downtown brand ambassadors as Merchants and Retailers are the first contact within the district and consistant brand ambassadors	Yes (recently)	Yes (historically)	Direct
	Committee	Special Events	11	Coordinate outside event organizers and develop event programs to generate traffic	Major	Creates and manages events to drive traffic, works directly with Merchants and Planning Committee (DAB) to shape the events so that they align with the downtown brand and mission.	Yes	Yes	Indirect
	Subcommittee	Holiday Lighting		Writes Business Plan and Schedules activites that coordinate the Holiday Lighting	Major				
DIB	Beautification & Aesthetics								
	Committee	Aesthetics and Physical Design	4	Developing and monitoring physical design techniques, building facades, signage and street scapes	Supportive ARB		No	No	Indirect
	Subcommittee	Maintenance and Beautification	7	Maintenance programs, working with property owners and cleanliness education	Major	Develops Beautification Plans, budgets and initiaves.	No	Yes	Direct
DIB	DAB								
	Committee	Downtown Advisory Board (DAB) - Began as the Marketing Advisory Committee (MAC)		Not described in the Bylaws	Major	Strategic Planning. Develops the strategic plan for the year. Works directly with DIB and Constituent Committees to define and outline direction for the year. Includes Marketing strategies and budgeting. Works also with Budget and Finance comitee.	Yes	No	
	Subcommittee	Owners & Tenants	5	communication channel and sounding board to the DIB	supportive	Listens to Owners and Tenants. Gains feedback on direction of brand and mission. Handles issues and complaints and brings recomended solutions to planning DAB and DIB.	No	No	Indirect
	Combine								
	Subcommittee	Leasing Recruitment	6	monitor the marketing strategy used to market downtown as a unified entity, to fill cacant spaces and the efforts to increase small businesses development	Supportive	Promotes a positive small business message with the goal of luring more small business to locate downtown. Reserches or Writes a retail plan that has a pulse on the types of business needed as the community grows and offers advice for types of anchor business to help the business community thrive. Works directly with the Institute to gain DATA POINTS and future trends. For Example: Knowing that an Anthropology or a West Elm would be advantageous as more residents move downtown and knowing the locations that are opening that could house those types of business is productive. Works in support and conjunction with other economic development entities.	No	No	Direct
	Subcommittee	Boundary Expansion	2	Reviewing downtown development plans and recommending changes to the DIB boundaries	Major	Makes a plan at the right time.	No	No	Direct
	Subcommittee	Crime & Safety	9	facilitation additional law enforcement downtown, specific problems, improve overall safety, work with outside agencies on things like panhandling and vagrancy	Supportive	Appeals to City for Downtown Beat.	No	No	Direct
	Subcommittee	Committee appointments and filling vacancies	12	Assist the Board Chair in making committee appointments	Minor	Helps select diversity of community members within the district to round out the committees and bolsters buy-in form many different sectors. For instance, actively engaging the tech community to sit on committees would help develop the drive toward tec economic development.	No	No	Indirect
	Subcommittee	Information & Publications	1	Maintaining DIB resource reference room, review publication and public presentations including newsletter	Internal with Marketing Co. and Administrative	Prepares annual reports of committees and DIB (Roberts Rule) Also, distributes relevant DATA POINTS to show areas of growth and need.	No	Yes	Direct
	Combine								
	Subcommittee	Budget & Finance	8	Developing new revenue sources, project funding and operational budgeting	Supportive DIB	Reviews DAB suggested Strategic plan and helps budget for annual expenses.	No	No	Indirect
DIB	DIB	Parking & Traffic	3	Developing a physcal and financial parking plan and program, coordinating circulation, evaluating the impact of large scale development in downtown.	Major	Manages parking to support all users of downtown. Also consider amending the interlocal to allow precedes to go towards among other uses, beautification.	Yes	Yes	Direct