

Bluebird Business Improvement District (BBID)
Board of Directors Meeting
August 15, 2017
MINUTES

Attending directors: Buzz Geller, Don Novak, Tom Secrist and Sean Mandel. Also attending Dan Shah and Anne Kuechenmeister. Directors not attending: Chris Swank and Master Kim.

Citing the presence of a quorum, D. Novak called the Bluebird Business Improvement District (BBID) to order at 10:50 pm.

The board reviewed the meeting minutes. T. Secrist motioned to approve the minutes and B. Geller seconded. The board approved the minutes unanimously (4-0-0).

T. Secrist presented the treasurer's report for July. The amount of \$1,612.55 appears as in kind income. D. Shah will inquire if this should be moved to a different section of the accounting. D. Shah will coordinate with the accountant regarding income from Tasty Income. D. Novak motioned to approve the financials, S. Mandel seconded, and the motion passed (4-0-0).

D. Shah led a discussion of the 2018 draft budget. One area that needs additional input is event income projections for 2018. The board believes that the estimated income for events in the coming year will be \$18,000. This leaves \$10,000 budgeted in events management. D. Novak noted that there should be a discussion of the communication needs for 2018, and how those needs should be structured and if the current allocation of \$3,000 is adequate. D. Novak noted that this \$3,000 could be used for community focused outreach.

There was a discussion of Tasty Colfax income potential. Some factors include the time of year and weather, as well as the personal connections and conversations on Colfax. There is a potential that Rooted Space could generate additional revenue in the coming year now that they better understand the district. The board noted that there are also soft benefits of community building and making connections with other organizations and agencies. D. Novak thinks that there is room for improvement to increase revenue and traffic to businesses. An additional issue is engaging Greektown, but we aren't collecting any money from Greektown, and we may look to charge Greektown for inclusion.

D. Shah will follow up with Sean Buchanan at Cerebral about the board vacancy. B. Geller would like to see additional board members who are connected to other CCD initiatives and organizations. He also suggested we push out the information on what it takes to be a board member and what the requirements are. D Shah pointed out that anyone who pays commercial property tax is eligible and managers can be designated by the owner. A. Kuechenmeister will send out another e-mail call for board members in September.

S. Mandel noted that his new building requires two trashcans. The board has approved these additional trash cans for the building so they match the remainder of the district.

Bus Rapid Transit: there will be a to-be-scheduled business and property owner meeting led by the project team and the board is invited. Key concerns are that the center running BRT could further divide Colfax Ave. due to the center median. There is also concern about how riders will and or will not visit the district for goods and services. D. Novak questioned how many people arrive via vehicle and believes that the majority of his customers arrive on foot. T. Secrist asked about what retail was present in 2000 when we purchased the Atomic Cowboy building, and notes that there were not businesses supporting the community, but this has drastically changed. D. Novak noted that the district is having a difficult time supporting at least some retail. B. Geller notes that retail spaces aren't considering how bus traffic impacts retail. S. Mandel noted that putting medians in on off-set streets is very difficult.

S. Mandel confirmed that the functional art call is ready to be issued.

With no further business, the meeting adjourned at 12:05 pm.