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**CALL TO ORDER | OPEN FORUM | PRESENTATIONS**

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**Call to Order:** Roy Kline, Board Chair, called the meeting to order at 8:03 a.m.

**Members present:** Lynda Campbell, Bob Flynn, Charlie Kercheval, Roy Kline, Jan Lucas, Marshall Miranda, Brett Pearson

**Members absent:** John Conway, Chris Dunn, Chris Manley, Calley Rigg

**Staff present:** Julie Underdahl, Kevin Wrede, Jenny Starkey, Marian Tuijn

**Guests present:** None

**Public Comment:** (limited to 2 minutes per speaker): None

**Presentations:** None

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**MONTHLY BUSINESS**

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**Approval of Meeting Minutes:** Motion by *Bob Flynn* to approve the meeting minutes of December 9, 2015. Second by *Jan Lucas*. Vote: Unanimous in favor (7-0, John Conway, Chris Dunn, Chris Manley and Calley Rigg not present for vote), motion carries.

**Chair's Report:** Roy Kline opened the meeting thanking Bob Flynn for his service as Chair to the Board from 2013-2015. He welcomed new Board members. He summarized the goals for the BID for 2016.

**President & CEO Report:** Julie Underdahl reviewed with the Board the 2016 Operating and Strategic Plan. She highlighted the special projects that the BID plans to execute during 2016 including:

- Visitor intercept survey
- Website redevelopment
- Security cameras in partnership with DPD
- GIS streetscape asset mapping
- Retail mix study.

**Parking Task Force:** Roy Kline updated the Board on the task force's goals for 2016, including the parking directional signage project.

**Audit & Finance Committee:** Lynda Campbell was introduced as the new chair of the Audit Committee for 2016. She updated the Board on the closing of the bond refinance in December 2015.



## Board of Directors

Meeting Minutes for January 13, 2016

Approved by the Board on February 10, 2016

**Strategic Marketing Committee:** Jan Lucas introduced 2016 co-chair Brooke Allison to the Board. She reviewed the 2015 "Spread Joy" holiday campaigns in the BID which included the holiday décor; the elves who "Spread Joy" throughout the BID in December by handing out parking tokens, stickers, and sunglasses to shoppers in the District; and the print, radio and TV ad campaigns.

**Design Advisory Board:** Julie Underdahl updated the Board on behalf of Chris Dunn. The DAB recently reviewed the new hotel located at 240 Josephine and the storefront at David Zucker's new project at 100 Steele Street.

**Old Business:** None

**New Business:** None

**Adjourn:** The meeting was adjourned at 9:01 a.m.