

2009 DDA Planning Session – Main Street Program Notes - January 24, 2009

Economic Restructuring Committee

I. Attendees:

- David Austin
- Pete Murdock
- Karen Maurer
- Bethany Freeland
- Bonnie Penet
- Mark Ferrall
- Stewart Beal
- Paul Schreiber
- Teresa Gillotti (facilitator)

II. Reviewed Blueprints items related to the ER Committee

III. Added new suggestions, and or expanded on current items and discussed several of them in detail

IV. Prioritization

Participants selected the 5 items on the expanded list that were their top priority, regardless of budget and/or timeline

V. Timeline/Budget

Participants determine general timeframe for each item as well as possible budget range

VI. Discussion of next meeting

Group chose date/ time for next meeting – the 3rd Monday of the month at 7 p.m.

- Next meeting will be Monday, Feb. 16th at 7 p.m. Location TBD

VII. Large group discussion

All groups present their final lists, priorities, and Timeline

Prioritized list:

The group felt very strongly that business recruitment, retention, and resources were the top 3 priorities. Many of the specific items on the list could be put into categories, and I attempted to link them together when appropriate by noting additional related items in red below, under relevant items/headings. The items listed below either came from the blueprint plan (attached) or was generated by one of the meeting participants.

Priority	Votes	Topic	Timeframe
1	8	Business Recruitment	Short/midterm/ongoing
4	4	Seed money (\$10,000 a year suggested) for new or expanded business	Midterm
		Focus business location	
		Identify niche	Done/ongoing
		Coordinate Water Street businesses with downtown	Long Term
2	7	Encourage loft apartments <ul style="list-style-type: none"> • Fee in lieu of parking • Egress issues for 2nd story use downtown 	Long term
		Reutilize underutilized downtown buildings	Long term
	1	Connect property owners with housing incentives	Long term
3	6	Business Retention <ul style="list-style-type: none"> • Connecting with EMU and others to provide support by way of education and assistance to businesses 	Short term & Ongoing
2	7	Business Toolbox/incentives <ul style="list-style-type: none"> • Remodel Incentive (small is ok) 	Quick & Short term
		Current owners as new business mentors	Short Term
	1	Graduation space for SPARK East tenants	Long Term
		Other	
	1	Encourage missing (3 rd) element of night on the town. Ypsi has dinner and drinks, but needs other activity like film/theatre/show/etc. <ul style="list-style-type: none"> • Cater to students 	
		Coordinate and post business hours	Short
	1	Integrate Riverside Arts with Downtown	Ongoing/Midterm
	1	Expand RAC programming	Long term
		Create RAC endowment	Long term
		Have DDA take over downtown parking as a new revenue stream	Multi-year
		Schedule meetings at times friendly to retailers	
	1	Collaborate and coordinate with Economic Development partners	ongoing
		Booth sitters/staff pool so business owners (retailers) can attend pertinent meetings	