

Minutes of the
Downtown Advisory Board
October 27, 2016 – 9:00a.m.

- 1) The meeting was called to order at 9:20.
- 2) Opening discussion was in regards to the HEAART acronym. It was discussed and consensus was that the acronym was still relevant but the need to align bullet points for HEAART goals and priorities.
- 3) Mr. Sonnen suggested a “weight” be applied to each category for the focus of each. The suggested weights would be Housing 5%, Aesthetics 30%, Retail 5%, Economic 20%, Arts 15% and Transportation 25%
- 4) A strong focus on education/marketing was suggested and discussed so that people will know that there are so many things to do and see downtown including dining, shopping and various events.
- 5) Mrs. Turner asked that the DAB be given a summary of information that the other committees are working on as this used to be something that happened in the past but seems to have been stopped. This was helpful for the DAB to align their focus to what the other committees are working on.
- 6) Mrs. Dees encouraged each member of the DAB to reach out and invite someone else to get involved with the DAB and join us at future meetings. She also suggested that at each meeting that members and attendees could bring a list of things to be reported via the 311 system to the city to aid in the Beautification efforts by the Downtown Improvement Board and the City. This also means to encourage business to provide feedback or to educate them on the use of 311 service for reporting.
- 7) In closing Mr. Sonnen asked that the redlined items of the HEARRT Pamphlet be removed and that a reorganization of the priorities be made to align properly with the acronym and it was agreed unanimously. Mr. Sonnen agreed to work on having that done to present at the November DAB meeting.

To summarize;

The DAB priority is now focused on the Goals and Strategies for the next 1-3 years to present to the DIB by the end of 2016.

The meeting was adjourned at 10:08 am.