

Downtown Wichita SSMID Stakeholder Meeting
2016 Budget Workshop Minutes
Tuesday, May 12, 2015

WDDC Design & Innovation Center

SSMID Advisory Board: Gary Schmitt, John Belford, Rod Young, Larry Weber, Mary Wright, Dick Honeyman, Alan Banta, Don Sherman and Ex-Officio Board Member, Jeff Fluhr.

Attendance: Scott Knebel, Tom Johnson, Chad Stafford, Bill Livingston, Shelly Prichard, Cindy Claycomb, Councilwoman Lavonta Williams, Councilwoman Janet Miller, Mayor Jeff Longwell, Joe Johnson, Steve Coen, Councilman James Clendenin, Jason Gregory, Nancy Moore, Jaimie Zellner, and Andy Kim.

Call to Order: Mr. Schmitt convened the meeting at 4:00 p.m., and declared a quorum. He introduced the SSMID Advisory Board members present and Ex-Officio Board Member, Mr. Jeff Fluhr. He said that Mr. Fluhr will provide an update on WDDC initiatives and the DRAFT 2015 State of Downtown Report. Mr. Schmitt then introduced Mayor Longwell, and City Council members present, Councilwoman Lavonta Williams, Councilwoman Janet Miller, and Vice-Mayor James Clendenin.

Mr. Schmitt thanked the WDDC Staff for their work on the 2015 State of Downtown Report. He said the report will be utilized as a resource throughout the community.

Mr. Fluhr welcomed everyone and reviewed the WDDC's mission statement and the SSMID district's boundaries.

Presentation of 2015 State of Downtown DRAFT Report: Mr. Fluhr reported that the 2015 State of Downtown Report will be completed and distributed by the end of May. He said the draft report provides an update of Downtown statistical and economic data. The research is provided through a partnership between the City, County, WSU Center of Economic Development and Business Research, Visit Wichita, and consultants from the Project Downtown Master Plan. The report is produced in-house by staff members and provides data to assist developers and the community with investment decisions.

Mr. Fluhr presented the report, which opens with a snapshot of data and statistics of each section and features a letter from WDDC Board Chairman Mr. Bill Livingston. He then reviewed the data in the following sections:

- Investment
- Live / Residential Development / Census Data
- Work Data / Employment Statistics / Office Market Data
- Visit / Tourism / Hospitality
- Shop / Retail Industries
- INTRSU Bank Arena – 5 Year Anniversary & Economic Impact
- Build / Completed & On the Horizon Development Projects
- WDDC Initiatives / Marketing & Communications
- Overview & Resources

Mr. Fluhr noted that the document features quotes from several Downtown partners. He said the final report will be presented to the City Council along with the 2016 Proposed SSMID Budget for review and approval. The document will also be presented to various groups, including developers, investors, leasing agents, community, and civic groups. Mr. Fluhr provided an overview of on-going initiatives and Downtown economic data listed below:

- Investor Assistance
- Public Policy – RFP Process & Old Town Entertainment District
- Community Enhancement Projects – Douglas Avenue Underpass; Annual Downtown Clean-Up Day; Fuel the Fire Speaker Series; Pop-Up Urban Park; and multiple Downtown event funding
- Economic Research
- Advocacy
- Educational Engagement
- Marketing & Communications – Community Business Outreach; Digital Marketing; and Public Parking Garage Branding
- Downtown Investment Data – Public / Private / Arena Impact
- Development Projects – Completed / Under Construction / Planning

Mr. Fluhr reported that the new Assistant City Manager will be added as an additional Ex-Officio member of the SSMID Advisory Board. This position will replace Allen Bell, former Director of urban Development with the City, who retired this past year.

Proposed 2016 SSMID Budget: Mr. Fluhr presented and reviewed the proposed Operation Plan and Budget for FY 2016. He reviewed the WDDC's mission and the SSMID boundaries. He said the project budget for 2016 is \$654,810 and said the 2016 SSMID assessment rate will be 6.082 mills – the millage rate is proposed to be relatively flat from 2015. Mr. Fluhr reviewed revenues and expenditures. He said in addition to SSMID revenue funds, contributions and grants are leveraged to assist with programs such as the Westar summer Design Internship Program along with variety of Downtown projects. He then noted that the largest expenditure item is for personnel. Mr. Fluhr then requested the SSMID Advisory Board's approval of the Proposed 2016 SSMID Budget.

A question was presented regarding the relationship between the recently announced Greater Wichita Partnership and the WDDC; specifically how the proposed shared executive personnel expenditure and compensation for Mr. Fluhr's work with the Greater Wichita Partnership. Mr. Fluhr responded that the proposed budget is a working budget and that The Partnership is working on financial details to be presented at a later date. He then explained that he and the WDDC Finance Chair meet with the City's finance department annually to review and provide clarification on the WDDC financials and policy and procedures report. Councilwoman Miller also stated that the August deadline affords time for any line item revisions for City Council approval.

Mr. Schmitt requested a motion to adopt the Proposed FY 2016 SSMID Budget. Mr. Banta made a motion to adopt the proposed budget. Mr. Weber seconded the motion and it passed without dissent.

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Mr. Schmitt adjourned the meeting and thanked everyone in attendance.