

Fifth Avenue & North Fourth Improvement District
Board Meeting Minutes
August 10, 2021



Board Members in Attendance

Mark Wagenbrenner, Ashley Myers, Kaileigh Pickett, Paul Pardi, Quinn Fallon,

Board Members Absent

Leah Evans, Todd Kemmerer, Kevin Lykens

Other Attendees

Betsy Pandora, Caitlyn Dunn

AGENDA

- 3:00-3:05 PM Call to Order
- 3:07 PM Mark Wagenbrenner called the meeting to order.
- 3:05-3:10 PM Approval of June 2021 Meeting Minutes
- Paul Pardi made a motion to approve the June 2021 board meeting minutes. Quinn Fallon Seconded the motion. The motion was approved unanimously by all voting board members in attendance.
- 3:10-3:15 PM Treasurers Report
- First disbursement of assessment collections arrived in May totaling \$126,000.
 - Request for second disbursement of funds to be submitted this month. The second disbursement should be received in September 2021.
- 3:15-3:20 PM Approval of 2022 Assessments
- Assessments totaling \$ \$248,273.09 for 2022 represent approximately a \$3,000 increase for 2021 due to new building area.
 - *Kaileigh Pickett made a motion is to approve the 2022 assessment report for submission to the County Auditor.* Quinn Fallon seconded the motion. The motion was approved unanimously by all voting board members in attendance.
- 3:20-3:35 PM Old Business

Advocacy & General Community Engagement Update

Safety

- City of Columbus adopted new legislation and enforcement actions to address reckless vehicle operations in response to letter co-signed by 54SID.
- Additional gun and other violent crime being experienced in the Short North and surrounding neighborhoods. Various groups coming together to request city intervention in violence through police special duty pilot, mobile food vendor, noise, and other code enforcement legislation and actions, and in redrawing police precinct boundaries.
- Ashley Meyers made a motion to cosign additional letters seeking City of Columbus action around safety interventions in partnership with various community groups as the need may arise in the future. Paul Pardi second the motion. The motion was approved unanimously by all voting board members in attendance.

Clean & Safe Services Update

- New ambassador program is underway.
 - A report of progress was shared. The team started August 1. Service schedule is 7am to 11am every day focused on cleaning, and then from 5pm to 11pm on Thursdays, Fridays and Saturdays focus is on ambassador services. Short North Alliance is pleased with their work to date. The majority of the work has been focused on clean services, including litter, weed, debris, and graffiti removal. Before and after photos were shared. Ambassadors are gathering data and information as they go on areas most in need of clean up support.
 - Safety services are being provided but are not yet being promoted on demand due to the need for the communications strategy to be finalized. Things like what to put on the shifts of ambassadors, how they are to be identified in the community, and if service call numbers need to be identified differently from the Short North Ambassador service are to be informed by the communications strategy. It was clear from the focus groups, survey, and community open house that they should be
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identified differently from the Short North and that there are sensitivities in the community around identifying existing neighborhoods.

- The board discussed that the best path forward for operations of the ambassador program would be to simply identify it as a funded service of the 54 Special Improvement District instead of assigning it as a service that is only for a given neighborhood or instead of introducing it with a new name. That recommendation will be discussed with community groups prior to operationalizing it a joint meeting with community groups to be scheduled.

Community Open House Feedback

- A Community Open House was held on July 27 to share information about the new 54SID and gather input on communications, art + placemaking, and clean + safe.
- Overall
 - People are excited to have 54SID services, but want more information about them, ways to inform them, and avenues to have SID services touch residents as well as commercial business users.
- Communications Strategies
 - There was agreement that there is value in helping to clarify and raise awareness of key commercial streets, but that doing so should be heavily rooted in existing neighborhood identities that are decidedly different from but still acknowledges proximity to the Short North Arts District.
- Art + Placemaking
 - There is general excitement for more things that bring the community together, calm traffic, and beautify.
 - Type of Public Art (Coin Activity): “Murals” were the most popular suggestion (50 coins), but “Interactive Placemaking” was a close second (48). “Sculpture/Installations” was a bit further behind with 32 votes.
 - Value in Placemaking (dot exercise): Top 3 were: Improving the pedestrian experience, celebrating residents/local businesses and creating enjoyable areas to linger.
 - Location of art/placemaking: Most comments centered around gateway signage or markers (akin to the Short North Arches) for the corridor. Additional suggestions centered around decorative lighting and banners along the corridor and historic markers/art for key sites.
- Clean + Safe Services
 - Traffic speeds are the number one safety concern followed by emerging late night crimes of opportunity. There is a desire to see safety escort program extended to residential streets further than three blocks out. There are concerns safety approaches and affordable housing tenants.

Communications Strategy Update

- A progress report from communications consultant Warhol & Wall Street was shared. The consultant recommended focusing the communications strategy on ways to elevate that there are new services happening in the community enabled by the special improvement district and highlighting existing communities served within the special improvement district over trying to introduce new creative identities as a primary effort of communications. The board agreed with that recommendation and tasked the consultant with moving forward to develop the communications strategy and provide recommendations on the strategy at a meeting of the board to be scheduled in September.

Public Art & Placemaking Audit Update

- Audit with NDC continues. SNA recommending extending community input process and deferring project implementation until 2022, pending outcome of report.
 - The board agreed, but felt that if there are opportunities to achieve projects in 2021, that would be ideal to continue to show progress achieved by the SID, especially if projects may be privately funded on private property. The board asked for NDC to give their report with recommendations at a meeting of the board to be scheduled in September.
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3:35-3:50 PM New Business

- 54SID Board Meetings, Community Group Representation, and Community Notification Process.
 - The Italian Village Society sent a letter to the board providing their feedback from the community open house. They shared that they believe the community would like transparency and communications from the 54SID and requested Sandra Lopez be added to the board along with a Italian Village resident would help with this. They would like clarification on the purpose of the communications strategy, considering the finite resources of the 54SID. And would like collaborations with communications.
 - The board discussed collaborating with IVS to send a letter to the city to formally request Sandra's appointment again, as she was previously requested. They also discussed that per the rules for how SID's operate, that a short-term solution to gaining a resident seat could best be achieved by either having city council appoint a resident and the mayor's office appoint Sandra or having Quinn collaborate with IVS on a proxy appointment and then reassessing appointments at annual elections in December. Quinn expressed a willingness to provide a proxy until the end of the year, but that he would like to remain a voting board member if elected again in December.
 - The board thinks that going forward, an ideal communications process looks like a website just for the 54SID, with published meeting dates, links for anyone to attend the meetings virtually, minutes, and ongoing opportunities to collect feedback. And, that individual board members serving in roles as community representatives need to be proactive in providing community updates, ask for community input prior to meetings, and share minutes with community groups when asked. But, the board discussed that the best way to inform a communications process with the community is to have a separate dialogue with community groups again communications process, so they are included and tasked the SNA with getting a meeting scheduled to discuss before the end of August.

4:42 PM Adjourn

- Quinn Fallon motioned to adjourn the meeting. Kaileigh Pickett seconded the motion. The motion was approved unanimously by all voting board members in attendance.
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