

# Fifth Avenue & North Fourth Improvement District

## Board Meeting

November 20, 2020



### Board Members in Attendance:

Mark Wagenbrenner, Kaileigh Steiner, Paul Pardi, Ashley Myers, Leah Evans, Kevin Lykens

### Board Members Not in Attendance:

Todd Kemmerer, Quinn Fallon

### Other Attendees:

Betsy Pandora, Caitlyn Dunn

### AGENDA – Annual Meeting

- 3:00-3:05 PM Call to Order
- Mark Wagenbrenner called the meeting to order virtually at 3:06pm.
- 3:05-3:10 PM Approval of October 2020 Meeting Minutes
- Mark asked if anyone has anything to discuss. Motion to approve the meeting minutes was approved by Paul and seconded by Leah. All six members approved.
- 3:10-3:15 PM Approve Updated 54SID 2021 Assessment Calculations for Submission to the County
- Assessments total \$245,000 for 2021 and are consistent with revisions to the plan of services declared by the board of revision and that will be enacted upon by Columbus City Council.
    - A reduction occurred in condo-owner assessments, so the total budget of \$245,000 reflects that reduction.
    - Paul asked what the previous amount was, and Betsy shared \$260,000 was the total plan amount with condo owners. Betsy shared that the condo properties that were reduced, were reduced by 50%. If there is a parcel adjacent from the SID that would like to receive SID services, they have the right to petition the SID to receive the services, but they have to pay a higher amount. There are mechanisms for the boundary to increase without going back to the City; the SID would invoice any new voluntary properties.
    - Mark asked for a motion to approve. Paul made the motion to approve; Kaleigh seconded.
- 3:15-3:20 PM Governance Update from Betsy
- Insurance Update
    - All members are currently covered.
  - Meeting Formats
    - Betsy shared that she typically starts with meeting minutes and follow with a financial report. A director's report for projects and programs follows that, as well as old business and new business, then there is an allotment for a general discussion. Board members can submit agenda items prior to each meeting.
  - Continued Community Feedback
    - There is a lot of community interest in what the SID will accomplish, so we want to ensure we have a community forum for feedback. For instance, the Italian Village Society is the resident's association, and Betsy suggests that a member of the SID attends these meetings. For residents and property owners, there is a Short North Alliance group that the 54SID can attend on a bi-monthly basis. The 54SID will also be added to the Short North Alliance's mailing list (e.g. civil unrest updates, and events).
    - Leah suggested utilizing milestone meetings to invite adjacent neighborhood representatives from Weinland Park and Milo-Grogan to ensure they are included in updates when appropriate. Betsy suggested offering a stand-alone meeting to Weinland Park residents.

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- Mark asked what property owners were in Weinland Park, and Betsy responded that it's a very small amount of properties. Mark added that we want to make sure we are targeting the Weinland Park residents when appropriate.

3:20-3:50 PM Review 54SID Project List Drafted by SNA for 2021

-Betsy shared that based on community feedback and 54SID feedback, she is sharing an initial project list (not in order of priority).

- Identity and Communications Program
  - Community Engagement Process
    - SNA will engage an experienced consultant to work in partnership with us and our team, as well as the SID board, to lead a series of community meetings, conduct community surveys, and identify the relative, brand, voice and other community-driven goals for how to identify, discuss, and position of the 54SID.
    - Example of the work: How do we strategy communicate about areas in the 54SID?
  - Identity & Design Guidelines
    - Betsy shared that it could be that there is one set of guidelines that applies to some or all areas within the SID. A guideline would give specificity and gives the ability to best position the area based on the goals that are defined. The SNA team will develop and deploy assets as needed, and disseminate those for businesses and property owners to use. SNA would also offer technical support to help owners integrate the assets.
  - Communications Strategy
    - The strategy would guide how we talk about the area, which would be a multi-year process (e.g. a dedicated web and social media presence).
  - Implementation of communications strategy on web, email, and social media
    - SNA will create website content, email marketing content, social media content, and implement across a series of dedicated platforms to support the goals of the communications strategy.

Betsy offered to put this into a timeline to see how the execution would break down in a schedule. It's possible that some property owners could front the cost of hiring an expert like this, and then get reimbursed when SID dollars come in. Based on the feedback and priorities, next year feels like we should focus on getting base services of the ground, and then 2022 could be focused on events and promotions.

Mark shared that with events not on the horizon anytime soon, it is important to get our communications locked in to be ready to launch events. Part of the scoping of this effort should be listening to feedback of what the community wants to see unfold in terms of event ideas.

Mark offered to front money for this project. He asked Betsy and Caitlyn to work on the schedule as a first step.

Betsy confirmed that what she's hearing from this group is that the communication is a priority and sets a foundation for the SID.

- Public Art Program
  - Audit to identify locations for public art and placemaking projects on both public and private property
    - Members have expressed interest in seeing tangible work of the SID early on, and Betsy recommends public art by engaging in the Neighborhood Design Center to conduct an audit of the physical area to identify locations that would be appropriate for public art and placemaking projects on both public and private property.

- Implementation of one public art project
  - Best shared that she thinks there would be the budget to get one art project off the ground. It would mesh with the community-identity work to bring identity to the area in 2021.
  - Kevin Lykens shared that he would love to see this initiative get moving sooner rather than later. Even if we get one thing moving, it will show everybody a taste of what we're going to do. Kevin would be willing to provide resources and locations, and would like to identify where it would go.
  - Mark shared he would be willing to assist as well.
- Environmental Maintenance Program
  - Betsy shared it's important to think about the environmental maintenance programs mixed with beautification projects. It will be data driven, so we can make a case for more trash receptacles or street sweeping, for example.
  - Daily removal of trash, weeds, litter, and leaves from the right-of-way
  - Weekly removal of graffiti from right-of-way and private properties (condo properties if opt-in)
  - Identification of landscape, wayfinding, or other beautification enhancements
  - Implementation of one landscape, wayfinding, or other beautification enhancement
- Safety Program
  - Daily monitoring of streets, 12-16 hours per day
    - Don't have the ability to arrest people or assume police roles. We would implement a crime-prevention program and giving people the right tools.
    - Will need some time next year to study the trends and determine what the staffing needs are.
    - Will track and report safety data to aggregate it and report to officials.
  - Ambassador hotline, text alerts, email alerts
- Advocacy & General Community Engagement
  - Area meetings and internal update communications
    - To keep people informed and share the work of th 54SID and to offer some parking benefits.
  - Development of a community promotions & events plan
  - Advocacy services and development of an advocacy agenda
    - This involves on-demand services for property owners' issues. It can evolve into policy advocacy. An advocacy agenda is developed so positions are maintained and we can provide feedback when asked.
  - Select parking services

Betsy shared potential funding allocations for the \$245,000 budget in 2021. About 20% of that budget could go toward communication efforts, about 35% could go toward environmental maintenance and capital projects, public art program makes up about 18% of the budget, and the safety program makes up 15% of the budget. Other expenses include authorization expenses that need paid back to property owners, equipment and facilities.

Betsy shared that her team will take the budget and associate it with a timeline. In advance of June and shortly after the first of the year, there's a desire to see the communications effort in terms of the research piece of it, some thought into the events plan, the advocacy agenda, and the public art audit should get under way. Specifically, The Lykens Company and Wagenbrenner offered assistance with funding to get these projects going prior to assessment funds in our budget.

3:50-4:00 PM General Discussion/Future Meeting Schedule

- Future Meeting schedule.
  - Planning Work Group Meetings will continue to meet in November, January and March.

## **Fifth Avenue & North Fourth Improvement District**

### **Board Meeting**

**November 20, 2020**



- 2021 Board Meetings will proceed on the second Tuesday in February, April, June, August and October at 3pm
- Follow-up deliverables will be sent out via email for the board to review and provide feedback; no December meeting will take place.

4:00 PM

Adjourn

Mark asked for a motion to dismiss.

- Paul made the motion, and seconded by Kaileigh.
- All members approved.
- Meeting minutes submitted by Ashley Meyers