



FLAGSTAFF DOWNTOWN BUSINESS IMPROVEMENT AND REVITALIZATION DISTRICT STAKEHOLDERS REPORT 2014

During 2014, the Flagstaff Downtown Business Improvement and Revitalization District (FDBIRD) was formed, funded, and created a management structure for downtown.

2014 highlights:

- **February '14** City of Flagstaff unanimously approved Resolution to Form FDBIRD and appointed three initial directors to board to serve one year terms. Council also voted to approve one-time \$127,000 initial funding for district operations.
- **June '14** District property owners voted in favor of a special tax assessment to fund the district.
- **September '14** District awards management contract to Flagstaff Downtown Business Alliance (FDDBA) to hire Executive Director and provide services for downtown around the goals of management, advocacy and parking solutions.
- **November '14** FDDBA conducted local, regional and nationwide search for Executive Director candidates, interviewing six applicants and narrowing the field to two finalists.
- **December '14** Executive Director finalists appeared downtown for multiple community meet & greets and in person interviews.
- **January '15** the FDDBA announced the hiring of Terry Madeksza as the new Executive Director.

"Since February's formation of the District, there's been a lot of hard work and tremendous effort bringing all the legal and financial elements to a successful result. An unbelievable amount of work has happened to get us to December 2014 and I'm really excited and proud with how much has been accomplished. Now we're poised to bring management, advocacy and parking solutions to downtown."

Mark Lamberson owner, Mountain Sports Flagstaff.

"From my perspective, the greatest milestones are that the district has been created, they have a Board of Directors and they can start working." Elizabeth Burke, District Clerk and City Clerk of Flagstaff

Terry's entire career has been devoted to downtown management, most recently with the Downtown Phoenix Partnership.

- **February '15** the FDBIRD received 5 nomination packets for 5 board openings, as such an election was not held resulting in the appointment of Karen Kinne-Herman, Tim Kinney, Dave Stilley, John VanLandingham and Antionette Beiser to the board of directors.

"Nobody else in the state has done this yet. The most significant challenge is that this is a brand new form of entity. There is no case law with regard to this. The guiding principles used throughout were transparency, openness and fairness to ensure that the district has complied with all applicable state statutes with regard to municipal elections, finance and open meeting laws." Dana Kjellgren, attorney



Other 2014 accomplishments:

- Negotiated Intergovernmental Agreement (IGA) with City of Flagstaff resulting in \$127,000 City contribution to the district.
- Website (www.downtownflagstaff.org) updated regularly to post agendas and minutes from board meetings, resolutions, election information and other pertinent information related to the district.
- Retained legal counsel to provide advice for district matters related to formation, open meeting laws, elections, etc.
- Assigned “point person” for district issues with stakeholders and City of Flagstaff.
- Board of directors conducted 15 board meetings, complying with Arizona open meeting laws, to deal with various issues related to the formation, organizational framework, tax election, and other details.
- Board of directors adopted 2014-2015 budget.
- District board, clerk, treasurer and attorney worked with Coconino County assessor’s office, treasurer’s office and election office to iron out all necessary details ahead of the June special tax election.
- Coconino County Board of Supervisors approved mail ballot election for February 2015 to elect new expanded FDBIRD board of directors (5).
- Contracted for clerk and treasurer to replace City staff provided to district as of 1/1/2015.

“There’s a lot we can do and this will help us to take some good steps. That the volunteer group held it together long enough to have staff is a miracle. There are going to be challenges – the district will have to work very hard.” Maury Herman, principal, Coast & Mountain Properties

Flagstaff Downtown Business Improvement and Revitalization District Goals

Protect and enhance the vitality of our historic downtown...

1. Management

*District Marketing
Special Events
Street Closures
Holiday Decorations*

2. Parking

*Better Customer/Client Parking
Employee Parking Solutions
Private Lot Management/Sharing
More Parking Spaces*

3. Advocacy

*Dedicated “go-to” person
Representation on Issues
Heritage Square Permitting*

www.downtownflagstaff.org