

City Center Business District Annual Meeting Minutes

February 16, 2021
Zoom Meeting

Call to Order

Greg Block called the meeting to order at 3:36 p.m.

The following CCBD Board Members were present: Kelly Bargabos, Jimmy Parker, Katy McDonald, Astrid Naujokaitis, Lindsay Kotas, Marleen Abarca, Greg Block, Michael Caldwell.

The following staff members were present: Alex Gutierrez, Aimee Newman, Justin Apper, Terri Johnson

No members of the public were in attendance.

Non-Agenda Public Comment

- There was no Non-Agenda Public Comment.

Overview

Actions:

- Approval of the FY22 BID Budget: 1st- Jimmy Parker/ 2nd- Lindsey Kota / all in favor - Yes

Presentations:

- Introduction to City Center
 - Reviewed the history of the BID and the business breakout by category.
 - We discussed opportunity areas outside the current footprint of the City Center BID.
 - Review the BID's performance metrics between July 1, 2019, and June 30, 2020.
- City Center Survey Review
 - Discussed the survey results for the BID; the results showed the opinion of Board members on the subject like the website, social media, areas of focus during the FY22 season. The Survey will be modified and reposted after FY22.
- **FY22 Narrative Review**
 - We discussed the three narrative focus areas for the BID during FY22. Reenergize City Center Business District Economic, Champion and Nurture the City Center Experience, and BID Excellence.
- **FY22 Budget Allocations**
 - The board reviewed all the allocations for FY22 and approved the budget.

Adjourn

- Greg Block adjourned the meeting at 4:25 p.m.