



DRAFT

MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY SPECIAL MEETING
Monday – October 22, 2018 – 8:30 am
DDA Office — 85 SE 4th Avenue

1. Call to order/Roll Call – 12:00 Noon

Members Present: Dr. Alan Costilo, Peter Arts, Mavis Benson, Mark Denkler

Members Absent: Pamela Ramsey, Dr. John Conde, Frank Frione

Staff: Laura Simon

Guests: None

2. Agenda: Changes & Additions

ACTION – Motion to approve the October 22, 2018 Special Meeting Agenda as presented

3. Transportation Services Discussion

A. Costilo I feel our situation had quickly come to a head with the downtowner leaving and the trolley effectively leaving the city, even for a short time. The City is lacking an intelligent mobility system, it seems that everyone is looking to the DDA to provide the solution. My inclination is to operate as a private entrepreneur as I always do. With talking to Laura, I realized that the smart move here was for the DDA to partner with the CRA. I spoke to Bill Bathhurst and he said that he wanted the DDA to be involved.

P. Arts Laura can you advise how much the DDA and businesses would like to contribute if the trolley was reinstated?

L. Simon I think there is an opportunity to be explored. Our businesses mentioned at the merchant meeting that they would be interested in advertising.

A. Costilo Nobody likes the trolley because they're diesel, too large and unnecessarily slow. Whatever vehicle we use, the trolleys slow traffic down and they're inefficient. What Laura suggested was that the trolleys would be located at the OSS parking garage and they wouldn't go down the Avenue they could go down First Streets.

L. Simon Or close to it, the biggest issue is between Federal Highway and Swinton, with the two lanes it's perceived to be clogging traffic. If we could get them out of that area, it would help.

M. Benson That's a great idea.

A. Costilo It seems to me If you were doing routes you could have one going east and one going west from the OSS parking garage. There're the tri-rail busses that go every hour on the hour. It's about scheduling. We need to discuss vehicles and an employee solution, and we need to work on the carbon footprint. We need some point to point system as we 're too small to have a bus system. It needs to be regulated by whoever manages the transportation.

L. Simon The conversation on the dais has been who is going to take this project and run with it.

P. Arts On the point to point, don't we have two in Downtown? The Downtown and one other.

L. Simon Katcha-Ride. But the Downtown is no longer in business.

P. Arts The Downtowner has the infrastructure. There's got to be a way that we can piggy back on that because you'd have to start a whole new system from the app to staffing to vehicles.

L. Simon KatchaRide is a private business and they don't have the infrastructure. There are others similar to the downtowner that are procured through the city. Freebie has a similar service. The plus with the Downtowner is that they know our community. The bad part is that they're moving away from the gem cars.

P. Arts There is also the option of Uber and Lyft. There are transportation companies that subsidize those companies because they don't want to reinvent the wheel.

L. Simon We'll probably hear more about that at IDA.

A. Costilo In terms of solutions, Laura and I spoke to Jeff. Jeff wants to be involved at some level. It's the CRA's money. Jeff talked about other companies that are stepping up to take over the place of the Downtowner. We need a real solution.

P. Arts you said it so correctly, If you want us to do it, ask us and if you do, then give us the money and let us manage it as we see fit.

A. Costilo I was excited because we could take it and run with it, but no one was offering up any funding, only asking if we would take it on entirely.

P. Arts Mark mentioned that Frankel has challenged the DDA to come up with a solution and funding.

L. Simon The City Manager said that eventually he wants to extract the city from funding the Trolley to focus on other budgetary issues. The reason for the meeting today was because the CRA's original vote was to proceed with the transportation service with a \$900,000 budget. But there was no answer after that about what is happening next. They must have the meeting tonight to vote to reinstate the Trolley while we are trying to figure out what has to happen next.

A. Costilo Technically, this is not the DDA's responsibility. It is not in our charter.

P. Arts And we haven't been asked.

A. Costilo That being said, I'm very excited to grow the DDA's responsibilities within the City and to move forward and make us a go to organization that can work quickly.

P. Arts He's requesting the City extract themselves, but that doesn't mean the CRA can do the same.

M. Denkler It's hard to come up with a solution because we don't know what the funding is. It's bigger than businesses, it's moving people around and helping with parking.

L. Simon It's all a part of the mobility and transit plan. One thing we have for this year is to be a part of this solution. We've been asked by the commission several times to be more involved but never a funding partner.

P. Arts If the DDA is brought up, how do we react?

A. Costilo I would step back, I would not volunteer. I would say that isn't in our charter, but what is is support for our constituents in the CBD. We're happy to run it, market it, sell it and share it. We need to put together a plan and present it to the parties that be next week.

M. Denkler The trolley and transportation is not our expertise. We can make suggestions, but we were able to put together the parking plan so easily because we were constantly studying and watching parking. We have no metrics so it's hard to know if it's a success or not.

M. Benson Has anyone spoken to Shelley or Ryan about this?

L. Simon I've spoken to the mayor several times. She would like the CRA and DDA to work together on this solution.

P. Arts I think ideally the CRA would fund the project and the DDA would help administer the program. We are happy to be involved.

Discussion Ensued

5. Board Comments

- No Board Comments

6. Motion to Adjourn



Meeting adjourned at 9:51 am

Respectfully submitted,
Lauren Lyall

Mavis Benson, DDA Secretary

DATE