

DLMD Board Meeting  
Wednesday, August 3, 8:30 am  
201 East Main, 9th Floor  
McBrayer, McGinnis, Leslie & Kirkland

- I. Welcome & sign-in
- II. July 06 minutes  
(Board action required)
- III. Public comment for items on the agenda
- IV. Old business
  - A. Block-by-block update  
(For information only)
  - B. Website and branding update  
(For information only)
- V. New business
  - A. Downtown trash corrals
  - B. DLMD grants
  - C. Citizen forum (Wed Sept 21<sup>st</sup>, 6:00 pm)
- VI. Public comment for items not on the agenda
- VII. Adjourn

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**Downtown Lexington Management District  
Board of Directors Meeting  
July 06, 2016  
201 East Main Street,  
9<sup>th</sup> Floor (Jim Frazier Office)**

**Present Board**

**Members:** Andrew Carter, Gary Means, Geoff Reed, Jake Gibbs, Jim Frazier (Chair), Lisa Betz, Nick Nicholson, Scott Davison, Stephen Grossman, Steve Kay, Taunya Phillips, Woodford Webb, Zedtta Wellman

**Other persons present:** Mary Beth Wright, Beverly Fortune, Todd Slatin, Melissa McCartt-Smyth, Rachel Dixon, Chris Corcoran

**\*\*\*\*\*Minutes\*\*\*\*\***

Mr. Frazier opened the meeting at 8:32 am. The board reviewed the June 01 meeting minutes. Mr. Webb made a motion to approve the minutes, Ms. Wellman seconded, and the board passed the meeting minutes unanimously. There was no public comment for items on the agenda.

Mr. Frazier updated the board on the status of the \$25,000 loan from LFUCG, and the Council approval of the of the DLMD FY 2017 budget. The \$25,000 has been received by DLMD, and the Council has approved the operating budget. The board then reviewed the draft economic improvement plan and provided feedback. Mr. Nicholson suggested that property owners be given the option of opting-out of paper delivery of the economic improvement plan and DLMD notices through the online website. The board agreed to pick a date in September for a public forum with property owners. The board then proceeded to interview contract service providers.

Mr. Steve Kelley, Ms. Renee Shepherd, and Mr. David Goldberg presented on behalf of the Downtown Lexington Corporation (DLC). 75% of DLC board members own property with the DLMD, and the DLC stressed their local downtown experience, key people, marketing work, commitment to Lexington, and relationships with property owners. Mr. Goldberg presented on behalf of his district management service, StreetPlus, which is based in Brooklyn. Mr. Goldberg discussed the hiring and training of personnel, as well as the proprietary software used in day-to-day management. Mr. Goldberg discussed pay in the \$10 - \$11 range for front-line employees and \$18-\$20 for the manager (positions would include benefits). Vice Mayor Kay asked what role the DLC would play as an intermediary between the DLMD and StreetPlus. Mr. Goldberg stated that StreetPlus would make corporate visits to the DLMD, and have a strong local manager. Mr. Kelley explained that the DLC would be the on the ground manager, with expertise on marketing and local relationships. Ms. Betz asked about responses to panhandlers, and Mr. Goldberg stressed the need to connect vulnerable populations to available resources. Mr. Nicholson inquired about the labor costs, and the DLC explained that the budgeted costs are for nine months of operation. Mr. Frazier asked about whether or not the DLMD needs an executive director on staff. Ms. Shepherd responded that the organization was not large enough for a full-time executive director, but could use some staff support. Mr. Goldberg stressed that while StreetPlus is based in NYC, the company works for a variety of different cities. He ended Q&A by stating that StreetPlus would intend to hire three "clean" and two "safety" employees (inclusive of the manager).

Mark Lammon and Blair McBride presented on behalf of Block by Block. The firm is based in Louisville, are excited to pitch in Lexington. Mr. McBride started the presentation with some assessment of downtown Lexington. While he found downtown to be generally safe and clean, he identified many opportunities to improve the detail of cleanliness. Mr. McBride discussed the importance of a consistent standard and consistent frequency for downtown cleanliness. In "hot spots," Mr. McBride stressed the need for daily maintenance; whereas some areas on the periphery of the DLMD will receive service two-times per week. In discussing hiring, Mr. McBride stated that the firm first and foremost hires for personality, and then trains for skill. The manager will be a working manager. Mr. McBride discussed the need for ambassadors to be visible, for them to be cross-trained in multiple responsibilities, and for

property owners to see impact soon. In addition to the day-to-day maintenance, Mr. McBride discussed several long-term projects, including painting light poles, polishing steel utility boxes, and doing an annual reinvestment. In terms of cost, Mr. McBride stated that the fees are low, that there are no start-up costs, and that the district will only pay for hours worked ("banked hours"). In his presentation closing, Mr. McBride stated that the DLMD needs to provide a reason for people to keep coming back downtown, and he looks forward to working with the board on downtown Lexington. In response to questions, Mr. McBride stated that meetings with the Block-by-Block board would be held at least quarterly (maybe monthly), employees would be paid \$11.50 an hour, and that the manager would be paid roughly \$48,000 in salary. Block-by-Block intends to hire roughly 3.6 FTEs, balanced by five working individuals.

In the board discussion, the board noted that the cost proposals of the two firms were quite similar. That board stated a preference for the proximity of Block-by-Block in Louisville. The board expressed concern with having the DLC as an intermediary layer between StreetPlus and the DLMD board. The board discussed preference for the content of the Block-by-Block presentation. The board expressed appreciation for the hard work of the DLC in establishing the DLMD, but the need to select a firm based on street operations. Vice Mayor Kay made a motion to select Block-by-Block, Ms. Wellman seconded, and the board voted unanimously to select the firm and enter into negotiations, with four members of the DLMD Board who serve on the DLC Board abstaining (Gary Means, Jake Gibbs, Stephen Grossman, and Woodford Webb).

There was no public comment for items not on the agenda, and the board voted unanimously to adjourn.