

Downtown Lexington Management District
Board of Directors Meeting
Wednesday, November 4, 2020
Zoom Telephone Conference

Present Board Members: Clay Angelucci, Thomas Petit, Vice Mayor Steve Kay, Jim Frazier, Liza Betz, Councilmember Mark Swanson, Stan Harvey, Kevin Atkins, Taunya Phillips, Mary Quinn Ramer

Advisory Board Members: Beverly Fortune

Other Persons Present: Laura Farnsworth (DLP), Terry Sweeney (DLP), Taylor McDonald (DLP) Harrison Stiles (DLP), David Warren (Block-By-Block), Kate Savage (Arts Connect).

The meeting opened at 8:34am.

Jim Frazier welcomed the board and opened the meeting. There were two items for approval on the consent agenda:

1. Approval of the minutes from the September 2 meeting. There was a motion by Thomas Pettit to approve, and a second by Clay Angelucci. The motion passed unanimously.
2. Approval of the Financial Statements. Jim Frazier noted that the income is slightly down due to several factors: the PVA is delayed about 30 days in sending out the tax bills for the year due to COVID. Payments have been delayed to Block by Block and the Fayette Co. Sherriff's Office. Frazier anticipates that funding will begin returning to DLMD in the end of November vs. the usual time of October. Approved but outstanding funding has also been pushed to the end of the year. Kevin Atkins questioned if moving cash from reserves is necessary, but the DLMD vendors understand the delayed payment. That said, the programs may need to be changed moving forward following a drop in revenue due to property value appeals with the PVA. Hotels were reassessed in 2020, and the lowering of value has impacted the DLMD levy negatively. Terry updated that in 2021 multi-family properties would be assessed and that may change the levy as well. Terry mentioned that he and Jim Frazier would be staying aware of the assessments as they occur to better prepare a budget for DLMD. Terry also asked that it be considered that the DLMD budget is moved to a calendar year to better evaluate the incoming budget, as the revenue isn't determined until Q2. Vice Mayor Steve Kay noted that if it's advantageous to the DLMD to move to a calendar year, Council shouldn't object. The ordinance would need to be changed, and Kevin Atkins volunteered to start the process with David Barbarie, with LFUCG. There was a motion by Kevin Atkins to approve, and a second by Thomas Pettit. The motion passed unanimously.

Property Improvement and Reopening & Recovery Grant Update

Taylor McDonald updated the board the 34 applications total for approximately \$77,173 of the \$80,000 allocated by the board. Uses include PPE, outdoor dining tables, inventory restock, and more. It leverages over \$200,000 of reopening expenses. There are 5 active grants ready to be funded when DLMD revenue is received. Two Property Improvement grants have been approved, and four are pending.

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Public Art Update

Kate Savage has installed second exhibition in the gallery at Triangle Center. She is working with a local artist to install 8 large pieces, with equestrian themes matching up with upcoming Breeders' Cup. The artwork DLMD owns and had used in the space previously is currently in Kate's Mobile Gallery, and available for sale. David Warren suggested an exhibit in the future that includes children, which would encourage families to come downtown and see the artwork. Kate suggested a partnership with the Living Arts and Science Center.

Next, Beverly Fortune noted that the Court Square Building was working on lighting, and that downtown lighting projects have been turned purple for Breeders' Cup. Jim Frazier also mentioned that The Square lighting project will be completed prior to Breeders' Cup.

Jake Gibbs' Plaque

Terry suggested that the installation be delayed until Q1 of 2021 when a gathering could be held. Vice Mayor Steve Kay recommended that the event move forward, socially distanced, with a virtual screening as well. It was recommended that it be installed prior to the anniversary of his death.

DLP Update

Terry Sweeney noted that DLP continues to work hard to support downtown businesses, including marketing campaigns and reimaged events and programming.

Laura Farnsworth provided an update regarding the end of year event programming. Working with Breeders' Cup Festival, DLP organized a series of street musicians that will be rotating through established spots from 5p-10p, Wednesday – Saturday of Breeders' Cup week. The Unified Trust Company Ice Rink in Triangle Park will be open for the season in mid-November. There are very serious safety protocols that will be published prior and during the opening. On Sunday, November 29 we will have the Tree Lighting Festival, including a virtual component. Finally, on Saturday, December 12, a "reverse parade" will be held on Midland Avenue.

Harrison Stiles informed the Board about the Shop and Celebrate customer rewards program that encourages shopping throughout downtown with weekly gift card winners and a cash "grand prize." Additionally, we'll be promoting DLP member businesses in the newsletter and social media. Also, DLP is partnering with Windstream for the #LocallyLexington campaign, which includes a new downtown mural, and features on what makes downtown businesses unique.

On Street Report

David Warren noted that he had received a note regarding individuals sleeping in the garages as the weather turns colder. While DLMD staff cannot go into the garages, David has asked his staff to observe the entrances and has offered his support to anyone who feels uncomfortable walking from their car. He also is trying to get a lock changed in the Square Garage. Additionally, DLMD ambassadors have begun cleaning the leaves from the district.

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Issues Not on the Agenda

Thomas Pettit asked about the Horsemania investment, and why the DLMD wasn't recognized. Kate Savage noted that the three horses currently on display prior to Breeders' Cup are a different program. The Horsemania project is unknown at this time. Mary Quinn Ramer noted that on behalf of VisitLEX, they requested a refund from LexArts. Thomas Pettit recommended that DLMD do the same, and Jim Frazier said he would write a letter to LexArts requesting the funding refund.

Public Forum

No public comment was entered.

The next meeting of the Downtown Lexington Management District will be held on Wednesday, January 6, 2021.

With the boards work complete, the meeting was adjourned at 8:55am.