

DLMD Board Meeting  
Wednesday, May 3, 2017 8:30 am  
201 East Main, 9th Floor  
McBrayer, McGinnis, Leslie & Kirkland

- I. Welcome & sign-in
- II. March 1, 2017 minutes
- III. Treasurer's Report
- IV. Old business
  - A. Update on contract services (Warren)
- V. New Business
  - A. FY2018 Proposed Budget
  - B. Trash Receptacles (presentation)
  - C. Social Media & e-newsletter campaign
  - D. DLMD potential projects
- VI. Public comment for items not on the agenda
- VII. Adjourn

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• Contract services update (Block-by-Block)	# 5-10
• FY2018 Proposed Budget	#11-13
• Social Media & e-newsletter campaign	#14
• DLMD Potential Projects	#15

**Downtown Lexington Management District  
Board of Directors Meeting  
March 01, 2016  
201 East Main Street  
9<sup>th</sup> Floor (Jim Frazier Office)**

**Present Board**

**Members:** Andrew Carter, Gary Means, Jim Frazier, Lisa Betz, Nick Nicholson, Scott Davidson, Stephen Grossman, Steve Kay, Taunya Phillips, Woodford Webb, Mary Beth Wright, Zedta Wellman, and Lawrence Wetherby. **Advisory Council:** Beverly Fortune, Donna Smith, Larry Jones, Salvador Sanchez, and Thomas Pettit.

**Other persons present:** Cathey Mobley (LFUCG Parks), Brett Bibb (DLC), Rob Bright (DLC), Kate Savage (Arts Connecting), Lori Houlihan, (LFUCG), Kathryn Minton (DLC), David Warren (Block-by-Block), Jeff Fugate (LDDA), Marjorie Guyon, and Chris Corcoran

**\*\*\*\*\* MINUTES \*\*\*\*\***

Jim Frazier welcomed the board, and started the meeting. Woodford Webb made a motion to approve the January 04 minutes, Zedta Wellman seconded, and the motion passed unanimously. Jim Frazier and Steve Grossman presented the Treasurer's Report. Jim noted that Sheriff Witt expects to continue collecting some funds, and the revenue will roll over to budget year FY 2018.

In Old Business, David Warren provided an update on contracted services from Block-by-Block. David and his team are actively meeting business owners and making downtown contacts. There remain concerns around excessive panhandling. Andrew Carter asked David how the Ambassadors handle security when panhandling becomes aggressive. David reported that the Ambassadors call the police when anything becomes aggressive. When maintenance concerns are encountered, David refers them to LexCall (311). Vice Mayor Steve Kay reported that the Council is working on a revision of the panhandling ordinance, which was overturned by the KY Supreme Court.

Marjorie Guyon gave an update on DLMD art projects, and the installations to date. Gary Means mentioned LexPark efforts to add murals to downtown garages. Woodford Webb suggested that the Board actively track positive press coverage (e.g., the coverage of the arts project) in a press portfolio, for marketing and district reauthorization. Lori Houlihan provided an update on the art project for the Phoenix Building that Vice Mayor Kay and Jake Gibbs have funded through City Council dollars. David Warren is serving on the selection committee, and there will be a March 20<sup>th</sup> selection of the project. Jim Frazier notes that he is still working on getting lighting placed on the billboards on Short Street.

In New Business, Jim Frazier mentioned the administrative support contract that the Executive Committee had tentatively approved, and asked the Board for approval. The terms are \$2,000 a month from February through June for the Downtown Lexington Corporation (DLC) to provide administrative services. As part of the services, DLC will connect David Warren to business leaders. Kathryn Minton (DLC) mentioned that the DLC is excited and happy to re-engage with the DLMD, and that the DLC has been committed to DLMD success from the beginning. Kathryn mentioned an interest in starting a DLMD newsletter, going live on social media, and also providing website, packet, database, and marketing support. Kathryn and her team will work day-to-day with David Warren and the Block-by-Block team. Nick Nicholson made a motion for the board to approve the contract, Zedta seconded, and the board voted unanimously to approve the contract, with members of the DLC board abstaining from the vote (Webb, Means, Kay, Wright, and Wetherby). Lawrence Wetherby provided an update on ongoing conversations about DLC and LDDA cooperation. Woodford notes that the arrangement would be a cooperation among the two boards, along with a common executive director and staff to coordinate the work.

Also in New Business, Steve Grossman inquired about newspaper boxes: either pieces of street furniture that house newspapers or corrals. Kathryn Minton says that the DLC is happy to investigate further, as well as to provide some information on the cost of replacing public trash cans in the right-of-way

throughout the district. Kathryn and Cathey Mobley then discussed the potential to cooperate together on plantings. Additional discussion is needed.

In Public Comment, Kate Savage provided background on Arts Connect, and invited the DLMD to cooperate to rotate the work of local artists in the downtown district. Kathryn Minton and Jim Frazier will follow-up.

With its business complete, the board voted to adjourn.

Downtown Lexington Management District  
 Fiscal YTD  
 July 2016 - May 01, 2017

Programs Revenue	\$ 420,591
Programs Expenses	\$ (154,637)
Accounts Remaining Balance	\$ 265,954

Board Meeting

	Jul '16	Aug '16	Sep '16	Oct '16	Nov '16	Dec '16	Jan '17	Feb '17	Mar '17	Apr '17	May '17	Jun '17
<b>FY 2017</b>												
Balance	\$ 25,000	\$ 21,165	\$ 17,415	\$ 6,530	\$ 6,460	\$ 290,627	\$ 326,708	\$ 333,573	\$ 297,697	\$ 282,848	\$ 265,954	
Prior month revenue	\$ 25,000	\$ -	\$ -	\$ -	\$ -	\$ 284,984	\$ 65,676	\$ 24,140	\$ 18,142	\$ 2,347	\$ 302	\$ -
Prior month expenses	\$ -	\$ (3,835)	\$ (3,750)	\$ (10,885)	\$ (70)	\$ (817)	\$ (29,596)	\$ (17,275)	\$ (54,018)	\$ (17,196)	\$ (17,196)	\$ -

	Jul '17	Aug '17	Sep '17	Oct '17	Nov '17	Dec '17	Jan '18	Feb '18	Mar '18	Apr '18	May '18	Jun '18
<b>FY 2018</b>												
Balance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Prior month revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Prior month expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

# **DOWNTOWN LEXINGTON MANAGEMENT DISTRICT BOARD REPORT MAY 2017**



# Statistics

September 2016 through April 2017

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>Billy Goat Hours</b>	'16	--	--	--	--	--	--	--	--	--	--	1	11	12
<b>Business Contact</b>	'16	--	--	--	--	--	--	--	--	16	10	7	3	36
	'17	5	12	12	--	--	--	--	--	--	--	--	--	29
<b>Graffiti/Stickers Removed</b>	'16	--	--	--	--	--	--	--	--	884	602	510	267	2263
	'17	395	549	312	320	--	--	--	--	--	--	--	--	1576
<b>Hospitality Assistance</b>	'16	--	--	--	--	--	--	--	--	22	39	32	74	167
	'17	63	64	105	56	--	--	--	--	--	--	--	--	288
<b>Loitering - Observed</b>	'16	--	--	--	--	--	--	--	--	1	--	1	--	2
	'17	--	--	4	14	--	--	--	--	--	--	--	--	18
<b>Motorist Assist</b>	'16	--	--	--	--	--	--	--	--	2	11	15	7	35
	'17	30	30	17	3	--	--	--	--	--	--	--	--	80
<b>Panhandling - Aggressive</b>	'16	--	--	--	--	--	--	--	--	3	--	3	--	6
	'17	5	1	1	--	--	--	--	--	--	--	--	--	7
<b>Panhandling - Passive</b>	'16	--	--	--	--	--	--	--	--	6	2	9	9	26
	'17	12	13	10	17	--	--	--	--	--	--	--	--	52
<b>Park Count - End of Shift</b>	'16	--	--	--	--	--	--	--	--	13	30	16	1	60
<b>Park Count - Start of Shift</b>	'16	--	--	--	--	--	--	--	--	--	68	24	7	99
	'17	37	24	8	21	--	--	--	--	--	--	--	--	90
<b>Power Washing (hours)</b>	'16	--	--	--	--	--	--	--	--	2	17	4	--	23
	'17	1	--	--	3	--	--	--	--	--	--	--	--	4
<b>Request for Police/Fire/EMS</b>	'16	--	--	--	--	--	--	--	--	--	--	4	1	5
	'17	5	1	2	1	--	--	--	--	--	--	--	--	9
<b>Sidewalk Drains Cleared</b>	'16	--	--	--	--	--	--	--	--	40	373	322	340	1075
	'17	400	428	496	289	--	--	--	--	--	--	--	--	1613
<b>Trash (lbs)</b>	'16	--	--	--	--	--	--	--	--	2145	3260	2713	1952	10070
	'17	1242	1350	1125	922	--	--	--	--	--	--	--	--	4639
<b>Weed Abatement (block faces)</b>	'16	--	--	--	--	--	--	--	--	148	429	266	66	909
	'17	18	11	--	79	--	--	--	--	--	--	--	--	108

# Highlights





# Highlights



PRESSURE WASHING





# Highlights



# Highlights



draft DLMD budget FY2018

Downtown Lexington Management District

	Fiscal Year 2016 - 2017		Fiscal Year 2017		FY 2017		Initially Proposed		Updated	
	Fiscal Year 2017 (Jul 1 - Jun 30)		Actuals to Feb 28		12-mo projection		Fiscal Year 2018 (Jul 1 - Jun 30)		Fiscal Year 2018 (Jul 1 - Jun 30)	
	<i>(9 months of operations)</i>						<i>(12 months of operations)</i>			
<b>TAX BASE</b>										
Tax base (non-exempt)	\$	415,000,000	\$	415,000,000	\$	415,000,000	\$	415,000,000	\$	415,000,000
Tax rate, per \$100 value		\$0.10		\$0.10		\$0.10		\$0.10		\$0.10
Tax collection baseline	\$	415,000	\$	415,000	\$	415,000	\$	415,000	\$	415,000
		% of total revenue		% of total revenue		% of total revenue		% of total revenue		% of total revenue
<b>REVENUE</b>										
Tax revenue	\$	410,850	\$	412,731	\$	412,731	\$	410,850	\$	412,731
Tax payment rate estimate		99.0%		99.5%		99.5%		99.0%		99.0%
Tax collection baseline x payment rate	\$	410,850	\$	412,731	\$	412,731	\$	410,850	\$	412,731
Loan	\$	25,000	\$	25,000	\$	25,000	\$	-	\$	-
LFUCG 0% interest loan, 2-year term	\$	25,000	\$	25,000	\$	25,000	\$	-	\$	-
Donation and Partnerships	\$	-	\$	-	\$	-	\$	-	\$	10,000
Payments in Lieu of Taxes (nonprofits)	\$	-	\$	-	\$	-	\$	-	\$	10,000
<b>Total Revenue</b>	\$	435,850	\$	437,731	\$	437,731	\$	410,850	\$	422,731
		100.0%		100.0%		100.0%		100.0%		100.0%



draft DLMD budget FY2018

Downtown Lexington Management District

Fiscal Year 2016 - 2017

Fiscal Year 2017  
(Jul 1 - Jun 30)  
(9 months of operations)

FY 2017  
Actuals to Feb 28

FY 2017  
12-mo projection

Initially Proposed  
Fiscal Year 2018  
(Jul 1 - Jun 30)

Updated  
Proposal  
Fiscal Year 2018  
(Jul 1 - Jun 30)

EXPENSE	Fiscal Year 2017 (Jul 1 - Jun 30) (9 months of operations)	FY 2017 Actuals to Feb 28	FY 2017 12-mo projection	Initially Proposed Fiscal Year 2018 (Jul 1 - Jun 30)	Updated Proposal Fiscal Year 2018 (Jul 1 - Jun 30)	% of total revenue	% of total revenue	% of total revenue	
Contract services package (incremental to existing city services, and private obligations, some or all of the following) (incremental to existing city services)	\$ 168,750	\$ 45,190	\$ 145,190	\$ 225,000	\$ 207,000	38.7%	10.3%	54.8%	49.0%
(1) The promotion of commercial activity or public events; (2) the planning, administration, and management of development or improvement activities; (3) landscaping, beautification, maintenance, and cleaning of public ways and spaces; (4) the conduct of activities in support of business recruitment and development; (5) the provision of safety and security for public areas, including snow and ice removal from the public thoroughfares, including but not limited to sidewalks; (6) the construction and maintenance of capital improvements to public ways and spaces; and (7) any other economic improvement activity that, as determined by the Board, specially benefits property within the district.									
Special projects	\$ 70,625	\$ 39,266	\$ 90,490	\$ 75,000	\$ 112,500	16.2%	9.0%	18.3%	26.6%
Website and startup activities	\$ 25,000	\$ 7,776	\$ 9,000	\$ 7,500	\$ 2,500				
Match grants	\$ 20,000	\$ -	\$ -	\$ 30,000	\$ -				
Board investments (public art, news corrals)	\$ 20,000	\$ 31,490	\$ 51,490	\$ 30,000	\$ 80,000				
Waste collection	\$ 3,750	\$ -	\$ 30,000	\$ 5,000	\$ 30,000				
Pedestrian wayfinding maintenance	\$ 1,875	\$ -	\$ -	\$ 2,500	\$ -				
Administrative costs	\$ 50,000	\$ 1,432	\$ 17,000	\$ 65,000	\$ 40,000	11.5%	0.3%	15.8%	9.5%
Administrative support	\$ 42,750	\$ -	\$ 10,000	\$ 57,000	\$ 30,000				
Marketing	\$ -	\$ -	\$ -	\$ 5,000	\$ 5,000				
Professional services (audited financials)	\$ 5,000	\$ -	\$ 5,000	\$ 5,000	\$ 3,000				
Management, supplies, property notices	\$ 2,250	\$ 1,432	\$ 2,000	\$ 3,000	\$ 2,000				
Loan repayment	\$ 12,500	\$ -	\$ 25,000	\$ 12,500	\$ -	2.9%	0.0%	3.0%	0.0%
LFUCG 0% interest loan, 2-year term	\$ 12,500	\$ -	\$ 25,000	\$ 12,500	\$ -				
Sheriff property tax collection	\$ 17,638	\$ 17,441	\$ 17,638	\$ 17,638	\$ 17,638	4.0%	4.0%	4.3%	4.2%
Collection rate of tax revenue	4.25%	4.25%	4.25%	4.25%	4.25%				
Contingency reserve	\$ 14,380	\$ -	\$ -	\$ 16,434	\$ 16,909	3.3%	0.0%	4.0%	4.0%
Reserve rate (of tax revenue)	3.5%			4.0%	4.0%				
Reserve	\$ 14,380	\$ -	\$ -	\$ 16,434	\$ 16,909				
Total expenses	\$ 333,892	\$ 103,330	\$ 295,318	\$ 411,572	\$ 377,138	76.6%	23.6%	100.2%	89.2%



draft DLMD budget FY2018

Downtown Lexington Management District

	Fiscal Year 2017 (Jul 1 - Jun 30) (9 months of operations)	FY 2017 12-mo projection	Initially Proposed Fiscal Year 2018 (Jul 1 - Jun 30)	Updated Proposal Fiscal Year 2018 (Jul 1 - Jun 30)
	\$	\$	\$	\$
<b>RESERVES</b>				
Operations escrow reserve for first 5 months of next fiscal year (Block-by-Block, Admin Support)	100,671	120,000	98,784	120,000
	23.1%	27.4%	24.0%	28.4%
<b>NET INCOME</b>	1,287	22,413	1,165	45,593
	0.3%	5.1%	0.3%	10.8%
<b>BALANCE</b>	1,287	22,413	2,452	68,006
	0.3%	5.1%	0.6%	16.1%

For additional information, visit: [dix.town](http://dix.town)



**Monthly Report - General Summary**

As you may be aware the Downtown Lexington Management District (DLMD) has been implementing improvements since May 2015. We want to thank you for your support, tell you about some of the District's accomplishments, and make you aware of some changes that will enhance the District even more.

In the meantime if you have any questions, concerns, comments or ideas we want to hear them! The DLMD's new office is located at 333 West Vine Street, Suite 201. The DLMD can be reached at 859-335-8640 or by email at [info@dix.town](mailto:info@dix.town) or [kathryn@downtownlex.com](mailto:kathryn@downtownlex.com)



**Triangle Center Storefront gets Brought to Life**

**Illuminated City Project Brings Art Downtown**

When artist Margorie Guyon walked around downtown Lexington in October, she saw empty windows and the potential to turn the ordinary into extraordinary. "Illuminated City" is a project that brings light to unoccupied storefronts in downtown Lexington and is sponsored by the [Downtown Lexington Management District](#).

In late January, the artwork from "Illuminated City" was installed in what used to be the Windstream office in the Triangle Center. Guyon said the DLMD owns the artwork and can move it to other empty spaces.

Before



After



Next to the artwork, Guyon added dresses from [Ella Rosa](#). She wanted to recreate the human form with mannequins to give viewers the impression of walking on a street and window shopping. Guyon took some inspiration from Manhattan, where window displays play a huge part in pedestrian life.

**Meet the Ambassadors**

David Warren, Block by Block Manager

Question #1  
Answer #1

Question #2  
Answer #2

Question #3  
Answer #3

Question #4  
Answer #4





**DOWNTOWN  
LEXINGTON  
MANAGEMENT  
DISTRICT**

## DLMD Project Ideas...What are other Management Districts across the country doing?

### Top 10 from around the country

1. Clean
2. Safe
3. Ambassadors Program
4. Beautification
5. Information kiosks
6. Public Art (murals, sidewalk art, street furniture art, lighting as art)
7. Pop up shops, pop up galleries, pop up beer gardens
8. Pop up seating, urban pop up parks
9. Façade improvement plans
10. Gateway signage, wayfinding signage, pedway improvements

### First Round Recommendations for DLMD

- Replace trash receptacles in the downtown core
- Mill Street improvements (gum removal, finding a solution for herbies)
- Continue activating vacant first floor retail space with art and lighting
- Look into adding an additional ambassador and possibly adjusting hours so ambassadors could be in the district during peak weekend hours