

Downtown Lexington Management District
Board of Directors Meeting
Wednesday, May 4, 2022
Zoom/McBrayer

Present Board Members: Dougie Allen, Clay Angelucci, Kevin Atkins, Liza Betz, Juan Castro, Jason Ervin, James Frazier, Vice Mayor Steve Kay, Thomas Pettit, Taunya Phillips, Mary Quinn Ramer, Woodford Webb

Advisory Board Members: Beverly Fortune

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

The meeting opened at 8:30am.

Jim Frazier welcomed the board and opened the meeting.

There were three items for approval on the consent agenda:

1. Approval of the minutes from the March 2 meeting. There was a motion by Kevin Atkins to approve, and a second by Thomas Pettit. The motion passed unanimously.
2. Approval of the Financial Statements. Juan Castro informed the Board that the DLMD continues to be in a good financial position. He informed the Board that he included a new rows, titled "City of Lexington Security Grant" and "Downtown Additional Security" in the Actual vs Budget sheet that would serve as a placeholder until funds from LFUCG, earmarked to supplement the off-duty security expense, were received and invoices from the Fayette Co. Sherriff's Office were paid. The actual income/expense vs budget is negative only when the \$10,000 placeholder for security is added. The current total assets of the DLMD are \$241,000.46. Thomas Pettit made a motion to approve the financial statements, Taunya Phillips provided a second, and all were in favor.
3. Next a request was made to reallocate \$30,000 from the Property Improvement Grant program to Security to match a grant provided by LFUCG to hire off-duty security from the Fayette County Sherriff's Office to provide enhanced patrol Tandy Park from April through mid-November, Wednesday through Saturday, from 10p-2a. Kevin Atkins made a motion to approve the request, Steve Kay provided a second, and all were in favor.

Chairman's Update

Jim Frazier informed the Board that the schedule for off-duty security has been changed to no longer include Wednesday, but to include Thursday – Saturday from 8pm-midnight. Security will include two armed deputies with patrol cars, patrolling Tandy Park and the immediate area. To date, the deputies have broken up fights, and feedback from businesses in the area is positive.

DLP Update

DLP, in concert with LexPARK and VisitLEX , hosted a joint tourism training session to the DLMD and LexPARK ambassadors. The training focused on making the ambassadors familiar with the other group, as well as sites downtown, and how to learn about what is going on. There are plans to host another training prior to Breeders' Cup.

On Street Report

David Warren and the Ambassadors are doing enhanced training, getting out the spring equipment, including the ATV, and preparing for the summer months. They are also in the middle of handing out postcards to all businesses with information about DLMD, the grant programs, and contact information.

Committee Reports

- Marketing – The Marketing committee reported that the DLMD social media impression percentage has increased 17% with enhanced attention by DLP. The website hosting has been transferred to Wiser Strategies, and the committee has approved funding for a photographer to capture higher quality photos for the website, social media, and general use. As David Warren mentioned, a postcard was approved by the committee, and an update mailer was sent to the entire property owner list, requesting a return sheet to capture e-mails.
- Art – The Committee presented three grant applications for consideration. The first, Artists' Attic, was not approved by the Board, due in part to the Board feeling it was more of an operating budget request than an art investment. The second, Art on the Town, was determined to not be an appropriate fit for the Art Grant. Jim Frazier asked the David Warren reach out to Heather Lyons in the Mayor's Office for more information on what the needs are with the moving and storing of the carts. Third, an application to award \$10,000 to Lexington Center Corporation to be used in the purchase and installation of the Publisher statue, was considered. Kevin Atkins made a request to approve, Thomas Pettit provided a second, and all were in favor. Due to his position on the Lexington Center Corporation Board, Vice Mayor Steve Key abstained from the vote. Finally, the committee recommended that the guidelines be changed to include the specific months during which applications would be considered. Woodford Webb made a motion to approve, Thomas Pettit provided a second, and all were in favor.
- Property/Lighting Grants – Two property improvement grants were presented for consideration. First, CycleYOU requested a \$10,000 grant to assist in their improvements to their building on Midland Ave. These improvements include painting and pavement work, and are part of the \$67,223 project. Kevin Atkins made the motion to approve the request, Woodford Webb provided a second, and all were in favor. Second, a request from Horse & Jockey for \$3,306.50 to be used toward an awning on their Short Street building was considered. Juan Castro made a motion to approve the request, Liza Betz provided a second, and all were in favor.

Following the committee reports, the Board went into closed session.