

**Downtown Development Commission
June 3, 2019 5:30 PM City Hall - MINUTES
Conference Room 2nd Floor**



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Present: Brenner, Edwards, Phillips, Schlaver, Swanton
Absent: Clearwater, Foley, Saliwanchik
City Staff: Favreau

- I. Call to Order, 5:32p
- II. Approval of Minutes
 - a. Moved: Schlaver, Second: Phillips, Vote: unanimous
- III. Reports
 - a. FY17 - \$3,172 – Favreau and Schlaver did a walk-through of the overlook; proposed moving of bench back and create room for two tables. Ideas for signage: provide contextual information plaques, also commemorate B. Durkin and Riverwalk committee
 - b. FY19 - \$2,269.01
 - i. WiFi Expansion
 - ii. Social Media Training
 - iii. Banners for light poles – Authorize Schlaver to meet with HoB committee and contribute to seasonal banner fund (design and purchase)
 - 1. Moved: Swanton, Second: Phillips, Vote: unanimous
 - c. FY20 – DDC not funded
- IV. Old Business
 - a. Street level usage review – will go to Planning Board this week
 - b. DDC Ordinance change approved (from Council)
 - c. Downtown Survey Questions for Polco app, read and vote to be released:
 - i. Moved: Swanton, Second: Brenner, Vote: unanimous
 - ii. Favreau will take care of with Danica (city staff)
 - d. Restaurant Polco Survey results report
 - e. WiFi expansion
 - i. Need pitch document (Clearwater)
 - ii. Roughly \$4000 sponsor cost – use info for document from Axiom
 - f. DDC “Logo” – All good submissions, however should keep municipal design.
 - i. Use Planning Department Letterhead design, Calibri bold with seal
 - ii. Moved: Edwards, Second: Swanton, Vote: Unanimous
 - g. Schlaver will follow up with Durkin re: honorary events for former commissioners
 - h. Ad Hoc Downtown Committee Report: details accomplishments and sets stage for future work. Ways for DDC to keep track of movements in downtown. Categories include:
 - i. Riverwalk
 - ii. Gateways – includes Action Plan
 - iii. Parking Garage
 - iv. Beautification
 - v. Art and Public Spaces
 - vi. Pedestrian experience/access – includes Action Plan
 - vii. Public Transportation
 - viii. Downtown Boundaries included

- ix. Structure next agenda around the categories from report as way to manage work flow and structure ideas/research to Council
 - 1. Commissioners to read the Ad Hoc report before next meeting so we're up to date on highlighting key concepts
- V. New Business
 - a. Design Committee – Goal: Master Plan that goes across community groups and has *one* process for creating the downtown aesthetic
 - i. One visual plan for downtown – extension of DTF gateway research
 - ii. Members should include: Public Art Commission, DDC, HoB, Downtown Committee (Council), Banner Committee
 - iii. Encourage Downtown Committee to refer issues through this joint organization to ensure cohesive “look” (e.g. projects from Public Works, etc.)
 - iv. Goal: about being pro-active versus reactive to just code violations – potential to help out businesses with appearance assistance and retention
 - v. Code violations increasing of flashing signs and LED signs on Main (mostly at Main and Elm) – will refer to Codes for investigation
- VI. Next Meeting: July 8, 2019 5:30pm
 - a. Potential 2nd DDC meeting per month: will call as needed and discuss further in July, potential workshop format for additional meetings.
- VII. Adjourn:
 - a. Moved: Schlaver, Second: Edwards, Unanimous: 6:22pm