



**HISTORIC RAILROAD SQUARE ASSOCIATION
Community Benefit District**

**RRSQ Association Board Meeting
Thursday, February 17, 2022
8:30 AM Hybrid meeting per ZOOM DUE TO COVID**

Attendees: Mike Montague, Dee Richardson, Dayna Irvine, Florine Ellingson, Theresa Tomassi, Curt Nichols, Noelle Hermann, Hugh Futrell, Paul Quattrocchi, Jim McCalligan, Marianne Neufeld, Rafael Rivero, Kris Wilson.

Absent: Hardeep Gil

Guests: Mary Jean Dean, So.Co.Museum; Paulene Block, Cornerstone; Michael Trillo, AC Hotel; Jill Moyer, Welfare League.

MINUTES

- 1. CALL TO ORDER AND ROLL CALL:** President Mike Montague called the meeting to order at 8:30 AM.
- 2. PUBLIC COMMENTS ON NON-AGENDA ITEMS –** (limited to 2 minutes each) None.
- 3. CONSENT ITEMS –** None.
- 4. PRESIDENT’S REPORT–** Mike Montague

4.1 District Updates – The district seems to go up and down regarding loitering. Graffiti continues to be ongoing. Noble & Finn Ice Cream Shop reported a transient loitering repeatedly in their shop in the evenings. Mike will talk to security about changing their hours for one or two nights a week to address this kind of disturbance.

Mike asked about status of the vandalized Depot Park sign letters – Hall’s Trophy has the order to remake letters which have been missing for months. Kris to follow up to be sure both letters are included and to confirm completion as this has been an issue for some time and is a poor impression of the park and our district.

Hugh Futrell gave an update on the Visitors Center and shared that Brad Calkins is no longer with the SR Chamber/Visitors Center. The Chamber CEO, Peter Rumble is looking in to upgrading and making needed improvements to the center and is planning to reopen in the near future. A new City council member, Dianna McDonald has been chosen to replace Jack Tibbets vacancy and Kris has scheduled a meeting with her on March 28th at 11:00 for a “walk around” RRSQ. The mayor is working on restructuring the Downtown Subcommittee to be part of the EDD, along with improvements of other City departments to improve efficiency.

- 5. FINANCIAL REPORT –** Marianne Neufeld, treasurer - The holiday matching grant of \$2500 has been received from the city. An invoice for \$1900 was received which was for the

holiday gift guide. Rafael reported no new receipts of assessment fees have been received from property owners. Marianne is working on filing the tax 2021 return.

6. EXECUTIVE DIRECTOR'S REPORT– Kris Wilson - Kris reported several projects that are in process including a re-design of the website homepage and creation of a more consistent social media presence. A RRSQ "Ambassador Team" is being formed with volunteers to assist with events, communication with merchants and activities in the district. New restaurant guides are being distributed to merchants and hotels. Spring/Summer coop radio ads with KZST will be starting in April as well as a new ad in the SCTP Inspiration Guide and Map. The March/April newsletter is in process and Kris asked for board members to share any news that they would like included. Kris announced a vintage automobile display with the Antique Auto Club of America members to take place Sunday, May 1st on 4th street between Davis and Wilson, details pending. Also, the possible return of the Railroad Square Music Festival scheduled for Sunday, June 12th. The new businesses in the Western Hotel are hosting an Open House on May 22nd with tours of the historic building and other festivities. Kris appreciates the energy of the committees and it's great to "see things happening now".

7. AD HOC COMMITTEE REPORTS/GOALS

7.1 Dee –There are 100 historical photos "Faces of Railroad Square" in storage that could be displayed if we can identify a good location. Mary Jane offered that the museum might be interested. Dee noted that it takes time to set up and so they do need to be displayed for some length of time. Mike asked Dee to write up something about "Faces" for Kris's next newsletter.

Kris and Dee toured the 6th Street Playhouse and spoke with Dorothy Beattie about ways to promote the playhouse as part of the RRSQ community.

7.2 Wayfinding signs – Noelle Hermann – After much committee review, it was decided to eliminate the design of the sign toppers and to incorporate the RRSQ logo on the top sign panel instead. There will be no additional charge for the design change. The sign design and location map will be submitted to the city for approval within the next 2 weeks. The wayfinding program will be in phases. A letter introducing the program will be sent to the merchants once City approval has been provided followed by face-to-face meetings and communications with the merchants will be needed to make this successful. Signage will be offered to merchants at \$100.00 each.

7.3 Tree Report – Jim McCalligan – The last phases of the tree trimming has been started and Kris will contact Bright View to discuss trimming branches overhanging 4th Street on the east corner of the Western Hotel. There was discussion regarding the Mistletoe that hasn't been removed, which is costly, and some trees that are in need of additional trimming. There was discussion about trimming the trees to look more uniform and how they will fill in. Marianne asked if the 3rd Street trees have been addressed which three have been. Jim offered that the work being done now is planned to last for a couple of years until we can be more aggressive with actual tree replacement. Funds are allocated to complete the project. Some phases are taking longer due to traffic control issues. Jim suggested we implement a plan to "sign off" the phases with the trimmers before they leave each area. Florine offered to work with Bright View on the scheduling and sign off. Mike suggested we look at the trimmed trees at Teevax as they look much better and could be used as a reference. (Teevax paid for their own tree trimming).

7.4 Street Cleaning / Trash receptacles – Paul Quattrocchi – BrightView, our street cleaning company has been experiencing staffing issues so there have been challenges in getting work done consistently. They've been responsive to everything he's talked to them

about. Pressure washing is in the contract for sidewalk and will be scheduled for Spring. Kris mentioned that doors are still missing on some of the trash receptacles. Paul will contact the city to repair as it is part of their services. A meeting with James Castro, Superintendent, City of SR is pending with Paul and Rafael.

7.5 Project Review Committee – Curt Nichols - Nothing to report. Paulene Block with Cornerstone gave an update on their project and that they are hoping to break ground this summer. The 4th Street Extension crossing is in the permit process which is being sponsored by the City so the timeline is much shorter. The 6th Street intersection and 5th Street crosswalk are also in progress with Cornerstone.

7.6 Lighting – Rafael Rivero – Rafael and Kris met with the electrical contractor, Jason Krist regarding the lighting of the Palm Tree and the Depot Park trees. Light installation for the Palm Tree has been rescheduled for this week. The light bulbs on the trees along Wilson Street are being replaced with the correct smaller size.

We're exploring additional lighting in our district and Jason will put together a cost estimate. Kris shared that the crisscross lighting on the walkway on 4th Street from the mall is a good example of a way to make our area more welcoming with a continuation of lights from RRSQ. Rafael will discuss power sources with Gabe Osborn for lighting on 4th Street.

Rafael brought to our attention that Tara Thompson; City Arts & Events continues to work with the DAO and their events and that there may be funding available for events in RRSQ. Kris will invite Tara to attend a future board meeting to discuss.

8. FUTURE AGENDA ITEMS

Banners: Paul and Dee will do a walk around to identify remaining banners that need to be replaced. Rafael will be included.

Next meeting in person: Thursday, March 17, 2022, at 8:30 AM – The Courtyard Marriott Conference room.

9. **ADJOURNMENT:** President Mike adjourned the meeting at 9:30 AM