



Railroad Square Association

Board Retreat

11am-2pm

Wednesday, January 18, 2023

AC Marriott Hotel/Stadler Room

MEETING MINUTES:

Attendees: Mike Montague, Paul Quattrocchi, Dee Richardson, Marianne Neufeld, Dayna Irvine, Noelle Hermann, Florine Ellingson, Curt Nichols, Jim McCalligan, Rafael Rivero, Hardeep Gil, Pauline Block, Kris Wilson, Tom Schwedhelm, facilitator.

Absent: Theresa Tomassi

1. Welcome and Introductions: Mike Montague welcomed and opened meeting at 11:15am

2. Purpose of the Retreat: Review progress since becoming a CBD, define & clarify roles of AdHoc Committees, identify goals & priorities for 2023.

3. Review of RRSQ Association Mission Statement: Revised mission statement: Our mission is to enhance the district through economic and neighborhood well-being, safety, beautification, and promotion.

4. Accomplishments of the RRSQ CBD: Kris provided a report of all accomplishments since becoming a CBD in 2019 which will be sent to all property owners and included in the January/February newsletter.

5. Updates from Ad Hoc committees:

Project Review: Curt Nichols led discussion of the committee process and importance of input from the RRSQ Association on proposed projects. A “point person” to be identified for project review and communication with the City. Tom suggested that we keep open dialogue with our council member. Curt suggested we identify “long term” projects such as Depot Park.

Lighting: Hardeep Gil reviewed the plans and progress of the overhead lighting project on 4th Street. Next step is to identify a structural engineer to “sign off” the design to submit to the City for approval.

Trees/Sidewalks: Curt Nichols reported that the sidewalk damage is directly related to the trees with 14 areas identified that are in most need of repair. Suggestion to look at patching most troubled areas and replace trees as needed. Safety is the overarching concern. Recommendation was made to push this project out to next year when EIFD funds may be available.

Landscaping: Paul Quattrocchi reported that our 1X/week schedule is working well. Suggestion to add one more day following busy weekends or seasonally, focus area around the Depot/Depot Park.

Security: Mike reported that he is looking into decreasing the security services to 5 nights/week eliminating the 2 nights of random drive-by patrol.

Website: Mike proposed an increase in services from TIV Branding to enhance the website, focus on the hotels and broadening focus of targeted demographics with more result-oriented reporting. Proposal will be brought to the February board meeting for review and approval.

6. Review of Survey Results: Kris and Pauline reviewed the survey results with input from 41 respondents (property owners and merchants). Questions included shared marketing opportunities, best aspects of the district and what may be missing and biggest challenges facing business and property owners. Results are being finalized. The historic architecture, small town quaintness, and neighborly community were felt to be the most enjoyable aspects while homelessness, marketing, parking issues were among the top challenges.

12:20 – 12:30 Lunch pick-up and continued discussion.

7. Board input regarding 2022 actions

8. Goals and Projects for 2023: Discussion of what can be accomplished, identifying needed retail, increasing our social media, engaging our merchants for more participation. Paul will set up meeting with City Parking Manager to discuss better lighting, signage, free holiday parking, and ideas to help direct parking to the underpass lot. Need to work with the DAO to collaborate on policies that impact both districts.

9. Prioritization of Projects:

- a. Define & clarify roles & responsibilities of AdHoc committees
- b. Marketing & business development

- c. Lighting on 4th Street (overhead)
- d. Depot Park

10. Development of Action Steps: To be addressed with continued discussion at next board meeting.

11. Reflections of Retreat: Continue all board participation at next board meeting to set next steps. Plan 6-month follow-up meeting to review progress.

12. Closing Comments: Mike acknowledged work of the board and all that has been accomplished. Encouraged staying engaged to complete our goal setting and priorities for the year. Thank you, Tom Schwedhelm for facilitating our retreat. Meeting was adjourned at 2pm.