



**Downtown Association of Fairbanks  
2011 Annual Meeting  
519 1<sup>st</sup> Avenue  
October 5th, 5:30 – 8pm**

**Call to Order and Welcome, Report of quorum, Notice of meeting & Approval of minutes**

Board President Ken Henry called the meeting to order at 5:37pm. Ken thanked everyone for attending the meeting, introduced board members and staff, and thanked Aaron Rhoades for the use of vacant space in his building.

Ken reported that a quorum was achieved, with thirty members reported as present and more arriving. He shared that notice of the meeting was mailed September 20, which met the Bylaws requirement of notice being sent at least 10 days prior to the event.

Ken asked for a motion to approve the minutes from 2010. A motion was moved, seconded and there being no discussion, the motion carried.

**Nominating Committee Report**

Ken Henry announced that there were four seats up for election and announced that the Nominating Committee of the Whole brought forward four seat-seekers: Buzzy Chiu, Frank Eagle, Jim Hage, and Eric Stoner.

**Election of Board Members**

Ken called for nominations from the floor. There being none, he called for a motion to fill the four vacant seats with the proposed candidates. There was a motion, which was seconded, and carried unanimously, with each candidate elected to a 3-year-term.

**Adjournment**

There being no further business, the Annual Meeting was adjourned for the presentation and reception.

**Presentation - "All of the Above"**

Executive Director David van den Berg presented a 2011 recap of the organization by PowerPoint, highlighting partnerships with Festival Fairbanks and the Parking Authority to provide 'supplemental services' downtown. He outlined how the Downtown Association's work is conceptualized as that which benefits downtown today – the "downtown we have" – and that

which benefits downtown tomorrow – the “downtown Fairbanks envisions.” Successes of the former include fielding the CSP program, making significant strides in marketing and promoting downtown, hosting signature events, coordinating monthly events and supporting other large events like Tired Iron, Yukon Quest, etc.

David stressed innovation in developing initiatives like the Downtown Market, Midnight Sun Festival raffle, tourism outreach and a weekly radio show. He noted the failure of Ordinance 2010-09 and Ordinance 2011-31, both aimed at creating downtown zoning districts, and stated the Board declared an end to the implementation phase of Vision Fairbanks in July, meaning the ideas within the plan still hold but additional methods aside from policy must be used to initiate change. The DTA has been and is committed to an “all of the above” approach to encouraging investment downtown because there is no silver bullet. He presented a financial summary of the organizational budget, showing a deficit of around \$45,000 for a 12-month period – not a calendar year – that was planned and approved by the Board in fall of 2010.

#### Questions:

Q: Lambert Hazelaar - How do you plan to make up the \$45,000 deficit?

A: The Board approved the deficit in the budget process and is willing to tap into reserves to make it up. This is the second year of deficit spending approved by the board. The DTA had – and still has – substantial reserves, and the board asked itself, “if reserves are for a rainy day, aren’t these rainy days?” The board has decided two years running that with gaming revenue being down, it is rainy – or at least that DTA should spend into reserves to keep doing good work for downtown. The organization worked hard this year to raise new funds and the Board is not expected to approve another shortfall for 2012. We plan to increase revenue instead of making cuts in the upcoming year.

Q: Trevor Eller - What is the main expense contributing to the deficit?

A: The organization has very little overhead, so programs like the CSP (\$175,000) and staff salaries make up the greatest portion of the budget.

Q: Lisa Herbert - What new efforts does the organization have planned for 2012?

A: The Downtown Association will focus on major events to attract locals and is working with an Olympic-caliber athlete to develop a Criterium bicycle race. We will continue to support major annual and monthly events, develop the Downtown Market, and host the Midnight Sun Festival. Also, DTA has high hopes for the Cushman Street project, a good opportunity to improve downtown’s infrastructure.

Q: Trevor Eller - What can be done in 2012 to stay within budget?

A: Expenditures on Vision Fairbanks improvement and passing the zoning ordinances comprised a good portion of the 2011 budget and will not be necessary in 2012. Seek greater revenue – no easy trick – but emphasize that over cuts to our activities.

Q: John Jackovich - Is it worth exploring ways for individuals or visitors to donate to DTA and CSP?

A: Yes, we will consider this in the upcoming year.

Q: Sarah Achman - Has anyone proposed a winter Market?

A: It’s a possibility, if we were able to find space that would work. There are several bazaars and Markets that already happen downtown during the holidays but if people seemed interested in this idea, we could explore it.

Q: Unknown - Do you market more toward locals or visitors?

A: Destination marketing is geared toward visitors, but the overwhelming majority of communications and outreach is targeted toward locals.

Q: Paul Eaglin - Will DTA begin planning now for Arctic Winter Games?

A: It's too early for us to begin planning, but we expect to start having discussions about it mid-2012.

Q: Trevor Eller - Are you able to provide stats on CSP?

A: Yes, look for an upcoming article in *The Downtowner* with this information.

### **6 – 8 PM Reception**

Refreshments provided by Gambardella's Pasta Bella, Westmark Hotel, The Fudge Pot, Lavelle's Bistro, l'assiette de Pomegranate, Julia's Solstice Café, and Bobby's Downtown.

Music provided by Jass Pharm.

### **7 PM Award Presentations**

David van den Berg and Ken Henry presented the following awards:

The **BEST BLOCK AWARD** was awarded to **BIG DADDY'S, THE BRIDGEWATER HOTEL, CHARTREUSE, and GAMBARDELLA'S PASTA BELLA** to recognize a block of neighboring retailers who used an array of capital investment, advertising and new offerings to promote downtown while developing their businesses. Examples include the Bridgewater's use of radio advertisements that featured downtown in the ad narrative; Chartreuse's super-charged First Friday events; new investment and new offerings at Gambardella's wine bar; and the new Summer Weekend parties all summer on Friday and Saturday nights at Big Daddy's.

The **VOLUNTEER OF THE YEAR AWARD** was awarded to **GABRIELLE STEVENS and FRANK DUTTON** to recognize their initiative in creating and caring for a lovely perennial and annual garden at Historic City Hall.

The **PARTNER OF THE YEAR AWARD** was awarded to **CALYPSO FARM & ECOLOGY CENTER** to recognize the prime mover in bringing fresh produce to downtown residents and restaurants and to recognize their role in conceptualizing and planning the Downtown Market.

The **SPONSOR OF THE YEAR AWARD** was awarded to **SANI-CAN** to recognize excellence in operational efficiency and generosity in making downtown events happen affordably. SANI-CAN goes and above and beyond the call of duty to bring-off events downtown. They pick up their portable toilets at 4 AM after the Midnight Sun Festival and worked with us every week all summer to bring and retrieve a toilet to and from the Downtown Market.

The **REVITALIZATION OF THE YEAR AWARD** was awarded to **LADY LEE'S BATHHOUSE EMPORIUM** to recognize the one-year anniversary of an active addition to downtown's retail mix that brings the collections and energies of 18 local antique dealers. Kathy participated in member meetings, First Friday shows, kept long summer hours, and decorated her outdoor spaces and surfaces.