**Call to order:** Vice President Mindi Davidson calls meeting to order at 7:30 a.m.

**Roll call Present: Present**: Matt Stewart, Larry Bunker, Mike Wilson, Mindi Davidson, Wayne Debey, Lee Legleiter, Dagney Stromberg, Robin Vandergrift, Monte Shadwick**. Absent**: Stuart Hieger, Monty Gilliam, Cassie Streit, Nicolette Unruh. **Staff**: Penny Bettles, Melanie Sanders

**Recognition of guests:** Brendan Gutierrez, United Way; Jim Kowach, City of Salina; Ken Stromberg: 2018 SDI Board Retreat Facilitator

**Additions or changes to the agenda: N/A**

**Approval of consent agenda:**

Financial Reports

Monte Shadwick moved to approve the consent agenda and financial reports. Larry Bunker seconded. Motion passed unanimously.

**Public Forum**

The first ten minutes set aside for the general public to address the Board regarding any item NOT appearing on the agenda. Public comment is limited to ten minutes per person, to include update from North Salina Community Development.

-Brenda Gutierrez brings to the SDI Board attention that free tax services will again be offered to the community and surrounding areas out of the 145B S. Santa Fe location. Ph.# 785-829-8135. Some discussion is had about whether that is a good location for the tax service as the extra traffic hinders downtown businesses.

-Ken Stromberg brings back the initiatives that were set forth during the 2018 SDI board retreat.

1. Construction Communication-Penny Bettles reports that this is an ongoing process

2. CID Planning- Lee Legleiter reports that this is an ongoing process with the SDI Board and Salina 20/20

3. Marketing/Rebranding-Penny Bettles reports that a committee has been formed and is meeting monthly, working on marketing, promotion and re-branding

4. Permitting- Monte Shadwick reports that some businesses find this process easier than others. Penny Bettles reports that there is ongoing work being done by Lauren Driscoll (city planner) to make the permitting process for downtown area easier in the event of sidewalk use, food trucks, etc.

5. Event Tracking-Melanie Sanders reports that this is an ongoing process of recording event data

6. Coordinating with economic development- Penny Bettles reports that with Eric Brown beginning to work at the Chamber of Commerce again, this is a work in progress

7. Database update-Ongoing process

**Board/Committee Reports**

Downtown Development Project (Dan Stack/Jim Kowach) Jim Kowach reports that the parking lot behind KU is on target to be finished- the lights will be installed next week. The parking lot will be partially private during weekly business hours but open to the public after hours and weekends. Plaza work will continue over Christmas break.

**City Manager Report**- If available. Interim City Manager Mike Schrage was unable to attend the meeting.

**Action/Discussion Items**

1. Event Updates
   1. Holiday Passport Program-Melanie Sanders reports that program was completed. 300 booklets printed, only 22 turned in. Merchants seemed pleased with the number of patrons that the program brought into their businesses
   2. After Hour shopping event-Melanie Sanders reports that this event came about very quickly when 2 merchants came to the SDI office requesting help with an event to boost holiday shopping. The event seemed to generate some shoppers for the merchants.
2. Annual Meeting- ideas were discussed for annual meeting. More planning needs to happen, the board decided to push the annual meeting until March of 2019. Wayne Debey made the motion to delay until April of 2019. Larry Bunker seconded the motion. Motion passes unanimously.
3. Staff Incentive Package-the Executive board team presents a staff incentive package for the full board to vote on (attached) Dagney Stromberg suggests changing the language on the package to read “insurance expenditures” (noted on attached) instead of premiums. Monte Shadwick motioned that the package be approved pending Dagney’s proposed changes. Lee Legleiter seconded the motion, the motion passes unanimously.
4. Budget Amendment -Penny Bettles presents that she would like to make an amendment in the 2019 budget to again move $3,000 of the Cluster Marketing budget into an Entertainment Fund. Monte Shadwick made the motion to approve moving the funding. Mike Wilson seconded the motion. The motion passed unanimously.

**Additional Items –** Fieldhouse Advertising contract has been sent back to SDI from the City’s risk management team. The board discussed one item in the contract that they would like to have changed; restricting advertising privileges to dues paying Salina Downtown members, not all of Salina. Lee Legleiter will investigate changing the contract verbiage and return to the board with revisions in January 2019.

**Motion to adjourn** Dagney Stromberg motions to adjourn at 8:25 a.m., motion passed unanimously.

**Calendar of Events**

**Calendar**

December 20 After Hours Downtown Shopping Event