



**Minutes of Economic Vitality Meeting of the Downtown Excelsior Partnership
January 12th, 2017, 8:00 a.m., The Mug**

In Attendance – Anna Sue Spohn, Molly McGovern, Kim Sanson, Kathy Duncan & Lyndsey Baxter

Lyndsey started a discussion about improving in the district over the last quarter and asked for any additional improvements the committee may have seen happen. Beginning now the committee will send her updates as improvements are noticed so that quarterly filing is simpler.

Lyndsey also discussed the need for updating available properties in the downtown district on the Visit Excelsior site. It was agreed that if Lyndsey would create a list of properties with contact information that she and Anna Sue would split the list to gain updated information. Such as availability, lease amount and/or sale amount. Kim will be working with her assistant to develop short summaries of the properties for the Visit Excelsior site. Kathy Duncan shared she and the museum's findings on some of the vacant properties that can be uploaded to Location 1 to better document our records of downtown properties.

Lyndsey and Molly also shared information about the Synchronist program that will be used for business visits. It was agreed that each business will be surveyed by the end of 2017. Molly shared that she is working with the top 20 tax revenue businesses and we will be working with the downtown businesses. Lyndsey shared that the survey is formatted to fit large corporations and industrial businesses, but with slight tweaking the questions will be beneficial for small downtown businesses.

Molly also shared information regarding the various programs in place that can be beneficial and incentivize revitalization. Those programs include PACE, Tax Credits, REAP and Tax Abatement 353. Lyndsey encouraged the committee to familiarize themselves with the programs so that we can better assist current and future property owners on these programs.

There was also a discussion regarding the possibility of using the above programs to encourage second floor residential development.

Lastly, Molly shared some potential grant opportunities with the committee available through USDA. Lyndsey will be researching further into these options, but they could potentially be used to assist with funding staff to help owners with completion of materials to take advantage of the various programs.

**Minutes of Website Meeting of the Downtown Excelsior Partnership
January 19th, 2017, 9:00 am., ReMax**

In Attendance – Kim Sanson, Sonya Morgan & Lyndsey Baxter

The committee first discussed updating our current pages and removing those listings who have not paid for their 2017 website ad. Lyndsey will be updating the list and sharing that list with Sonya so that she can update the various pages.

The committee has set a tentative goal that information to update the Economic Development page will be completed by February 9th. This is a dual effort with the Economic Vitality Committee.

Sonya will be adding a “Share to Facebook” call to action link on the homepage of the website.

Lyndsey will be sending updated information for the “InVeSTors” page that it can be updated to reflect 2017. Lyndsey will also be working to schedule a time when she can get a current picture of all of the partners in downtown revitalization.

The committee discussed including a “Meet Us” page at the bottom of the site. This will be a section where DEP Board of Directors, Staff and Committee Chairs will be recognized.

The committee discussed ideas for incorporating sponsor banner ads into the website. Sonya will be sharing the banner dimensions with Kim and Lyndsey.

Kim shared that she is working with Andy Starkebaum on a downtown parking map that will be added to the website and Lyndsey will be sharing the updated Shopping and Dining Guide with Sonya so that she can upload it to the site.

Kim also suggested adding a square for the Visitor Center Tourism Shop and that a creative name needed to be determined prior to the development of that square.

This committee will meet again on February 16th at 9:00 a.m. at ReMax.