

CSM Commission Meeting Minutes
January 16, 2019

Commissioners present: Jeff Nick, Linda Magoon, Lorre Tucker, Jed Davis, Lara Allen, Buddy Singh, Sarah Beal, Michael Ly. CSM Staff present: Ron Redmond, Jenny Morse, Erik Burns
Visitors: Adam Roof, Kelly Divine, Alex Buntun, Claudia Shapiro, Kara Archambault, Melissa Desautels, John Sharkey, Nick Principi, Jeff Berger, Llyndara Harbour, Colin Hilliard,

- I. COME TO ORDER
- II. AGENDA
- III. APPROVAL OF MINUTES – November 2018
 - a. Motion to approve – Linda; Second – Lara; Minutes approved
- IV. PUBLIC FORUM
- V. FINANCIAL REVIEW (Singh)
 - a. 55% through fiscal year, 55% through budget expenses, right on track – public relations ballooned after holidays due to many promotions
- VI. REVIEW OF PUBLIC PARKING – HOLIDAYS – see attached presentation
 - a. Update from Alex Buntun, BBA
 - b. Parkmobile, 4 hours free, all day parking coupons, signs, ad campaigns, ambassadors
 - c. Opportunity to continue a pilot program for employee parking
 - d. Pick dates now for parking promos
 - e. 50% discount is planned for employee parking in parking management plan
 - f. Need for ambassadors during the year
- VII. DOWNTOWN IMPROVEMENT DISTRICT DISCUSSION – see attached presentation
 - a. Presentation from Councilor Adam Roof. Discussion on budget, governance, services. January 22 – first meeting for charter change. Need to reach out to Councilors and show up to Council meetings Council will vote on January 28th whether or not to place the Charter Change on the March ballot.
- VIII. ADJOURN



BURLINGTON

Holiday Promo & Parking Update

Church Street Marketplace
Commission

January 16, 2019



CHURCH STREET
MARKETPLACE



Overview

- **Intro**
- **Holiday Promo Program**
- **Parking**
 - Utilization
 - Revenue
 - Enforcement
- **Looking ahead**



Intro



Holiday Promo

- **Parkmobile** – 6361 users of promo code, \$9,446 in fees, \$6,205 transaction fees
- **Four Hour Free** at LVG/CSG – 7100 users
- **All day parking coupons** – 4400 issued, 359 redeemed, worth \$2,872 – Provided to retail & restaurant employees
- Signs, ad campaign, ambassadors...



Ambassadors

- Helped redirect traffic
- Every business visited
- Feedback on parking systems
- Handed out info on Park Mobile/promo code
- Called Howard Center or BPD when appropriate

Date: 12/12/18 GHM Report Location: Howard Center, VA

Publicity or High traffic time:	11am-2pm 6-8pm. Having dinner together on church to busy day the restaurant is open.	Redirection at the Howard Center - 12:15 pm
Incidents/Disorders:	12:15pm - saw a customer in a store parking lot with a car that was not parked in the lot. I saw the car and saw the driver. I saw the car and saw the driver. I saw the car and saw the driver.	4:30pm - saw a customer in a store parking lot with a car that was not parked in the lot. I saw the car and saw the driver. I saw the car and saw the driver.
Encouragements/Incentives/Services provided:	Prayer Book Program @ 6:30 & 8:00. For parking and business on Jeff Hill Blvd. If the Prayers could help the program offer the "Prayer" parking rate.	People's parking center, who just changed their lot parking. All Ambassadors should "Lucky Home".
General notes:	Helped people at Howard Center. I saw the car and saw the driver. I saw the car and saw the driver.	Business visited: Licking, Winton Gardens, Market Street Center, Karpman, etc. Encourage the Ambassadors to come & see how the parking is done.

Employee name: [Signature] Signature: [Signature]



"The conversation has turned to parking."



Parking



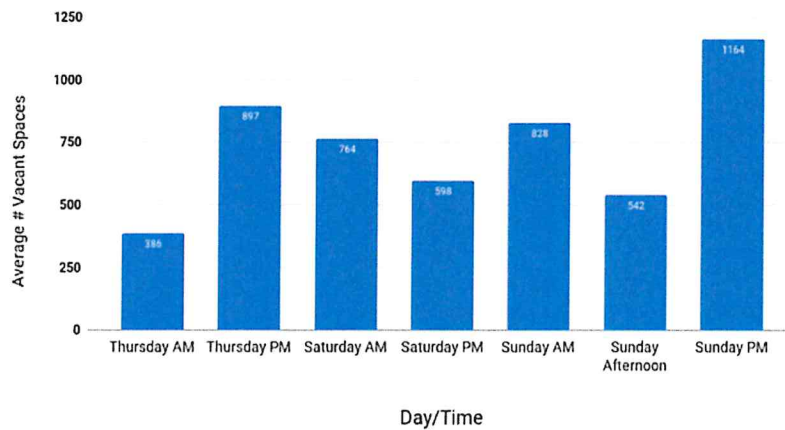
1. Parking is emotional.
2. Parking is available.
3. Whatever the question - more data is the answer.



Utilization: Off-Street

City Garage Availability

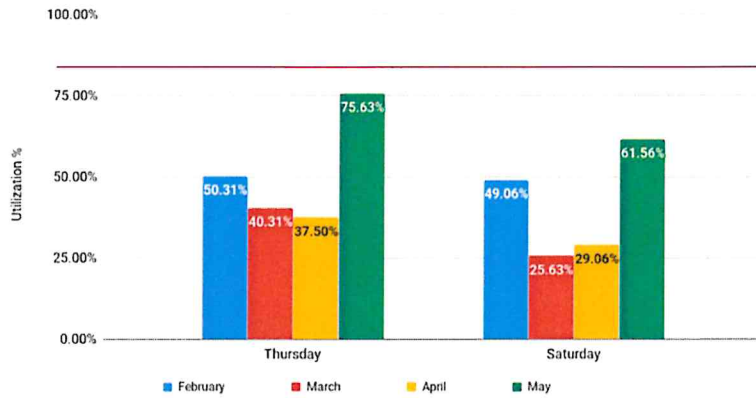
February - May 2018



Utilization: On-Street

On-Street Utilization

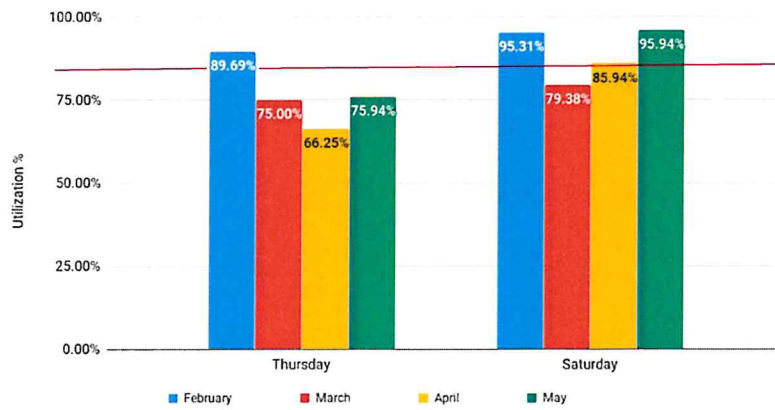
Downtown Core: 8-9am

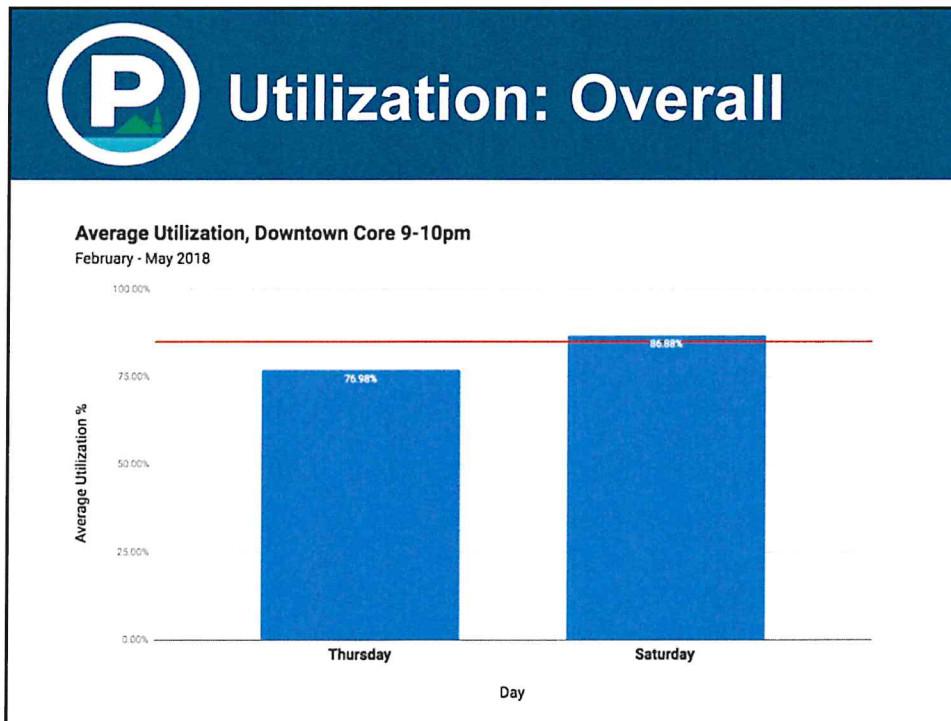
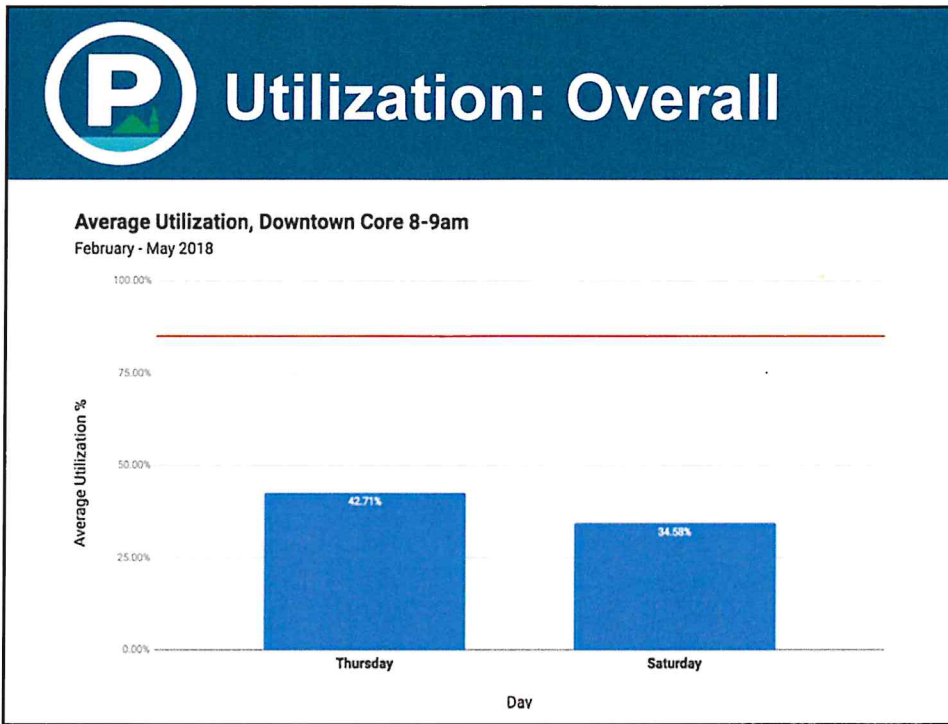


Utilization: On-Street

On-Street Utilization

Downtown Core: 9-10pm







Revenue

*Credit cards are 1/3 of transactions
but 2/3 of revenue.*

People love convenience.

Transaction Type	# of Transactions	% of Total Transactions	Total Revenue	% of Total Revenue
Coin	433,778	67.27%	\$363,104.55	37.30%
Credit	211,031	32.73%	\$610,313.00	62.70%
Grand Total	644,809	100%	\$973,417.55	100%



Enforcement

*8-10 am - 18% decrease
8-10 pm - 34% decrease*

*People get less tickets when they have
more options to pay.*

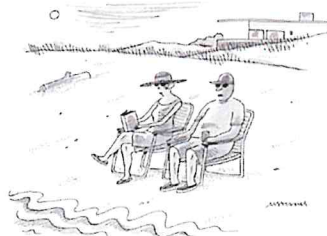
Tickets Per Year			
Time	2015	2016	2017
8-10am	3,720	3,991	3,265
8-10pm	7,144	6,135	4,067



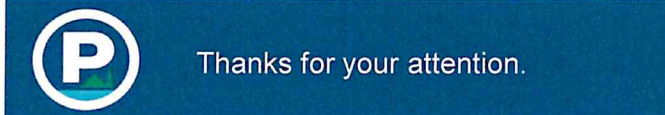
Work Ongoing

FY'19

- Employee parking program
- Validation program
- Capital improvements to the garages
- New signage
- Website update
- Data collection



"I can't stop thinking about all those available parking spaces back on West Eighty-fifth Street."



Alex Bunten
Special Projects Manager
Burlington Business Association
alex@bbavt.org



DOWNTOWN IMPROVEMENT DISTRICT (DID)

Last Updated: December 17, 2018

What is an 'improvement district?'

- An improvement district is a defined area within which businesses and property owners are required to pay an additional tax in order to fund "enhanced services" within the district's boundaries and within its limited purview.
- While funding comes primarily from businesses, districts may also draw on other funding streams, such as from residential property owners, non-profit operations, grants, and donations.
- These districts are created to fund only "enhanced services," supplemental to those already provided by a municipality.

What *isn't* an 'improvement district'?

- An improvement district does not replace core or baseline government services, such as:
 - Approving or implementing public policy
 - Managing rights of way or public space
 - Creating policing policy or conducting law enforcement
 - Levying taxes or bonding for infrastructure developments

History of improvement districts in BTW

- We have two improvement districts currently
- Church Street Marketplace District
 - Established 37 years ago
 - Includes 40 property and business owners on Church Street
 - Annual budget: ~\$1,000,000
- Downtown Improvement District
 - Includes most of the downtown core
 - Limited to only subsidize parking in the downtown
 - Annual budget: ~\$320,000

Background and History

- January 2017: DIDAC was created by unanimous City Council approval to “serve as an informal advisory group” to the process.
- February 2018: Progressive Urban Management Associates (PUMA) was contracted to evaluate Burlington’s existing downtown management framework and provide options for reimagining our improvement district.
- June 2018: Presentation from PUMA on “Downtown Global Trends.”
- August 2018: The City Council approved the public process for this project.
- October 2018: The City Council held a work session to consider the Phase 1 Report from PUMA.
- October 2018: PUMA submitted its final draft Management Plan to the City Council.

Recent History (October + November + December)

- The City Council held work sessions to discuss the DID report and options.
- The City Council Board of Finance met five times to consider options provided in the consultant's report and to make a recommendation to the full City Council.
- Members of the City Council hosted a Town Hall Meeting to present information to the public and receive additional feedback.
- The Council referred the BoF recommendations to the Charter Change Committee, who met this week to draft language in line with the recommendations, public feedback, and councilor feedback.

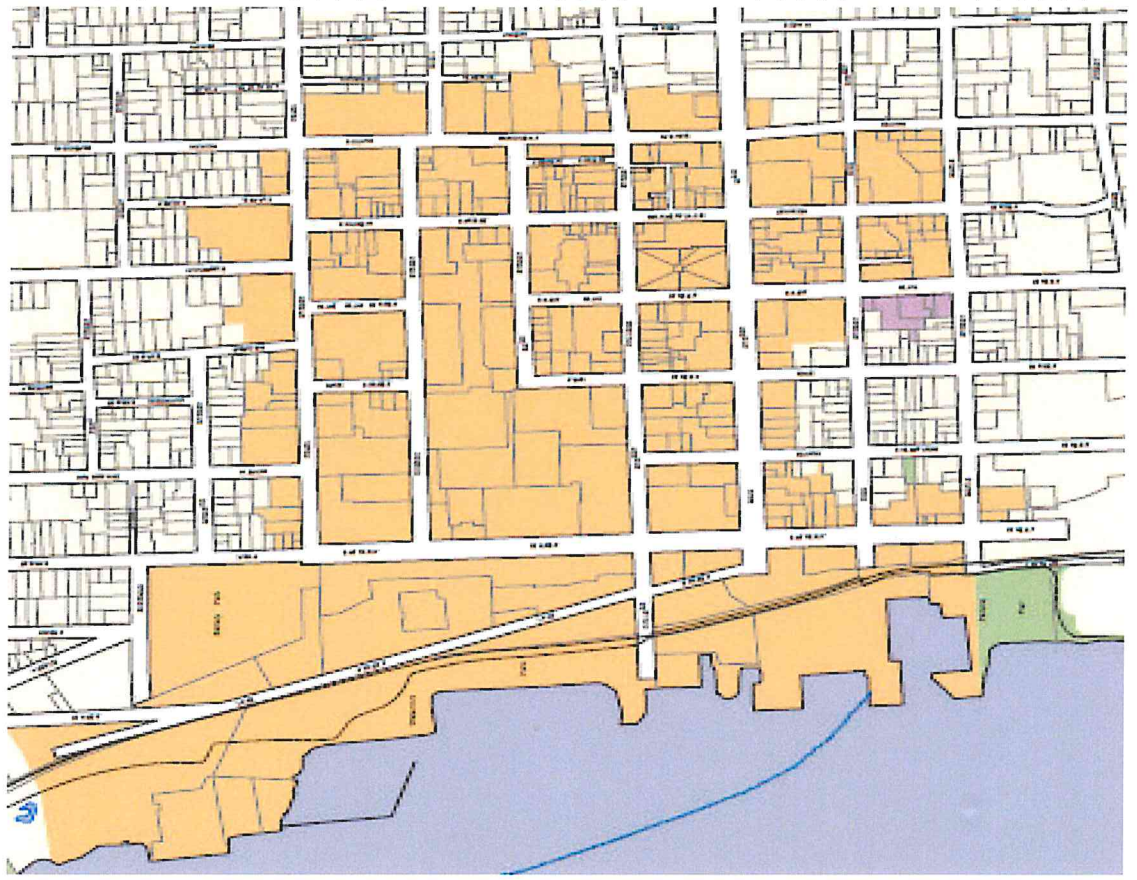
Who's paying in?

- Fee-payers of the DID would include all non-residential properties within the boundaries of the district that are not owned and occupied by religious organizations, social service providers, or government agencies.
- Non-profit agencies (other than social service providers) would pay fees, but can claim hardship based on inability to pay.
- Fee rates would be submitted by the governing board for City Council approval annually.

Boundaries of District + Expansion

- The district would be slightly expanded from the current DID's existing borders.
- The addition would be to include two blocks of St. Paul St. south of Main (the two blocks currently under reconstruction).
- There is a process for expanding the DID, which includes a petition process that would enable properties adjacent to the DID boundaries to join, only after City Council approval.

Map of Boundaries



Governance


- The new DID would be established as a 501(c)(6) non-profit and be governed by a thirteen-member board.
- The board would be composed of:
 - Seven members appointed by City Council + Mayor during its annual appointment process, to include two residents, one non-profit fee payer, two business representatives, and two property owner fee payers.
 - Six members selected amongst fee-payers, to include one resident, two business representatives, and three property owner fee payers.
- In addition, ex officio, non-voting representatives from DPW, Parks, BPD, and City Council would be on the board

Capital Planning and Improvements

- Currently, general taxpayer funds cannot be used for the operations or infrastructure of Church Street. This restriction is removed.
- City will include all the public areas within the DID in its capital planning and be fully responsible for base-level public infrastructure within the DID.

Capital Planning and Improvements (cont.)

- The DID and City will share in the cost of providing “enhanced” capital improvements (i.e., the bricks on Church Street).
- The DID is required to go through all standard City approval processes while providing enhanced services. (i.e., the lights on Church Street trees)



Sunset Clause

- The DID will automatically sunset after 10 years.
- In addition to annual reports to the City Council, a review after 5 years is required.
- The DID Board of Directors may submit a new operating plan, and after a public hearing, the City Council may vote to extend the sunset timeline.

Public Accountability Measures

- City has majority appointment authority over the governing board
- City must approve the annual “management plan”
 - Management plan determines the specific work plan for the DID, articulates the enhanced services, and shows employee job descriptions.
- City must approve the annual fee payer rates and methodology
- City must approve the annual operating budget
- City collects the district’s revenue from fee payers on their tax bill
- City retains all its responsibilities, including permitting public space
- Governing board meetings are subject to Vermont Open Meeting Law

Next Steps

- City Council will vote on January 28th whether or not to place the Charter Change question on the March 2018 ballot.
- A significant public information sharing effort will include:
 - NPA presentations
 - Channel 17 presentation
 - Town Hall Meeting
 - Digital Presentations
 - Front Porch Forum postings