

MIAMI TOWNSHIP-DAYTON MALL JEDD
BOARD OF DIRECTORS MEETING
MINUTES
JUNE 14, 2016

Call to Order

Chairman Tracy Williams called the Miami Township – Dayton Mall JEDD meeting to order at 2:01 p.m. The following members of the Board were present:

Present:

- Tracy Williams
- Chris Fine
- Chris Snyder
- George Perrine
- Greg Rogers

Nick Blizzard, Cox Media Group; Elise Hafenbrack and Wes Deer, Think Patented; Crystal Davidson, Montgomery County TID; Clay McCord and Susan Davis, Miami Township; were in attendance.

Approval of Minutes

Chris Snyder motioned to approve the minutes as presented from the April 19, 2016 meeting. George Perrine seconded the motion. Mr. Williams aye, Mr. Fine aye, Mr. Snyder aye, Mr. Perrine aye, and Mr. Rogers aye.

Treasurer's Report

Chris Snyder reported the Dayton Mall JEDD is halfway through the collections for the year with receipts of \$348,000, interest income of \$280, expenditures of \$529,000 with the ending balance of approximately \$687,000. Chris Fine motioned to accept the treasurer's report. George Perrine seconded the motion. Mr. Williams aye, Mr. Fine aye, Mr. Snyder aye, Mr. Perrine aye, and Mr. Rogers aye.

Tracy Williams welcomed Elise Hafenbrack and Wes Deer from Think Patented.

Update of the Dayton Mall Area Master Plan

Ms. Hafenbrack and Mr. Deer presented the draft website and marketing strategies of the Miami Crossing District, a dynamic retail, dining and lodging destination. Think Patented created a user friendly website and mobile site to explore the district with maps and links to businesses in the district. The website is very flexible and has many ways to navigate and find certain information. The Dayton Mall Area Master Plan will be included on the website for those interested. Mr. Snyder indicated the JEDD Board will retain control of what is displayed on the website; there should be parameters in place before the website goes live. Mr. Snyder also suggested that we provide the actual businesses in the JEDD special allowances on the website. Chris Fine said it's important to have buy-in from the business community and that the website will be very beneficial to a small company that may not have a website of their own. Mr. Snyder indicated, although the main target for the website is people living, working, and visiting Miami Crossing District, it should also be utilized to attract developers and investors interested in redevelopment efforts in the district.

Ms. Hafenbrack has met several times with the Greater Dayton Mall Regional Business Association (GDMRBA) regarding the website; they will be instrumental with the marketing of the new district. The GDMRBA is looking to change their name to the Miami Crossing Business Association. There is some legal work involved and some expenses they will incur to accomplish the name change. Once the website is up and running Think Patented will sponsor a kick-off event this summer with the business community to reveal the website and marketing materials for the district. They will distribute a graphic standards booklet to approximately 480 businesses in the district regarding applicable ways to display the Miami Crossing logo. Key Ads and Lamar will allow a couple free ads on their billboards referencing the Miami Crossing District's website. Ms. Hafenbrack is meeting with Kap Signs regarding Miami Crossing signage to be placed in key areas of the district. Miami Valley Lighting is currently putting together a lighting plan for the hotel district and should have something soon. LJB has been engaged, by the JEDD through the TID, and is underway with improvements to S.R. 725 Corridor between Byers Road and S.R. 741.

Crystal Davidson has been in contact with ODOT regarding what can be done with way-finding signs in the state right-of-way. Ms. Davidson said ODOT will walk us through the permitting process and requirements for signage as soon as we are ready to move forward.

Discuss Banners

Mr. Snyder reported banner maintenance was conducted in May. Several banners were damaged due to weather conditions and therefore, we now have poles without banners. Mr. Snyder asked the board if banners should be replaced or if we should wait until new banners are designed for Miami Crossing. The board agreed to wait until a design is created for the district. Ms. Hafenbrack will check into a new banner design, better material, and if wind holes can be put in the banners so they last longer.

Issues From Around the Table

The agreed upon engagement letter has been submitted to the Ohio Auditor of State and Mr. Snyder indicated the state audit is still ongoing. Greg Rogers second term expires August 13, 2016 and Clay McCord will be appointed to serve on the Dayton Mall JEDD Board.

Public Comments

None

Executive Session

Tracy Williams motioned to recess into an executive session at 2:33 p.m. to discuss matters related to ORC 121.22(G)(1) and 121.22(G)(2). Greg Rogers seconded the motion. Mr. Williams aye, Mr. Fine aye, Mr. Snyder aye, Mr. Perrine aye, and Mr. Rogers aye.

Greg Rogers motioned to leave executive session at 2:56 p.m. and reconvene into regular session. Tracy Williams seconded the motion. Mr. Williams aye, Mr. Fine aye, Mr. Snyder aye, Mr. Perrine aye, and Mr. Rogers aye.

Next Meeting Date

The next meeting is Tuesday, September 13, 2016 at 2:00 p.m. at Miami Township.

Adjourn

Greg Rogers motioned to adjourn the meeting. Meeting was adjourned at 2:57 p.m.