

MIAMI TOWNSHIP-DAYTON MALL JEDD
BOARD OF DIRECTORS MEETING
MINUTES
FEBRUARY 22, 2017

Call to Order

Chairman Tracy Williams called the Miami Township – Dayton Mall JEDD meeting to order at 9:03 a.m. The following members of the Board were present:

Present:

- Tracy Williams
- Chris Fine
- Chris Snyder
- Clay McCord
- George Perrine

Nick Endsley, Sebaly Shillito + Dyer; Nick Blizzard, Cox Media Group; Kyle Hinkelman and Susan Davis, Miami Township; were in attendance.

Election of Officers

George Perrine motioned to keep the same slate of officers as last year with Tracy Williams as Chair, Chris Fine as Vice-Chair and Chris Snyder as Treasurer. Clay McCord seconded the motion. Tracy Williams motioned to elect Susan Davis as Secretary. George Perrine seconded the motion. Mr. Williams aye, Mr. Fine aye, Mr. Snyder aye, Mr. McCord aye, and George Perrine aye.

Approval of Minutes

Chris Fine motioned to approve the minutes as presented from the December 6, 2016 annual meeting. George Perrine seconded the motion. Mr. Williams aye, Mr. Fine aye, Mr. Snyder aye, Mr. McCord aye, and George Perrine aye.

Treasurer's Report

Chris Snyder reported there hasn't been much activity through January 31, 2017. There have been a couple disbursements to Think Patented for the on-going website maintenance and one reimbursement to the township for the annual meeting expenses. The beginning balance is \$1,043,711. Today, checks will be prepared for the annual disbursements to both jurisdictions. Mr. Snyder is working on the unaudited financial statements and asked Mr. Perrine to compare the formatting to the Austin Center JEDD financial statements.

Tracy Williams motioned to accept the treasurer's report. Chris Fine seconded the motion. Mr. Williams aye, Mr. Fine aye, Mr. Snyder aye, Mr. McCord aye, and George Perrine aye.

Overview of the Draft Amended JEDD Contract

Nick Endsley gave the board an update of the JEDD provisions to the legislative changes that became effective in 2016. Mr. Endsley stated the changes to the Dayton Mall JEDD contract are very similar to the Austin Center JEDD contract. The draft contract accomplishes flexibility with the budget process and annual distributions to the contracting parties. Mr. Endsley asked the board to review the red-lined document of recommended changes and if there are any questions to contact him or Mr. Snyder. If the board is comfortable with the amended contract, they can recommend the adoption to the two political contracting parties at its next meeting. Mr. Williams asked if there is any urgency to adopt the amendment; Mr. Endsley said there is not, unless the board would like to switch right away to the new budgeting process as described in the new amended contract. Mr. Williams thanked Mr. Endsley for putting together a matrix of the recommended amended JEDD contract issues and said this item will be on the agenda for the next meeting.

Discuss Resolution to Adopt a Conflict of Interest Policy

Now that the Dayton Mall JEDD hired legal counsel it is time to get some of the policy items in order. Mr. Endsley stated he is still working on the public records policy and record retention policy. Chris Fine motioned to approve Resolution #1-2017 to establish a conflict of interest policy for the Miami Township-Dayton Mall JEDD. Tracy Williams seconded the motion. Mr. Williams aye, Mr. Fine aye, Mr. Snyder aye, Mr. McCord aye, and George Perrine aye.

Update of the Miami Crossing District

The township held an advisory group meeting with businesses in January to further refine marketing plans for the district. The group indicated they would rather see more capital projects in the district rather than putting funds into a marketing campaign. The businesses located on Kingsridge Drive would like to have some pedestrian improvements made to the roadway and also expressed forming a small business association; Mr. Snyder stated he is pursuing to work with this core group. The Kingsridge Drive area is older and will be more of a challenge; however, sidewalks and street lights would definitely improve the area.

The focus for the Miami Crossing District is to market the area to groups coming into the area for special events to stay at hotels, shop at stores, and dine at restaurants in the district. The NCAA First Four basketball tournament next month is expected to bring in approximately 12,000 folks to the area and in April the Winter Guard International competition scheduled over 2 weekends will bring in 30,000 folks. Mr. Snyder reached out to the Color Guard group and learned there are over 600 teams. The district could market directly with the group by putting hard copy marketing materials in packets that are distributed to each team; however, there is a cost to do this of a few hundred to a few thousand dollars.

The Miami Crossing District will need to get marketing materials and coupons available for visitors to be able to participate in the upcoming months. A sample coupon sheet was distributed for review. The district could feature 5 coupons per sheet and charge businesses for this service to recover some of the cost; JEDD businesses would receive a discount. The sheet would also direct folks to the website for a listing of additional coupons. Mr. Endsley stated the key issue is to be cognizant of not favoring one

business over another; however, ultimately the board's responsibility is to the JEDD businesses in the district.

Mr. Snyder asked the board what they thought of advertising in the Dayton Region magazine to promote the Miami Crossing District. Mr. Fine indicated Miamisburg's Economic Development Department advertised a couple times in the magazine and felt that marketing efforts for the district would be better served with placing coupons at area hotels and on the website for visitors to expend. The goal is to drive visitors to the website to discover opportunities the district has to offer, and by doing this, we can track data of what people are searching for on the Miami Crossing website. The board agreed to have Think Patented print marketing materials for local hotels to hand out to groups coming into the community for special events.

Update of the SR725 Improvement Studies

The SR725 LJB Inc. pedestrian improvement study is complete. Estimated to cost \$2.5 million, the project would install sidewalks on the north and south sides of SR725. The first phase of construction is \$1.8 million with a large contingency cost built in; this project is well beyond what the JEDD could fund and looking to go after CMAQ and other funding sources. The township and the city will need to discuss how to fund the project.

The Kleingers Group landscaping enhancement project at I-75 and SR725 has a \$2.9 million dollar price tag that has been broken down in phases. The focus is on the I-75 northbound ramp turning right on SR725 where the gateway signage will be located. There are challenges with seeking funds for aesthetic improvements. Going forward, should the JEDD every year budget money to proceed in accordance with the aesthetic enhancements or should we look into funding the project with a SIB loan?

Mr. Snyder gave the board an update of what was budgeted on future projects, but noted that funds have not been committed and would like direction from the board of where the JEDD should spend money.

- \$40,000 for future capital SR725 projects
- \$43,000 engineering studies for Kingsridge roadway work and analysis
- \$2,000 to manage marketing through Think Patented
- \$5,000 updates or major changes on the Miami Crossing website
- \$1,800 annual web-hosting cost
- \$3,000 general marketing of the district
- \$4,000 maintenance activities of fixing banners and changing out seasonal banners
- \$10,000 legal technical work with trademark and legal counsel
- \$20,000 economic development assistance plan

Mr. Williams indicated the majority of the SR725 Corridor is located in the City of Miamisburg and asked if there is anything coming from the city to fund the improvement enhancement project. Mr. Perrine indicated this project is not currently in the city's budget. Mr. Fine said the township, city and JEDD Board will need to have discussions on the funding mechanism.

Mr. Williams suggested the Miami Township-Dayton Mall JEDD be changed to Miami Crossing JEDD to be consistent with promoting the district, and now would be a good time to change the name to incorporate the name change into the amended JEDD contract. The board discussed registering a DBA, but Mr. Endsley recommended to the board to legally change the name so there is no confusion in the future.

Issues From Around the Table

None

Public Comments

None

Next Meeting Date

The next meeting is Tuesday, April 11, 2017 at 2 p.m. at Miami Township.

Next Agenda Items

- Discuss Amended & Restated JEDD Contract
- Update of the Miami Crossing District

Adjourn

Chris Snyder motioned to adjourn the meeting at 9:56 a.m.