

**Downtown Strategic Initiative
Doin' Business Committee
September 17, 2008
Meeting III Minutes**

- I. Introduction.....Chair, Michael S. Laird**
Michael Laird called the third Doin' Business Committee meeting to order at 2:00pm. Michael briefly went over the Agenda and informed the committee that we were half way through the series of meetings. Mike went over the benchmarks which are recommendations of initiatives and reinforced more does not mean better, do not feel constrained and use well-defined bullet points. Michael also explained some brainstorming factors which include: steps, data, timing, responsible parties and resources for approach.
- II. Review Process & Goals for Subcommittees.....Michael S. Laird**
Michael explained the each subcommittee chair will be the same as last month's meeting.
- III. Subcommittee Brainstorming Session.....Subcommittee Chair**
Rhonda Hopper led the *Creative Business* outside and conducted a once around the circle explaining everyone's homework given to them last month. Each committee members had about three businesses they asked what would lure them to work DT. The answers consisted of mass transit, subsidized rent, were never asked to move, view, access to shopping, the fear of being lost in the crowd, pet friendly, need more of their clients DT, more affordable housing for their employees, more businesses in smaller spaces, not just focused on DT core and creative store-front buildings DT which are multi-level where upper levels are residences.
- IV. Reconvene as Full Committee.....Michael S. Laird**
Mike asked each Subcommittee Chair to speak on behalf of their group.
- 1) *Creative Business*
 - a. creative hub
 - b. awareness of DT/not just BT
 - c. take a rehab building to work & live
 - d. consumer market place-sell products

- e. offer scholarships
- f. investigate private practice

2) *Infrastructure*

- a. timing
- b. business
- c. Movin around will help
- d. support Doin Business

3) *Incentives*

- a. 30,000 ft level
- b. tools vs policy & politics
- c. tools to be successful
- d. staff assistance filters
- e. capital investments
- f. payback-parking
- g. land assembly
- h. transportation

4) *Real Estate/Vacancy*

- a. inventory
- b. building-improved
- c. brokerage
- d. attractive buildings
- e. parking inventory

VII. Closing Remarks.....Michael S. Laird

Michael Laird reminded everyone to please not park behind the or in the Iguana Lounge parking lot. Michael also added to check e-mails for the next meeting location.

With no further business, Michael S. Laird adjourned the meeting at 3:06pm.

Submitted by,

Tina Page
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