

**Downtown Strategic Initiative
Doin' Business Committee
July 16, 2008
Meeting I Minutes**

- I. Introduction.....Chair, Michael S. Laird**
Michael Laird called the first Doin' Business Committee meeting to order at 2:04pm. Michael introduced himself and asked committee members to introduce themselves. Michael briefly went over the Agenda and welcomed our hostess, Nancy Anthony, Executive Director of the Oklahoma City Community Foundation.
- II. Oklahoma Community Foundation.....Nancy Anthony**
Nancy Anthony, Executive Director, spoke on behalf of the Oklahoma Community Foundation and welcomed everyone to the first Doin' Business meeting.
- III. Presentation of Downtown Strategic Plan.....Autumn Radle**
Autumn Radle introduced herself as the project manager for DSI with the City of the Oklahoma City Planning Department. Autumn explained the important role the stakeholders play in the Downtown Plan because without them downtown would not have flourished the past decade and continue to grow in the future. Autumn conducted a power point presentation on DSI. Autumn also explained the breakdown of the five committees; *Doin' Business* and *Movin' Around* held July through December of 2008, *Stayin' Around* and *Dressin' It Up* held January through June 2009 and *Playin' Around* July through December 2009.
- IV. Review Process & Goals for Subcommittees.....Michael S. Laird**
Michael explained the protocol for all the subcommittees and appointed the day's Subcommittee Chairs. Lesley Batchelor represented the *Financial Tools/Incentives*, Jim Cowan represented the *Real Estate Product/Environment*, Robbie Kienzle represented the *Creative Business* and John Yoeckel represented the *Infrastructure*.
- V. Reconvene as Full Committee.....Michael S. Laird**
Mike asked each Subcommittee Chair to speak on behalf of their group.
1) Robbie Kienzle-*Creative Business* – also see separate attachment
Robbie conducted the Creative Business group discussion and led the brainstorming outlined off the task spreadsheet. The group discussed the basic principles of having a business downtown and how to better increase their profit. The group also discussed how they could come up with a "How To" type of book to help future entrepreneurs establish a new business effectively since nothing like that exists. Funding was also a topic discussed and how they could to help provide future businesses with the information to succeed downtown, starting up and in the long-term.

2) John Yoekle- *Infrastructure*

- a. When utilities are installed it should be coordinated with other utilities and infrastructure
- b. Need better communication between utilities/infrastructure, City, property owners, etc.
- c. City needs to build relationships with private business owners – and planning needs to be coordinated with execution.
- d. An inventory of utilities/infrastructure would be helpful (homeland security issues?) – to know where all other infrastructure is located
- e. TAC meetings in Tulsa – forum to discuss upcoming / ongoing projects, ensure good communication and coordination of efforts
- f. How is the public informed about the Bond issue and other projects? Can we do better? Be proactive

3) Lesley Bachelor- *Financial Tools/Incentives*

- a. Compile a menu of available financial tools/incentive
- b. Create a web-based central clearing house for development
- c. The right product (e.g. certain size building) is an incentive
- d. Need to update the housing study
- e. City has ongoing image issues =challenge

4) Jim Cowan-*Real Estate/Vacancy*

- a. To get a grocery store- we need more downtown residents
- b. OCURA is the primary land assembler – is there another way?
- c. Vacancy is often defined differently – need consensus on def.
- d. Retail incentives policy is going to Council
- e. First National Center what happens there influences vacancy

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

Michael explained the Doin Business Committee will meet every third Wednesday of the month from 2:00pm to 3:30pm. Michael added the minutes will be e-mailed to everyone and in the event of an absence you may assign a designee for that meeting. Russell Claus expressed that downtown's momentum is aggressive and specified how important these meetings are to continue at this current speed. Michael concluded by saying that committee members serve two roles; stakeholders and key elements for the continued growth of downtown.

With no further business, Michael S. Laird adjourned the meeting at 3:25pm.

Submitted by,

Tina Page
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(with additions from Autumn Radle, DSI Project Manager)