



Board of Trustees

Meeting Minutes – Thursday, January 11, 2024

Location: 3CDC Office, 1203 Walnut St

Attendance:

Board of Trustees: • Brian Banke (Chair) • Amanda Darnell • Jon Burger • Markiea Carter • Harry Blanton • Kristi Farris • Rob Lancaster

3CDC Staff and Guests: Jenni Wuestefeld • Tim Szilasi • David Vissman • Monica Morton • Marissa Reed • Christy Samad • Joe Rudemiller • Richard Spoor

A quorum being present, Brian Banke (Chair) called the DCID Board of Trustees Meeting to order on Thursday, January 11, 2024, at approximately 8:00 am. Mr. Banke welcomed new member Rob Lancaster from Kroger.

I. Approval of Minutes

Upon motion duly made and seconded, the Board of Trustees approved the November 9, 2023 Meeting Minutes with no changes.

II. Finance

Tim Szilasi presented the treasurer's report for DCID. Mr. Szilasi reported results through December. Next, Mr. Szilasi shared the actual budget for DCI through November 2023 and projections to the end of 2023 year. David Vissman gave an update on staffing levels as compared to the budget.

III. Fountain District Branding

Christy Samad addressed the Board regarding a request from the City and County to potentially brand the area between Convention Center and Fountain Square. Ms. Samad noted the high concentration of unique bars, restaurants, and entertainment venues in the area. Creating a brand for this area will help drive traffic during the closure of the Convention Center while establishing the district as a destination like the Banks. Joe Rudemiller outlined the work done to date and timeline for the launch of the branding. The Board discussed the pros and cons of the district branding. Tim Szilasi requested approval from DCID to provide funding up to \$75,000 to assist with the creation and rollout of the Fountain District brand.

Upon motion duly made and seconded, the Board of Trustees approved the request to provide funding up to \$75,000 to assist with the creation and rollout of the Fountain District brand subject to favorable stakeholder discussions.

IV. Executive Session

Regular session of the Board of Trustees was adjourned at 8:31, and an Executive Session was called to order. Legal counsel Richard Spoor reviewed public record policies with the Board of Trustees. Executive session was adjourned at 8:53, and regular session called back to order.

V. Holiday Campaign

Mr. Rudemiller summarized the 2023 Holiday Campaign and shared statistics for the number of people touched by the marketing.

With there being no further business, Mr. Banke adjourned the DCID Board of Trustees Meeting at 8:56 a.m.

Jenni Wuestefeld, Clerk