



BOARD OF DIRECTORS MEETING
Wednesday, October 27, 2021 at 7:30 AM
AGENDA

ZOOM:

<https://us06web.zoom.us/j/87185621654>

Meeting ID: 871 8562 1654

1. Welcome
2. Agenda
3. Minutes (September 2021)
4. Police report – Officer Aviles, Community Policing Unit
5. Executive Committee/Staff Updates
 - i. Budget
 - ii. Update: Downtown Dover Strategic Master Plan
 - iii. Property Updates (N/A)
6. Committee Reports
 - i. Parking and Safety
 - ii. Marketing
7. Legislative Updates
 - i. Senator Trey Paradee
 - ii. Representative Bill Bush
8. City Updates
 - i. Mayor
 - ii. City Council
 - iii. City Manager
 - iv. Planning Director
9. Other Reports
 - i. Bayhealth
 - ii. Delaware State University
 - iii. Kent County Tourism
 - iv. Kent Economic Development
10. Other Business
11. Public Comment
12. Adjourn

Next DDP board meeting: Wednesday, December 1, 7:30 a.m.

Downtown Dover Partnership Board Meeting Agenda
October 27, 2021



Scheduled Zoom meeting.

Topic: DDP Board Meeting

Time: Sep 22, 2021 07:30 AM Eastern Time (US and Canada)

Sep 22, 2021 07:30 AM

Oct 27, 2021 07:30 AM

Dec 1, 2021 07:30 AM

Jan 26, 2022 07:30 AM

Feb 23, 2022 07:30 AM

Mar 23, 2022 07:30 AM

Apr 27, 2022 07:30 AM

May 25, 2022 07:30 AM

Jun 22, 2022 07:30 AM

Please download and import the following iCalendar (.ics) files to your calendar system.

Monthly: <https://us06web.zoom.us/meeting/tZMsf-yurDosH9DU8rqYrYrGpYycBnivrQPs/ics?icsToken=98tyKuGvrzMvHNaUthyDRpwEBYqgZ-7zpn5dgv5qUf3EhIBWxHRJttbMZBxGc7C>

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MINUTES

September 22, 2021

Board Meeting via Zoom at 7:30 a. m.

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BOARD MEMBERS AND STAFF: Dave Hugg, Mayor Robin Christiansen, Councilman Ralph Taylor, Todd Stonesifer, Codi Canasa, Jed Hatfield, Alan Grinstead, Jonathan Street, Pete Bradley, Councilman Fred Neil, Senator Trey Paradee, Kim Adams, Matt Harline, Linda Parkowski, Chris Raubaucher, Carla Wilson, Michael Casson, Diane Laird, Tina Bradbury, Jordan Resh

COMMITTEE CHAIRS, PRESENTERS, AND OTHER ATTENDEES:

Call to Order: Chair Todd Stonesifer opened the meeting at 7:30 a.m.

Councilman Neil voted to approve the agenda, Codi seconded, and the Board unanimously approved.

Councilman Neil voted to approve the minutes, Mayor seconded, and the board unanimously approved.

DDP Updates

Diane updated the Board on the RFP responses: Three of seven responders have been shortlisted and will provide on-site presentations.

Diane shared an invitation to board to attend the Black Swamp Artisanal Market grand opening this Friday, September 24th.

Todd encouraged everyone to support Downtown businesses and shared the announcement that Bayard Pharmacy has closed, and Rebel Cove has switched to dinner only.

Parking Plan

Todd invited Jed Hatfield, President of Colonial Parking Inc. to present the downtown parking plan and said that the board is expected to vote to accept the plan today.

Jed presented the comprehensive downtown parking plan that has been a year in the making by Colonial. Jed shared the purpose of the parking plan is to stimulate the community and promote economic development through parking services, convenience, and efficiency. Jed shared that in researching the value of a program, Colonial researched Old Pasadena's model, and their parking investment in their downtown (Parking Benefit District). Jed shared that the benefits of this parking plan is turnover for customers, a customer friendly system for monthly payments that customers may buy in to at any point in the year, user-friendly systems, reasonable cost, amenities such as electric vehicle charging and bike racks, and lastly to effectively use current capacity in a way that can be expanded later. Jed shared that the revenue from the parking plan will be spent by the DDP Parking Committee for items like streetscape, lighting, and safety enhancements. Jed shared that the goal is to reinvest the revenue into meaningful programs for Downtown.

Jed shared the timetable from 2008 when the DDP Parking Committee was formed. Jed said that in January 2018 a Downtown Dover Parking Study was issued, and the outcome indicated that there was an excess of parking available. Soon after, the City led a DDP Parking Garage RFP process that found that a parking

DRAFT

September 22, 2021 - DDP Board Meeting

garage would be too costly. Thus, the priority has been to switch to managing the existing lots more efficiently, thus the current parking plan development. As part of the DDP's Parking Committee efforts in development of a more efficient parking plan, Colonial surveyed 300 people, and has held two public meetings before presenting to the Board today, along with monthly public meetings. Jed shared that the final implementation date is not on the timeline because Colonial needs to open the plan to bid before purchasing and acquiring the equipment/systems. Jed shared that timing is important to Colonial and the DDP, and implementation will come at an appropriate time which has not been determined yet.

Jed presented a summary of the results of the parking survey. The results of the survey revealed the public believes Downtown has a limited number of parking spaces, and as activity returns and grows it needs to be better managed. The survey also revealed that a small fee of one dollar would not deter people from visiting Downtown.

Chris Hankins presented the layout of On-Street Parking - PowerPoint Page 10. Chris said there are 263 parking spaces available in the On-Street parking. The On-Street parking will use Multi-Space Meters to meet the parking needs with a pay-by-plate system that accepts cash, credit, and parking app payments. Chris shared that the meters will be connected to data collection, and they will be solar powered.

Chris presented Off-Street parking - PowerPoint Page 12. Chris said there are 255 spots which does not include the parking for City Hall/the library. Chris shared that Off-Street parking is going to receive multi-space meters (MSM) with a manual "Lot Full" sign. Chris said that the "lot full" sign is expected to improve efficiency for customers' experiences. Chris shared that the Off-Street Parking would have a permit system, with a sticker that can be placed in their windshield. Chris said permit holders can join the program at any point in the year and end their subscription at any time. Chris shared that the Colonial enforcement staff will be able to scan the barcode on the permit to ensure they are up to date.

Chris shared that the parking enforcement schedule is Mon-Fri 10am to 6pm, and will be unattended Saturday, Sundays, and Holidays. Chris said that this enforcement schedule was decided to allow residents ease of parking on nights and weekends, as well as to promote traffic, allow deliveries, and other considerations.

Chris shared the fees for the parking on PowerPoint page 16.

Jed presented the parking program 5-year pro forma on PowerPoint page 18.

Parking Program 5-Year Pro Forma

Revenue	Year 1	Year 2	Year 3	Year 4	Year 5
On-Street Revenue	\$ 241,434	\$ 246,263	\$ 251,188	\$ 256,212	\$ 261,336
Off-Street Contract Revenue	61,020	62,240	63,485	64,755	66,050
Off-Street Transient Revenue	55,080	56,182	57,305	58,451	59,620
Credit Card Fees	(6,793)	(6,795)	(7,068)	(7,209)	(7,353)
Total Gross Revenue	\$ 350,741	\$ 357,890	\$ 364,910	\$ 372,209	\$ 379,653
Operating Expenses	199,668	202,663	205,702	208,788	211,920
Net Operating Income	\$ 151,074	\$ 155,227	\$ 159,208	\$ 163,421	\$ 167,733
Program Expenses					
Debt Service	107,815	107,815	107,815	107,815	107,815
Capital Reserve (2%)	7,015	7,158	7,298	7,444	7,593
Real Estate Taxes	-	-	-	-	-
Total Program Expenses	\$ 114,830	\$ 114,973	\$ 115,113	\$ 115,259	\$ 115,408
NOI After Debt + Reserve	\$ 36,243	\$ 40,254	\$ 44,094	\$ 48,162	\$ 52,325
Cumulative NOI After Debt + Res	\$ 36,243	\$ 76,498	\$ 120,592	\$ 168,754	\$ 221,079

Jed shared that the assumptions built into the Pro Forma are the On-Street parking revenue, Off-Street parking permit holders (70% of off-street revenue) and hourly customers (30%). Jed shared Colonial will

DRAFT

September 22, 2021 - DDP Board Meeting

invest \$476,100 over 5 years.

Jed shared that enforcement is returning Monday, Oct 4, 2021 - for off street parking, fees will resume for Bradford St, Governor's Ave, and Loockerman Way. The parking fees will be collected through ParkMobile Smart app with \$1 per hour or \$5 for all-day fees. Chris shared that enforcement of monthly permits and ParkMobile payments in the off-street lots will resume. Chris shared that for on-street parking, there will be a two-hour time limit that will be enforced by the city.

Questions

Councilman Taylor asked if there would be any additional fees for the City or the DDP for enforcement. Todd responded that the Dover City Council gave the authority to DDP to enforce parking, and the DDP hired Colonial Parking to do enforcement. Todd said that the local enforcement will prioritize other issues, such as break-ins, but will not enforce parking. Councilman Taylor asked about the fees from the electrical vehicle charging stations, and Todd said the parking fees will absorb the electrical cost for the two charging stations. Todd also shared that more stations can be added as time goes on.

Matt Harline asked if people could renew parking all day, instead of being limited by the two-hour limit. Todd said that people will not be able to renew on-street parking beyond the two hours, and that a parking officer will deliver a citation once the two hours have lapsed. Jed added that people who want to stay longer than two hours will be able to go to off-street parking for the whole day. Matt said that advertising that the off-street parking must be used if a customer wants to park for more than two hours would be useful to avoid confusion.

Senator Paradee asked if there is any liability if the program is found not profitable, and if Colonial would request investments from the City or other agencies. Trey also asked if down the road parking was expanded, would investments come from the DDP, the City or other agencies. Todd said that the DDP plans to ask the agencies for money to offset the funding, and the presentation represented the case where they do not receive any outside funding, which would involve the program being funded with Colonial. Jed added that if approved, Colonial will negotiate a 5-year management plan with the DDP and could continue the relationship longer. Jed said that over time, the DDP will purchase the equipment from Colonial, and then the additional profits will go to the DDP. Jed said that if the outcomes are not achieved, they can negotiate a longer management plan and change the program. Jed said that the previous parking garage RFP proposed a parking garage at the Governors Ave lot, and if additional revenue and customer need is created, that program can be readdressed. Trey added that the funds for the parking garage were released to be repurposed for City Parks and would not be available for any infrastructure development Downtown at this moment. Jed added that any funds received will reduce the debt taken on by the DDP and allow for the program to be profitable sooner.

Linda asked if the off-street parking would use ParkMobile as well, and Todd confirmed it will be compatible. Linda asked about a contract with ParkMobile, and Todd said that the meters are purchased separately from the ParkMobile company, and it was important to purchase a meter than can be used by anybody, regardless of technology available (i.e., smartphones/ParkMobile compatibility). Chris added that there will be a pilot program for ParkMobile starting on October 4th to ensure that the meters work well for all types of people visiting Downtown.

Linda said that she would prefer for the parking plan to pause until the Strategic Master Plan is approved. Todd responded that implementation is different from planning, and that the goal of the parking plan is to have a plan in place, but not to have it implemented too hastily. Todd also said that the parking plan can change as the strategic master plan is developed. Linda added that she does not want the DDP to enter contracts until the Master Plan is finished. Councilman Neil added that there is no deadline for this project, but as retail expands in downtown, there needs to be a way for more people to park downtown. Diane added that the Parking Plan RFP was sent out before the Strategic Master Plan RFP was approved to be sent out,

DRAFT

September 22, 2021 - DDP Board Meeting

but that parking is an important part of the SMP. Trey added that he believes Colonial is flexible and will work with the vendor for the SMP to ensure an appropriate program is implemented.

Todd added that the parking plan is the preparation for a thriving downtown, and that a plan will be necessary.

Todd shared the recommendation for the DDP to plan parking option 2A - a MSM with a counter system and a manual "Lot Full" sign with the caveat that if additional funding is acquired, the DDP will implement option 2C - a MSM with a camera that will detect vacancies and permit holders. Todd clarified that this is a motion to approve the design of the downtown parking plan, but approval for implementation will be reviewed by the vendor selected for the Strategic Master Plan and will be adjusted to support the SMP.

Discussion

Michael Casson asked if there would be additional fees if the parking plan changed due to the SMP. Jed responded that it would depend on what the changes to the parking plan are, and so they cannot predict the ways it would influence the cost. Michael added that he supported Linda and believed that approving the parking plan would limit what the SMP is capable of, and it may have negative consequences. Linda added that she thinks the pilot program should run before the parking plan is voted on. Todd added that the parking plan is not expected to be implemented until after the SMP begins, because it may require changes due to customer traffic and retail needs first. Linda said she doesn't want the DDP to go into debt for the program, and Todd said that there have been costs already for hiring Colonial to conduct research and develop a plan. Jed added that if the off-street parking were used for redevelopment in the SMP, the investment in the off-street systems is not very expensive and could be repurposed. Diane added that the parking plan is fluid and will be taken into consideration with the needs defined through the SMP process. Jonathan asked if the costs presented by Colonial includes installation, servicing, and other costs that may arise. Jed said that the projected costs include implementation, including concrete and electrical costs.

Codi added that they appreciate the preparedness that would come from having a parking plan in place that can respond immediately to the expected growth and development of downtown, especially after the SMP.

Vote on Recommendation

Todd shared the recommendation for the Board of Directors to approve the parking proposal design with option 2A - with a caveat that if outside funding is obtained, the Board will automatically approve proposal 2C.

Todd motioned to recommend to the Board of Directors to approve - proposal with option 2A - with a caveat that if outside funding is obtained, the Board will automatically approve proposal 2C. This is not an approval to approve actual implementation of the plan, but rather the design, and that the plan will be reviewed by vendor selected for master plan, and plan will be adjusted to support the master plan.

Codi motioned to approve, and Chris Raubaucher seconded. Role call vote was then taken:

Yes - Dave Hugg, Mayor Robin Christiansen, Councilman Ralph Taylor, Codi Canasa, Alan Grinstead, Jonathan Street, Pete Bradley, Councilman Fred Neil, Senator Trey Paradee, Kim Adams, Matt Harline, Carla Wilson (11)

No - Parkowski, Casson (2)

Abstain - Stonesifer (1)

DRAFT

September 22, 2021 - DDP Board Meeting

Absent - Bush, Van Gorp, Wilson (3)

Carla Wilson was not available for voting at the time, and Stonesifer, as president, would only vote in the case of a tie.

The vote on the parking plan recommendation was approved by the Board.

Public Comment:

No public comments were added.

Call to Adjourn:

Codi motioned to adjourn the meeting and Harline seconded, the Board voted unanimously to adjourn at 8:50 a.m.

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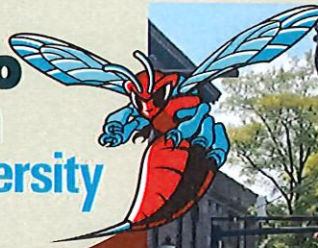
DRAFT

September 22, 2021 - DDP Board Meeting

**DOWNTOWN DOVER PARTNERSHIP
MONTHLY BUDGET REPORT
FISCAL YEAR 2022**

	Sept	Year to Date Actual	Year to Date Budget	YTD Budget Variance	FY22 Budget	Budget Received
1 Beginning Budget Balance & Cash	\$ 831,471	\$ -	\$ -	\$ -	\$ -	
2 Beginning Budget Balance	\$ 377,838	-	-	-	-	
3 PNC Commercial Loan Account	\$ 453,634	-	-	-	-	
4						
5 RECEIPTS:						
9 Parking Permits	-	-	8,750	(8,750)	35,000	0%
10 Parking Meters	-	-	2,500	(2,500)	10,000	0%
11 Parking Enforcement	-	14	1,250	(1,237)	5,000	0%
14 Property Rental Income - Governors Avenue	20,090	25,846	29,325	(3,479)	117,300	22%
15 Property Rental Income - EZ-Pass	51,963	77,945	73,600	4,345	294,400	26%
16 Property Rental Income - Forest Street	-	-	2,500	(2,500)	10,000	0%
17 Property Rental Income - 136 W. Loockerman	-	-	3,300	(3,300)	13,200	0%
19 FY22 Appropriation from City of Dover	-	37,500	37,500	-	150,000	25%
21 Miscellaneous Receipts	1,230	1,490	4,750	(3,260)	19,000	8%
22 TOTAL RECEIPTS	\$ 73,283	\$ 142,795	\$ 163,475	\$ (20,680)	\$ 653,900	22%
23						
24 DISBURSEMENTS:						
25 Salaries	\$ 12,311	\$ 32,433	\$ 38,200	\$ 5,767	\$ 152,800	21%
26 Temporary Help	1,785	3,045	2,000	(1,045)	8,000	38%
27 FICA Taxes	942	2,477	3,000	523	12,000	21%
28 Health Insurance	-	-	3,000	3,000	12,000	0%
29 Unemployment Tax Exp	-	-	750	750	3,000	0%
30 Office Supplies	-	161	375	214	1,500	11%
31 Printing & Duplicating	-	456	1,000	544	4,000	11%
32 Program Materials & Supplies	-	461	1,000	539	4,000	12%
33 Computer Software Purchases	205	295	1,250	955	5,000	6%
34 Parking Materials & Maintenance	151	486	8,500	8,014	34,000	1%
35 Insurance	-	734	9,500	8,766	38,000	2%
36 Property Maintenance	-	1,662	3,750	2,088	15,000	11%
37 Telephone/FAX - Fire & Security Systems	227	1,241	1,500	259	6,000	21%
38 Postage	-	-	25	25	100	0%
39 Electricity	89	196	275	79	1,100	18%
40 Advertising	839	1,159	2,500	1,341	10,000	12%
41 Subscriptions and dues	-	13	1,125	1,112	4,500	0%
42 Training, Conference, Food & Travel	-	515	4,500	3,985	18,000	3%
43 Consulting Fees	-	-	750	750	3,000	0%
44 Telephone/FAX - Fire & Security Systems	907	2,721	2,725	4	10,900	25%
46 Legal Expenses	-	-	250	250	1,000	0%
47 Community Relations	-	-	500	500	2,000	0%
48 Organization Committee	-	137	2,250	2,113	9,000	2%
49 Merchant Committee	-	100	2,000	1,900	8,000	1%
50 Marketing & Promotions Committee	774	3,141	3,750	609	15,000	21%
51 Parking Committee	-	180	3,100	2,920	12,400	1%
52 Design Committee	2,148	2,148	2,500	352	10,000	21%
53 Bank Fees - Operating Account	13	257	50	(207)	200	128%
54 Bank Fees - Commercial Loan Account	-	-	3,250	3,250	13,000	0%
55 Property Taxes	-	26,684	7,500	(19,184)	30,000	89%
56 Economic Development Committee	-	-	3,750	3,750	15,000	0%
57 Construction - Westside & Other Projects	27,568	55,635	-	(55,635)	-	0%
59 Facade Program	-	9,922	6,250	(3,672)	25,000	40%
60 Financial Charges - PNC Loan	15,487	46,462	46,250	(212)	185,000	25%
61 TOTAL DISBURSEMENTS	\$ 63,445	\$ 192,720	\$ 167,125	\$ (25,595)	\$ 668,500	29%
62						
63 NET INCOME/(LOSS)	\$ 9,838	\$ (49,925)	\$ (3,650)	\$ (46,275)	\$ (14,600)	
64						
65 Budget Balance	331,110	(49,925)	(3,650)	-	(14,600)	
66 PNC Commercial Loan Account	510,199	-	-	-	-	
67 Ending Working Capital - Budget Balance	\$ 841,309	\$ (49,925)	\$ (3,650)		\$ (14,600)	

Welcome to
downtown
Delaware State University



DOWNTOWN DOVER

Shop. Eat. Explore & Repeat!

Paint Dover!

Virtual Exhibit!
tinyurl.com/DoverArt

Vote for your
favorite
piece by
October 31!

NEW!



Artisanal Market

OktDoverFest

October 9

presented by
Destination
Downtown Dover



**SMALL
BUSINESS
SATURDAY**

★ ★ ★

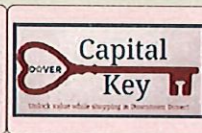
SATURDAY, NOVEMBER 27



More to come for the
annual Capital Holiday Tree
Lighting!

December 3rd

Unlock Value Shopping Downtown!
Capital Key



tinyurl.com/CapitalKey



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Friday, November 12

at the
Schwartz Center
Downtown Dover



To present...




CARTOON CHRISTMAS TRIO
A CHARLIE BROWN
CHRISTMAS
VINCE GUARALDI

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