

CENTRAL BUSINESS IMPROVEMENT DISTRICT
Minutes of Meeting
March 10, 2004

A meeting of the Central Business Improvement District was held at 10:00 a.m., March 10, 2004 at 424 Garrison Avenue. Sam Sicard presided.

THOSE PRESENT: Commissioners: Bennie Westphal, Sam Sicard, and Birnie Pryor, Richard Griffin and Bennie Westphal. Others in attendance: Bill Priakos, Dean Kruithof, David Harris, David Kerr, Davie Spindle, Tracy Winchell, Peggy Weidman, Frank Kelly, Lynn Wasson, Claude Legris, Frank Kelly, Phil White, Ben & Barbara Hardcastle, Kirk Dixon, John McIntosh, Russell Gibson, Jeff Fears, Neel Colston and Robyn Fowler.

APPROVAL OF MINUTES: On a motion by Mr. Corley, seconded by Mr. Westphal, the minutes of the January 7, 2004 meetings were approved as written.

DOWNTOWN: Dee Cees convenient store will be opening in late April or early May in the Ward Building on Garrison Avenue.

The “new” Roosters located at 801 Garrison Avenue is open, directed at a more mature clientele, to broaden the entertainment appeal on downtown.

FORT SMITH CAMPAIGN: John McIntosh of the McIntosh Group Advertising and Marketing firm presented the city’s new marketing theme, “Find Yourself in Fort Smith (FYIFS).” Davie Spindle, City of Fort Smith Economic Director has been working with the McIntosh firm to “brand” Fort Smith with the FYIFS theme. The intent is to recruit job seekers to come to or stay in Fort Smith, change the image of Fort Smith and create a website www.fyufs.com. Which will illustrate the many reasons Fort Smith is a great place to live for any age group, proving that “life is worth living in Fort Smith.” The FYIFS web site will feature the benefits of living in Fort Smith and will have FYIFS items for sale - shirts, license plates, cups, patches ball caps and lapel pins, etc., with the ultimate goal of attracting businesses of all kinds to Fort Smith.

GIS DOWNTOWN INVENTORY: Russell Gibson, GIS Coordinator, gave an update on the downtown inventory of available space, for sale or for lease. Mr. Gibson’s presentation illustrated the “user friendly” format of the software which is to be available on the web within thirty days.

NUISANCE ORDINANCE UPDATE: Mr. Priakos outlined his continuing efforts at getting the businesses in the district to adhere to the city's Nuisance ordinance. His goal was to have all problems addressed and for progress to be made by the next CBID meeting.

OTHER BUSINESS: Mr. Priakos announced that he had seen the agent for Brinker International to sell them on siting more of their restaurants here in Fort Smith, such as On the Board, Macaroni Grill and etc.

Mr. Priakos reminded the commissioners that there would be a tax incentive workshop March the 11th conducted by the Department of Arkansas Heritage and co-sponsored by the Chamber's Downtown Development Action Committee and the CBID. The workshop will be held at the Chamber offices.

ADJOURNMENT: There being no further business, the meeting was adjourned at 10:55 a.m. The next meeting will be April 14 , 2004 at 10:00 a.m. at 424 Garrison Avenue.

Respectfully submitted,

Wendy Beshears

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City of Fort Smith