

MEMORANDUM OF MEETING
Shopping Area Redevelopment Board (SARB)

Thursday, March 11, 2021 – 12:00 p.m.

PRESENT: Board members - Vos, Visser, Barnes, Cheyne, Klynstra

ABSENT: Board members -

Staff: Marketing Director deRoo, Recording Secretary Humphrey

The meeting was called to order at 12:00 p.m. by Chairman Vos.

- 1) Motion was made by Board Member Barnes and seconded by Board Member Cheyne to approve the minutes from the February 25, 2021 meeting.

All present voting aye, **Motion**

Carried

- 2) **SOCIAL DISTRICT DISCUSSION**

deRoo lead by providing the Board with information from LARA regarding Social District Permits which went into law on July 1, 2020. This was developed as an economic assistance plan to help offset some of the COVID effects. However, this does not have limited timeframe, there is the potential to continue this program for some time.

To be eligible to create a Social District, there must be at least two qualified alcohol license holders to apply to the State as well as the City. In our case, Tripelroot and Public would be our qualifying licensees. Clearly defined and marked boundaries must be established which would allow customers to purchase a beverage from either of the license holders on their private property, and take it anywhere within the defined district. They would not be allowed to consume the beverage on any private property except from the licensee it was purchased from.

The specifications for the drinkware are that it cannot be glass, the maximum size is 16 ounces, it must be marked with the seller's Logo and the Social District Logo. This helps maintaining the rules that you may not bring your own alcohol into the district, and you may not bring alcohol purchased within the Social District outside the marked boundaries.

Vos asked if there would be additional seating of some type and who would provide that. deRoo said that is a consideration that would be addressed if SARB and City Council choose to go ahead with the application process.

Visser asked how it would work with other downtown events and the ongoing activities such as the Splash Pad. deRoo stated that there would be hours of operation, which would most likely match those hours of the license holders, and other concerns would need to identified and addressed should the process move closer to fruition.

deRoo pointed out that she does not see this becoming a "party scene", as there are only two license holders, we are not creating entertainment. Cheyne shared her recent experience in Rockford's Social District and said that it simply gave people an opportunity to go out to dinner

and have a place to have a drink or shop while waiting on a table. She said it was very enjoyable and not drunkenly and chaotic.

The Board discussed how City Council might view this possibility and how it may be perceived by the public both positively and negatively, and what must be considered when proposing to Council. Boundaries would be the major consideration. deRoo suggested making the District large enough to include the area of other regular social events but make the “commons area(s)” smaller and more contained. The “District” being the entire area where patrons are allowed to travel with their beverage, and the “Commons” being the specific area(s) where consumption may take place. These two areas may match, or you may have one or more Commons area within the District. However, the Commons area(s) must be contiguous to the serving license holder.

Timeline would be to bring this to City Council at the next meeting and if they are open and give to ok to further research, discuss at SARB’s next meeting on April 1 to work out the logistics and present to City Council on April 5, and if approved, have a Public Hearing on April 19, and submit an application to the State. In the perfect scenario a start up date would be June 1. However, there is much to be done to prepare the application and many State employees are continuing to work from home. deRoo believes that if Council is interested, there should be no reason that this could not be in place for a majority of the summer.

All SARB members seemed genuinely enthusiastic about the City including extra seating in the downtown area. They all offered to share their thoughts to City Council via email if deRoo thought that would help.

Discussions returned to the Social District defined area. In general the Board thought that using the SARB district boards as the Social District boarders and creating smaller possibly multiple “Commons Areas”.

Board Member Cheyne excused herself from the meeting at 1:05.

3) **OTHER BUSINESS - UPDATE ON SARB VACANCIES**

deRoo notified the board that Laura Gentry submitted her application for SARB and will set up an interview. As well, Josh from David & Beck approached her and also turned in an application.

4) There being no further business to conduct, Chairman Vos adjourned the meeting at 1:07 pm.

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