



AGENDA

Downtown Revitalization Team

Full Committee Meeting

Monday, February 8, 2021

3pm – 4:30pm via Zoom

1. Welcome – Mayor Greg Fischer (10 minutes)
2. Co-chair introductions & project charter overview- Mariah Gratz & Douglas Edwards (15 minutes)
3. Clean collaborative/safety report – Chief Vincent James & LMPD Chief Erika Shields (15 minutes)
4. Breakout session overview – Douglas Edwards (5 minutes)
5. Breakout sessions led by moderators (45 minutes)
 - Review survey results - top 3 concerns and top 3 opportunities in revitalizing downtown (5 minutes)
 - Review project area map – how do we define “downtown?” (10 minutes)
 - SWOT (strengths, weaknesses, opportunities, threats) discussion (30 minutes)

Downtown Revitalization Team Member Roster

Names highlighted in blue are Steering Committee members

INTEREST CATEGORY	NAME	BUSINESS
BUSINESS	Doug Owen	JLL
	Douglas Edwards	Humana
	Erica Bachelor	Property Owner
	Eric Friggle	Computershare
	Evon Smith	OneWest
	Gabriele Vincenzo	Vincenzo's
	Geoff White	Frost Brown Todd
	George Timmering	Bearno's By The Bridge
	Jennifer Rubenstein	LIBA
	Kwane Watson	Kare Mobile/PARC Board
	Mariah Gratz	Weyland Ventures
	Mike Schnell	Hughes Building
	Nick Campisano	Campisano Capital
	Sarah Davasher-Wisdom	Greater Louisville Inc
	Tawana Bain	GEDDI/Black Complex
	Youness El Mesyah	Safier Mediterranean Restaurant
	Rick Murphy	Nulu Business Association
	Britney Ruby Miller	Jeff Ruby's
	Valle Jones	Commercial Real Estate/Developer
Jim Allen	Baird	
Roger Cude	Humana	
David Beck	Kentucky Ventures	
TOURISM	Anne Jewell	Louisville Slugger Museum
	Antuan DelCarpio	4th Street Live! (local)
	Blake Henry	KICC
	Cleo Battle	Louisville Tourism
	Gabe Robinson	4th Street Live! (regional/national)
	Lamont Collins	Roots 101 Museum
	Laurie Anne Roberts	Main Street Association
	Scott Stuckey	Louisville Hotel Association
ARTS/CULTURE	Alonzo Ramont	Redline Performing Arts
	Andy Treinen	Frazier History Museum
	Bryan Warren	International arts and cultural orgs
	Christen Boone	Fund for the Arts
	Kim Baker	Kentucky Center
	Robbie Valentine	Yum! Center
	Teddy Abrams	Musician/Louisville Orchestra
INSTITUTIONS	Deborah Bilitski	Waterfront Development Corporation
	Donald Lassere	Muhammad Ali Center
	Dr. Kevin Gardner	UofL - Innovation
	Matt Ayers	Norton Healthcare

Mellone Long	Center for Neighborhoods
Natalie Harris	Coalition for the Homeless
Gary Dryden	JCTC

METRO/RELATED AGENCIES

Chief Vincent James	LMG - Community Building
Councilman Jecorey Arthur	Metro Council 4th District
Blair McBride	Block by Block
Derreck Hughes	Block by Block
Gabriell Gassaway	LMG - Public Health

John Duffy	Louisville Downtown Management District
Ben Baker	KY Transportation Cabinet
LMPD Lt. Caleb Stewart	LMPD Downtown Area Patrol Officer
LMPD Major Cirillo	LMG - LMPD
Tim Mulloy	Downtown Development Corporation
Stan Moore	Louisville Downtown Management District
Vanessa Burns	LMG - Public Works
Sabeen Nasim	LMG - Office of Globalization
Councilman Anthony Piagentini	Metro Council 19th District
Councilman Mark Fox	Metro Council 13th District
Will Ford	Mayor's Office

RESIDENTS

Marty Merkle	Downtown Resident Association
	Old Louisville resident and UofL Envirome
Ted Smith	Institute
Chanelle Helm	BLM
Devan Cortland	Resident
Dan Hartlage	Downtown Resident & GMPR

STAFF

Rebecca Fleischaker	Director and Co-Chief, Dept. of Economic Development, Louisville Forward
Jeff O'Brien	Director and Co-Chief, Develop Louisville, Louisville Forward
Andrea C. Brown	Deputy Director, Dept. of Economic Development, Louisville Forward
Rebecca Matheny	Executive Director, Louisville Downtown Partnership

Downtown Revitalization Project February 2021

Executive Sponsor(s): Rebecca Fleischaker & Jeff O'Brien

Project Manager: Andrea Brown

Executive Summary: Downtown Louisville is in a state of decline with the COVID-19 pandemic forcing mass remote working and significant reductions in travel and tourism. Small businesses have been closed with the significantly reduced daytime population, and some are facing permanent closure. Combined with racial justice demonstrations through the summer and an increase in homelessness, these near-term challenges need to be addressed to revitalize downtown as vaccines are being administered to the population. An action plan needs to be developed so that downtown is ready to return to a place of gathering, commerce, and tourism space when COVID-19 cases steadily decline.

Problem Statement: In addition to business closures and commercial & retail vacancies due to COVID-19, downtown faces real and perceived issues of safety and unclean conditions, as well as not being welcoming to our entire community, particularly African Americans. Actions must be taken to address graffiti, litter, unwanted street behavior, and accessibility to encourage and position downtown for an increased number of residents, workers and visitors as the pandemic subsides.

Goal Statement: To create and execute an action plan to revitalize Downtown Louisville. Phase one will address the issues in the Problem Statement to be complete by 5/1/21. Subsequent phases to be defined including ongoing and new efforts to improve the state of downtown.

Current State, Assumptions and Constraints	Project Team Members
<p>Current State:</p> <ul style="list-style-type: none"> • Low worker and visitor population due to pandemic • No events or other activities to generate positive momentum due to pandemic • Proliferation of graffiti, litter and unwanted street behavior • Loss of retail businesses • Expected lower business occupancy • Potential loss of downtown residents <p>Assumptions:</p> <ul style="list-style-type: none"> • Residents and businesses understand and will enthusiastically contribute to goal of a robust downtown • Community stakeholders will welcome linkages between new and existing efforts aimed at improving downtown and the surrounding neighborhoods • Not all businesses will return full workforce downtown • Visitors may be slow to return due to lingering effects of pandemic and perception of city in wake of racial justice demonstrations • Funding will be available to make certain improvements in the short-term and long-term (need to create a budget) • The project team will have access to all required resources and the authority to implement recommendations <p>Constraints:</p> <ul style="list-style-type: none"> • Success metrics not fully developed yet • Budget needs to be developed to see if adequate funding (public and private) is available • Continued pandemic conditions with unknown end • The project must align with Metro budgeting process (are funds available in current budget and/or new budget starting 7-1-21) 	<p>Louisville Forward Louisville Downtown Partnership Community Building LMPD Public Works</p>
<p>Success Measures: Monthly report of KPIs related to completed and approved action plan; actions taken during project to beautify and improve downtown/implementation of Clean Collaborative; increased diversity, inclusion, and representation of the entire</p>	<p>Known Deliverables: Downtown Revitalization Action Plan</p>

community in the downtown environment; find owners of any suggested longer-term strategies

In Scope: Project work to create and execute an action plan that LMG and others can own.	Out of Scope: Duplicative efforts and project work that focuses on long-term, visionary (beyond 9 month) actions.	Timing and Budget: Timeline Three (3) months Budget – TBD	Key Decision Makers: Steering Committee, Rebecca Fleischaker, Jeff O'Brien, Rebecca Matheny, LLT Key Stakeholders: LLT, Downtown Revitalization Team (Downtown stakeholder group)
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Signatures with Dates

Executive Sponsor : _____ **Date:** _____

Supervisor of Project Manager : _____ **Date:** _____

Project Manager: _____ **Date:** _____

