
VEHICLE PARKING DISTRICT ADVISORY BOARD

Meeting Agenda

March 16, 2023 – 8:00 a.m.

City Administration Building – Training Room

309 N. 5th St. – Norfolk NE

- A. Call Meeting to Order
 - 1. Public notification of the location of the Open Meetings Act
 - 2. Roll Call
- B. Approval of Agenda
- C. Approval of meeting minutes from February 16, 2023 – See attached
- D. Financial Report- See attached
- E. New Business
 - 1. Kensington lot buyback resolution
 - 2. Festoon lighting infrastructure
- F. Old Business
 - 1. Base level of service agreement
- G. Adjourn

The next meeting will be April 20, 2023 at 8:00 a.m. at the City of Norfolk Administration Building, 309 N 5th Street, Norfolk, NE.

VEHICLE PARKING DISTRICT ADVISORY BOARD

Meeting Minutes – February 16, 2023 at 8:00 AM

A. Call Meeting to Order

Connie Geary called the meeting to order at 8:02 a.m.

Geary informed the public about the location of the current copy of the Open Meetings Act posted in the meeting room and accessible to members of the public.

Roll call found the following Board members present: Connie Geary, Stephanie Bates, José Nuño, Tracy Kaczor, Pat Carney (alternate), Steve McNally (alternate – participating via zoom) and Amy Renter (ex-officio). Members Absent: Doug Stebbing.

Guests: Mayra Mendoza, Sherry Ruden, Scott Adams, Justin Eckert, Michael Behrens, Stephen Sunderman, Brad Segal (PUMA), and Amanda Kannard (PUMA). Staff: Steven Rames, Anna Allen, Nick Stevenson, Mikah Wheeler, and Candice Alder.

B. Approval of Agenda

A motion was made by Pat Carney and seconded by Stephanie Bates to approve the agenda. Roll call: Ayes: Connie Geary, Stephanie Bates, José Nuño, Tracy Kaczor, Pat Carney (alternate), and Steve McNally (alternate). Nays: None.

C. Approval of Minutes

Stephanie Bates made a motion to approve the minutes, seconded by Tracy Kaczor. Roll call: Ayes: Connie Geary, Stephanie Bates, José Nuño, Tracy Kaczor, Pat Carney (alternate), and Steve McNally (alternate). Nays: None.

D. Financial Report

- a. None

E. New Business

- a. PUMA update and presentation

Brad Segal and Amanda Kannard with Progressive Urban Management Associates (PUMA) participated via zoom and provided an overview of the progress to date including community outreach, key takeaways, various district management and governance structures, and proposed next steps.

Currently in step one which includes BID feasibility, review of past plans, community outreach, and a draft management plan. The second phase, which can be implemented if the downtown stakeholders choose to move forward, is the legal formation of a business improvement district.

Community Outreach

Community outreach to date includes nearly 800 inputs collected through a variety of ways. PUMA reps were able to meet with nearly 100 stakeholders in person, direct meetings with the steering committee, and a community survey with 714 responses.

Key Takeaways

Downtown has undergone significant revitalization, but some challenges remain including empty storefronts, struggling to attract and retain younger demographics, decreasing commercial and residential affordability. Respondents also identified several improvements that needed to be made including increased lighting, improved parking experience, and side street enhancements. The community would also like to see empty storefronts filled, continued events, and improved safety throughout the downtown. There is an opportunity to relieve fatigue burden on volunteers serving the downtown.

District Management and Governance Structures

Reviewed several structure options including a BID, Riverfront District, and Creative District. Developed revenue targets to gauge need in the downtown. The current Vehicle Parking District provides approximately \$100,000 per year to manage the parking experience in the downtown and provide resources to the Downtown Norfolk Association for marketing purposes. PUMA reps reviewed what resources would be available with an additional \$75,000 income for the downtown and found that in addition to the current resources, the downtown district would also be enabled to hire a part or full time manager, more support for events in the downtown, and local marketing. With an additional \$125,000, the district could accommodate current services, hire a full time manager, increase marketing beyond local reach, and leverage grant funds for additional investment.

Brad indicated that procuring additional financial support from stakeholders on the side streets did not seem as strong as property owners along Norfolk Avenue so PUMA is exploring the retention of the current Vehicle Parking District and an overlay of a BID along Norfolk Avenue.

The first option is to work with the existing Vehicle Parking District boundaries. This option does not allow for additional revenue for improvements. PUMA explored the expansion of the district to include additional businesses in the district and found additional funds that could be generated, but the additions are particularly costly to few east Norfolk Avenue businesses near the river.

They also explored keeping the current VPD in place and layering a BID along Norfolk Avenue. Assessments are not necessarily linked to value of property so PUMA is proposing to use street frontage as the assessment, which includes approximately 5,000 linear feet between 1st Street and 8th Street. PUMA then applied the revenue goals of \$75,000 and \$125,000 to the model. By staying on Norfolk Avenue, PUMA believes it applies assessments to properties with the highest occupancy rates and rents. The use of a BID also requires initiative from the property owners to sign petitions that they want this and then go on to request the BID from the City via ordinance.

Also looked at wrapping frontage around the buildings to the alleyways to calculate an additional 4,000 linear feet in the model. This model does shift the burden primarily to property owners with corner properties.

Riverfront Development District has some of the same abilities as the VPD or BID models, but the boundaries must be within a half mile of the river. Concern that interest for the downtown may become diluted with the extensive geographical boundary that this could accommodate.

Governance

PUMA reps encouraged downtown Norfolk stakeholders to examine and evaluate the best structure that includes the use of a non-profit to bring multiple organizations together to avoid duplication of efforts

and increase financial leveraging opportunities. The BID could then form an Advisory Board that could consist primarily of property owners and business owners since they will be the primary funders of the district.

McNally indicated he is interested in BID side street expansion to help offset improvements such as sidewalk and street improvements and enhanced lighting to the side streets. McNally reminded the group of the partnership where VPD, property owners, and the City worked together to contribute 1/3 each of the improvement money needed to improve. McNally expressed a desire to see the BID extended to Madison and Braasch and work to provide enhancements and focus to those areas. Adams agreed that those on side streets are likely not as excited because improvements were not made to their areas. PUMA shared that the group does have the ability to bond for more improvements. McNally pointed out that if side street businesses were not included in the BID they would not be eligible for bonding improvements through that source of funds. PUMA suggested a phased approach to a BID where Norfolk Avenue was initially targeted and after costs associated with improvements to the side streets were identified, perhaps expand BID boundaries to encompass more areas. Felt the frontage versus the VPD expansion was more fair and equitable to the east Norfolk Avenue businesses like the Foundation, Hy-Vee, etc. PUMA also indicated that non-profits would also pay the special assessments and indicated that in Lincoln everyone pays the assessments including non-profits, the City, and the private sector. Conversation was had on the natural increase in assessed value positively contributing to the overall budget of the VPD.

Alder asked Brad and Amanda what the best next steps would be in the process. Brad indicated most communities form a smaller group of approximately 6-9 property owners to explore further how they would like to proceed. Suggested having VPD, DNA, and Creative District representatives to discuss PUMA feedback and explore what the representatives would like to do. Shared that it will take work to show demonstrated support from the property owners to move something like this forward and convince City Council members to move it forward in an environment where it is difficult to get traction for new fees and assessments. PUMA suggested it would also take support from the City to explore partnerships to move the district forward on physical improvements such as bonding for additional improvements indicating that not one entity can take it on alone.

PUMA recommended getting the BID formed along Norfolk Avenue and working on the governance structure of the district to encompass the activity under one non-profit umbrella. Suggested pulling governance out of City Hall to allow property and business owners to have as much latitude as possible by combining resources of the VPD, DNA, and Creative District into one place. Current structure of the DNA is a 501c6, which is a typical business district non-profit status. PUMA suggested they work to establish a 501c3 to leverage even more financial opportunities.

Geary asked if subcommittees would be established to include more opportunities for input. Brad indicated that the different advisory groups would not necessarily need to meet as often since the day to day is operated out of the non-profit. Could have VPD advisory meet quarterly, may also have a committee that focuses on marketing efforts, this format could help streamline processes. The “umbrella” board would put together a consolidated budget using the various revenue sources. Funds would be allocated to the different areas that need attention. VPD and BID are looked at as sources of revenue rather than organizations. The DNA becomes more of a committee under the umbrella to provide the business voice and energy. The Creative District also adds a dimension that makes the downtown different.

Mayra shared that the Creative District is also looking to establish a paid position to help implement the goals of their grant award. Amy shared that it is very cumbersome to maintain a board and costs an extra \$1,000 to insure the board. Downtown manager could maintain insurance for the various events. VPD and BID would require additional bookkeeping to ensure they are compliant with the state statutes. Special event sponsorships could be run through 501c3 and could raise funds for public art, and to apply for grants.

Adams suggested that if there is a special assessment that resulted in a paid position, there may be less volunteerism to implement events. He indicated that many grants are to start something, but not necessarily maintain them. Ruden indicated the paid position could serve as a grant writer for the downtown and if the person hired does not have those skills, they could hire that service out.

Geary thought that depending on how much they want to raise, they may only have enough to fund a paid position. Alder suggested each group really dive into the needs of their entities to form one job description and ensure the group is on the same page and able to clearly communicate what the additional funds will pay for. Geary asked Alder's thoughts on pulling the management out of the City. Alder indicated as the City grows and economic development continues to assist various geographical districts, she has concerns that the team will be doing less focused economic development and more administration for the various districts. She indicated that if a downtown position was created through the assessments and it is the desire of the district for the position to be a part of the City staff, she would prefer that the position remain in economic development due to the high concentration of businesses in the downtown. Discussion was held on the oversight of tax dollars by a non-profit entity and whether or not a board that meets once a month could ensure the proper oversight that is needed for something like this to run smoothly. It was agreed that it will be very important for everyone to reach a consensus to ensure the connection between the City and the downtown. Geary suggested it may be hard to separate some of the activities such as the various contracts like snow and trash removal between the City and the downtown. Adams asked if the Chamber should be a larger part of the conversation with their staff in bookkeeping and marketing and asked if they could play a role in the umbrella of the downtown. Alder indicated she would try to pull together the steering committee in two weeks to continue the discussion.

F. Old Business
a. None

G. Adjourn.

Bates made a motion to adjourn the meeting, seconded by Kaczor. The meeting was adjourned at 9:33 a.m.

The next VPD meeting will be Thursday, March 16, 2023 at 8:00 a.m. at the City of Norfolk Administration building at 309 N. 5th Street, Norfolk, NE.

VPD Monthly Financial Summary - Mar 16, 2023

Date	Expenses	Deposit	Expense	Description
	Sound Products		\$ 55.00	Monthly Music Service
	DNA		\$ 1,500.00	Monthly Payment for rent and monthly fees for maintenance, electricity, insurance of sign
	NPPD		\$ 268.60	Electricity
	Hollman Media		\$ 70.00	Domain Listing
	Hollman Media		\$ 66.70	Web Services Development
	Prime Sanitation		\$ 348.75	Monthly Trash Charges
	Andrew Olsen		\$ 15,000.00	Snow Removal
	Lacey J Porn		\$ 840.00	Q2 Web Services/Development
	ASPM		\$ 2,750.00	Snow Hauling
	Norfolk Daily News		\$ 15.36	11/8/22 RFB VPD Snow Removal
	Total Expenses		\$ 20,914.41	

Olsen Mowing & Snow Removal

2602 W Madison Ave
Norfolk, NE 68701 US
andrewkolsen@gmail.com



INVOICE

BILL TO
City of Norfolk
Attn: Street Division
309 N 5th Street
Norfolk, NE 68701

INVOICE 4136
DATE 02/01/2023
TERMS Due on receipt
DUE DATE 02/01/2023

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	Snow Removal	Snow Removal downtown lots 1/3 1/4 1/18 1/19 1/28	5	1,600.00	8,000.00
	Snow Removal	Deicing Parking lots 1/3 1/4 1/19 1/28 1/29	5	1,400.00	7,000.00

				SUBTOTAL	15,000.00
				TAX	0.00
				TOTAL	15,000.00

				BALANCE DUE	\$15,000.00



2501 East Omaha Ave
Norfolk, Ne 68701

Invoice

DATE: 1/23/2023
INVOICE #: 2283

BILL TO:

City Of Norfolk
Attn: Matt E.
1010 S 8th Street
Norfolk, NE 68701

W. Elwell

P.O. NUMBER TERMS PROJECT
Due Upon Receipt Snow Hauling

QUANTITY	DESCRIPTION	RATE	AMOUNT
	1/23/23		
<i>VPD</i>	5 Large Wheel Loader 938	250.00	1,250.00
<i>Streets</i>	5 Side Dump / Operated / Downtown Snow Hauling Truck 3-17	150.00	450.00
<i>VPD</i>	10 Side Dump / Operated / VPD Lots Downtown Snow Hauling Truck 3-18 3-17 3-14	150.00	1,800.00

VPD - Wheel loader - 250 x 5 = \$ 1,250.00
VPD lots - Sidedump - 150 x 10 = \$ 1,500.00
\$ 2,750.00 - VPD

221/533 - Streets - Sidedump 5 x 150 = \$ 750.00 ← Streets
Total \$ 3,500.00

Thank you for choosing ASPM Landscapes!

Subtotal	\$3,500.00
Sales Tax (0.0%)	\$0.00
Total	\$3,500.00
Payments/Credits	\$0.00

Phone #

402-316-4272

Balance Due \$3,500.00

Lacey J Porn
lacey.porn@gmail.com
PO Box 269
Battle Creek, NE 68715

INVOICE
Date: 03/07/2023
Invoice #: 1585

Bill To:
Vehicle Parking District
City of Norfolk
309 N 5th St
Norfolk, NE 68701

Description:	Qty:	Amount:
Website Management: Update TheRiverPoint.com with new events, photos, information, etc. Gather business information to add, edit, and delete business profiles. 8 hours per month for a 3 -month period. Service Dates: 04/01/2023 - 06/30/2023	24	\$840
Total:	24	\$840

Thank you!

City of Norfolk Vehicle Parking District (VPD): Base Level of Services

City Department	Expected Base Level of Service	City Enhanced Services (extra charge)	Contracted Service (outside entity)
Mayor	Recommend individuals for appointment to the board to be approved by Norfolk City Council		
City Administrator	Assign a Secretary, who shall be a city employee, to develop the meeting agenda and to ensure that accurate minutes are recorded and made available to the public online		
	Provide a meeting room location		
City Attorney	Review applications and draft agreements for events to be held within the district		
City Finance Department	Tax assessment, collection, and reporting		
	Perform all accounting duties associated with invoices and payments due		
	Prepare budget for VPD board approval		
	Provide oversight of the VPD Revolving Loan Fund Program		
	Provide oversight of the Downtown Façade Improvement Program		
City Clerk	Process and issue special event permits and new liquor licensing applications/transfer of ownership/renewals		
	Providing public notice of all meetings in compliance with the Nebraska Open Meetings Act		VPD is responsible for paying the NDN public meeting advertising cost
Economic Development	Serve as the staff liaison between the City staff and VPD		
	Develop meeting agendas, take minutes, and ensure records are provided to the City Clerk for public access		
	Apply for CDBG Downtown Revitalization grant awards when available		
City Planning and Community Development Department	Planning and zoning review, including site development plans		
	Routine code enforcement actions		
	Review and advise on sidewalk café options, along with police, engineering and fire marshal		

City of Norfolk Vehicle Parking District (VPD): Base Level of Services

City Department	Expected Base Level of Service	City Enhanced Services (extra charge)	Contracted Service (outside entity)
City Parks and Recreation Department	Mowing and weeding based on department's mowing schedule on all City owned properties		
	Performance of routine maintenance on the system components based on maintenance schedule, and winterization of the sprinkler system, as necessary	Watering of flower pots throughout the district	
	Tree, shrub and plant care to maintain health, vigor and aesthetic appearance according to accepted horticultural practices. This includes cutting back ornamental grasses, perennials, and pruning all dead, diseased and dying branches. Pruning of ground covers to maintain neat, well-kept appearance. Regular pruning of trees to maintain desirable form, eliminate diseased or damaged growth, prevent health or safety hazards, and maintain sidewalk and street clearance		
	Regularly maintain and remove trash at River Point Square		Prime Sanitation - Trash removal throughout the downtown district - the current service provides Monday and Friday pickup, \$348.75/month
	Graffiti eradication on all surfaces within River Point Square	Graffiti eradication on surfaces throughout the district	
	Christmas décor set up and removal	Sidewalk snow removal	
Police Department	Parking enforcement on public ROWs and parking lots		
	Responding to service requests related to crime or traffic, as well as increases to crime or traffic in a particular area		
	Performance of routine traffic control / enforcement activities, as needed		
	Police Officers responding to District calls 24 hours a day/seven days a week (Basic Patrol Service)		
	Assist with barricade set up when streets will be shut down for special events		
City Fire Department	Routine Fire Rescue and EMT/ambulance services		

City of Norfolk Vehicle Parking District (VPD): Base Level of Services

City Department	Expected Base Level of Service	City Enhanced Services (extra charge)	Contracted Service (outside entity)
City Streets Department	Routine street sweeping of public streets and alleys in accordance with the City's regular Street sweeping schedule	Sweeping of VPD parking lots	
	Patching and repair, mill and overlay, and surface seals of public streets and alleys as needed		
			Patching and repair, and surface seals of VPD parking lots as needed
		Maintenance mill and overlay, every 20 to 25 years	
	Snow plowing on public streets and alleys based on City's snow removal schedule and ordinances.		Olsen Mowing & Snow Removal - Snow piling VPD parking lots (2022-2023 snow season)
	Traffic sign and/or light installation and maintenance as needed	Maintainance of decorative light fixtures	Installation of decorative light fixtures/festoon lighting
	Striping and marking of public streets based on City maintenance schedule		Striping and marking of VPD parking lots
	Curb and gutter repairs on public streets		
	Barricade placement for Tuesday and Thursday Farmers Market in season		
	Cleaning of public storm water system pipes as needed		
	Replacement of public storm water system components as needed		
	On-call procedures for after-hours storm water management emergencies		
			Sidewalks maintenance and repair from property line to back of curb, City Code 22-23
Maintenance and replacement of street signs and signals required for the control of vehicles, bicyclists, and pedestrians			
City Water, Wastewater, Storm Water Department	Regular meter reading for utility billing and maintenance	Monthly water charges on VPD owned property	
	Fire hydrant maintenance as scheduled		
	Water system flushing as needed		
	Water line valve rotation as needed		
	Replacement of public water mains as needed		
	Routine inspection of public sanitary sewer mains		
	Review and consultation about private sewer service line issues		
	On-call procedures for after-hours emergencies		
Enforcement of illicit discharge (grease)			

City of Norfolk Vehicle Parking District (VPD): Base Level of Services

City Department	Expected Base Level of Service	City Enhanced Services (extra charge)	Contracted Service (outside entity)
Miscellaneous	Service		Contracted Service (outside entity)
	Electricity		NPPD - Monthly charges based on use
	Banners		Love Signs - Seasonal banner changes
	Website		Hollman Media - Website domain listing and updates, approx. \$70/month
	Website		Lacy Porn - Ongoing website updates
	Music		Sound Products - Monthly Music Service, \$75/month
	Marketing		DNA - Marketing & promotion of the Downtown District including maintenance, electricity, insurance, etc. of the Downtown electronic sign, \$1,500/month
	Parking lot signs		Love Signs- Repair & replacement of parking lot signs & posts
	Insurance		LARM
	Snow plowing/piling within VPD Lots		Olsen Mowing & Snow Removal- Contracted for 2022-2023 snow season
	Snow hauling off VPD streets		ASPM

