

AGENDA

CITY OF BESSEMER DOWNTOWN DEVELOPMENT AUTHORITY

Regular meeting of the City of Bessemer Downtown Development Authority to be held in the DDA office, City Hall, on Thursday, February 14th, 2019, at 4:00 p.m.

CALL TO ORDER

BOARD MEMBERS: Zak, Osier, Whitburn, Durkee, Leskoviansky, Hamilton, Filippini, O'Sullivan, Bjorkquist

ROLL CALL

APPROVAL OF MINUTES:

BUSINESS ITEMS:

- 1) **Training**
- 2) **Financials**
- 3) **PopUp Shop Requests**
 - A) **The Box**
- 4)

Item	Description	Responsible Individual	Action Steps
Lights in Ethnic Commons	Determine if we should replace next spring with LED		
First Impression Tourism			
Wayfinding on US-2	Discuss Mine St lot, ROW 5.5 blocks east of downtown, update banner 4'x4' sign: \$120-150+ poles	Charly	
Christmas lights	Discuss lights to purchase	Bridget, Dustin, and Charly meet up to discuss	
Broadband in Downtown	Update	Charly	Reach out to apartments for fiber

Marketing Grant Opportunity	Apply for grant		
Co-working Spaces Downtown/ Expanding PopUp Shop Program	Look into assisting with marketing/ advertising		
Parking Lot	Big Dollar is willing to work with us to use their lot		Look at plowing lot next to abelmans
Clearing Sidewalks in winter starting 2021	Estimated cost of used Skidsteer with attachments is \$50,000. Look at sweeper attachment. City draft a contract between DDA and City		
Ethnic Commons access	Reach out to Ruotsola for estimate to cut 2 or 3 entrances into wall		

5) Public comment

ADJOURN

Next Meeting: April 11th, 2019 at 4:00

**A regular meeting of the Downtown Development Authority for the City of Bessemer
was held in the DDA meeting room on
Thursday, February 14th, 2019 at 4:00**

Present: Filippini, Zak, Osier, Whitburn, Durkee, Leskoviansky,

Absent: Hamilton, O'Sullivan, Bjorkquist

A quorum was present

Zak made the motion to approve the minutes from January's meeting. Osier seconded. The vote was unanimously in favor.

- 1) The board discussed the zoning recommendations for parking lots in downtown.
- 2) The board discussed the financials and the Capital Improvement Plan
- 3) Curls and Swirls presented their business plan and requested 6 months of rent at \$500/ month. Zak made a motion to give Curls and Swirls 6 months of rent at \$500/ month and up to \$500 on a 1:1 cash match basis for fixed building improvements. Leskoviansky seconded it and yeses: Filippini, Zak, Osier, Whitburn, Durkee, Leskoviansky No: None It passed.
- 4) Rachel Campos with From the Woods requested an additional 6 months of rent at \$500/ month. The board discussed it and didn't feel comfortable going over the \$3,500 they had already given. Zak made a motion to deny the request. Osier seconded it. yeses: Filippini, Zak, Osier, Durkee, Leskoviansky No: None Abstain: Whitburn It passed.

5)

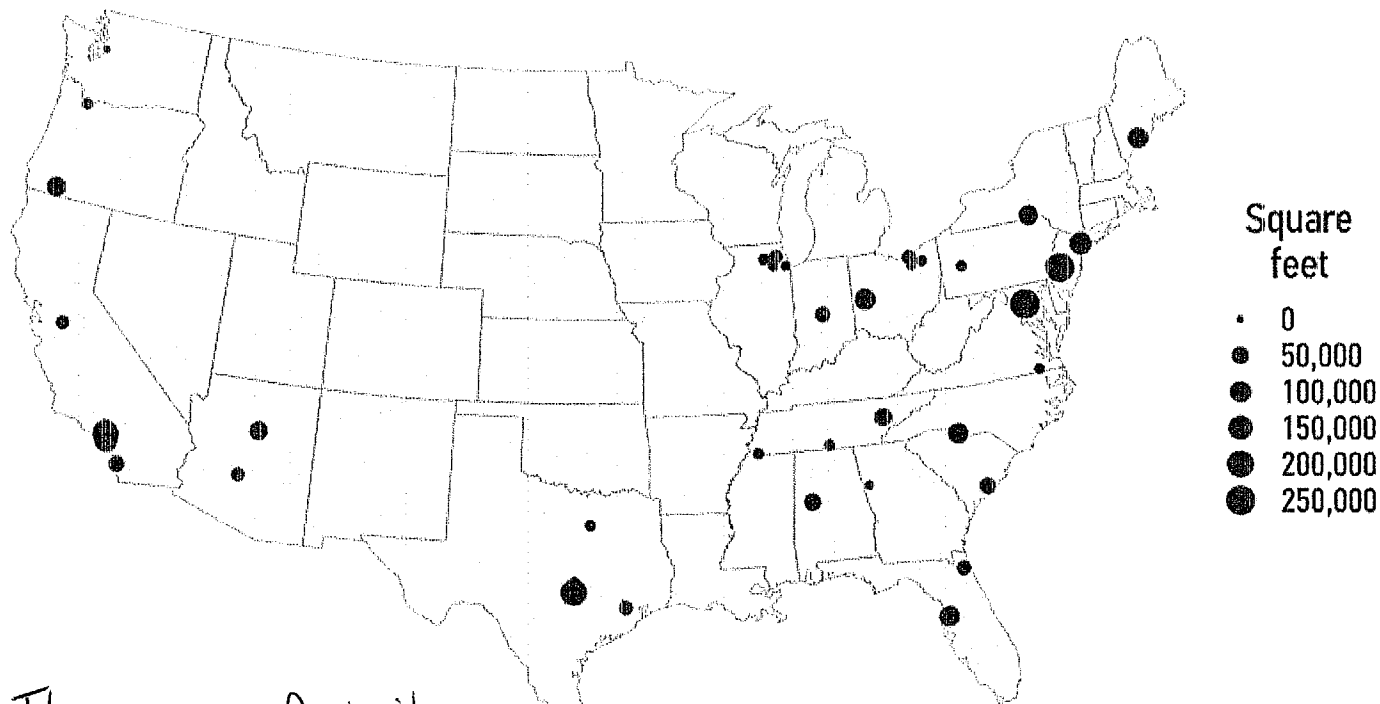
1)

Item	Description	Responsible Individual	Action Steps
Lights in Ethnic Commons	Determine if we should replace next spring with LED		
First Impression Tourism	<ul style="list-style-type: none"> • Wayfinding signs: 28@\$34 = \$952 • Wayfinding poles: 13@\$45 = \$585 • Metal maps: 2@\$220= \$440 • Paper map: \$100 • Total: \$2,077 		
Wayfinding on US-2	Discuss Mine St lot, ROW 5.5 blocks east of downtown, update banner	Charly	Ask rapid grafix about size
Christmas lights	Discuss lights to purchase	Bridget, Dustin, and Charly meet up to discuss	
Broadband in Downtown	Update	Charly	Reach out to apartments for fiber

Marketing Grant Opportunity	Apply for grant		
Co-working Spaces Downtown/ Expanding PopUp Shop Program	Look into assisting with marketing/ advertising		
Parking Lot	Very rough estimates for expanding historical society lot \$12,000, reached out to old big dollar about utilizing their lot and haven't heard back		Look at plowing lot next to abelmans
Clearing Sidewalks in winter starting 2021	Estimated cost of used Skidsteer with attachments is \$50,000. Look at swept attachment. City draft a contract between DDA and City		
Ethnic Commons access	Reach out to Ruotsola for estimate to cut 2 or 3 entrances into wall		

- 6) Osier made a motion to allow the city manager to execute a contract with WUPPDR to install wayfinding and maps around town in the amounts above. Whitburn seconded it. yeses: Filippini, Zak, Osier, Whitburn, Durkee, Leskoviansky No: None It passed.
- 7) Zak made a motion to have the DDA provide the match funds for the marketing grant through WUPPDR. Osier seconded it. yeses: Filippini, Zak, Osier, Whitburn, Durkee, Leskoviansky No: None It passed.
- 8) Osier made a motion to adjourn the meeting. Zak seconded it and it passed unanimously.

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The 2018 Retail Apocalypse, in 6 Charts and a Map

DAVID MONTGOMERY DEC 28, 2018

Store closures are up as online shopping grows—but other measures suggest brick-and-mortar retail is still doing OK.

One of the big trends of 2017 was the ongoing “retail apocalypse,” the apparent disaster of declining sales and store closures facing brick-and-mortar retailers.

Well, 2018 was more of the same. One year after rounds of store closures by J.C. Penney and Macy’s, 2018 brought shutdowns by Sears and Toys “R” Us—not to mention Mattress Firm, Bon-Ton, Abercrombie & Fitch and more.

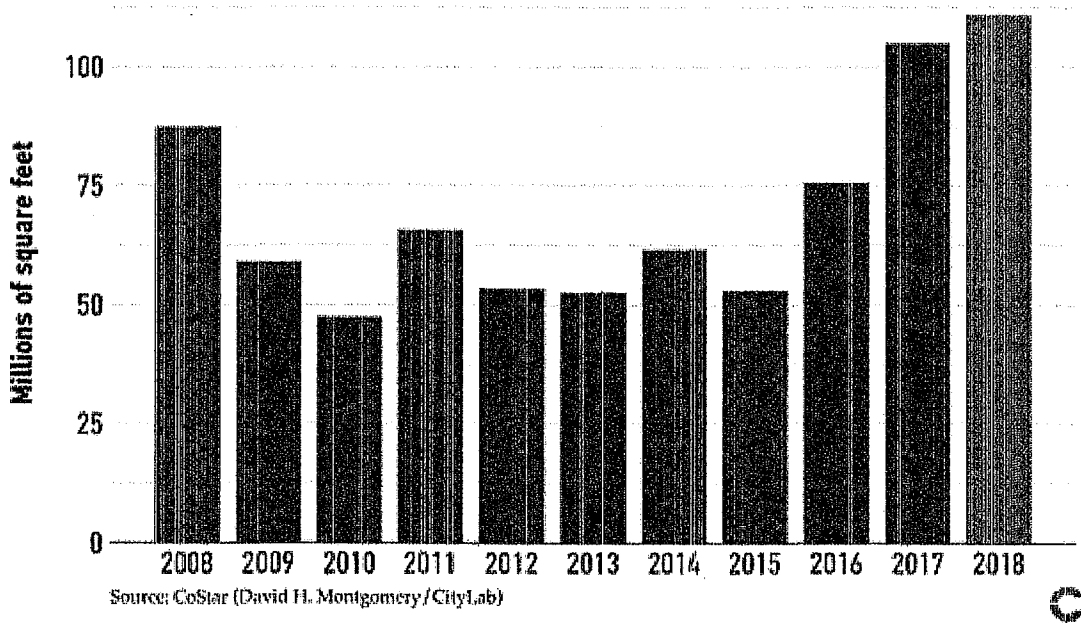
But just how apocalyptic is this retail apocalypse? CityLab took a closer look at the data and found a much more ambiguous picture than the headlines might suggest.

Store closures reached new highs

It's absolutely true that we're seeing a heightened level of retail closures. Even as of August, the U.S. had hit a 10-year high in retail square footage closed down—even higher than during the peak of the Great Recession.

Announced retail closures by square footage

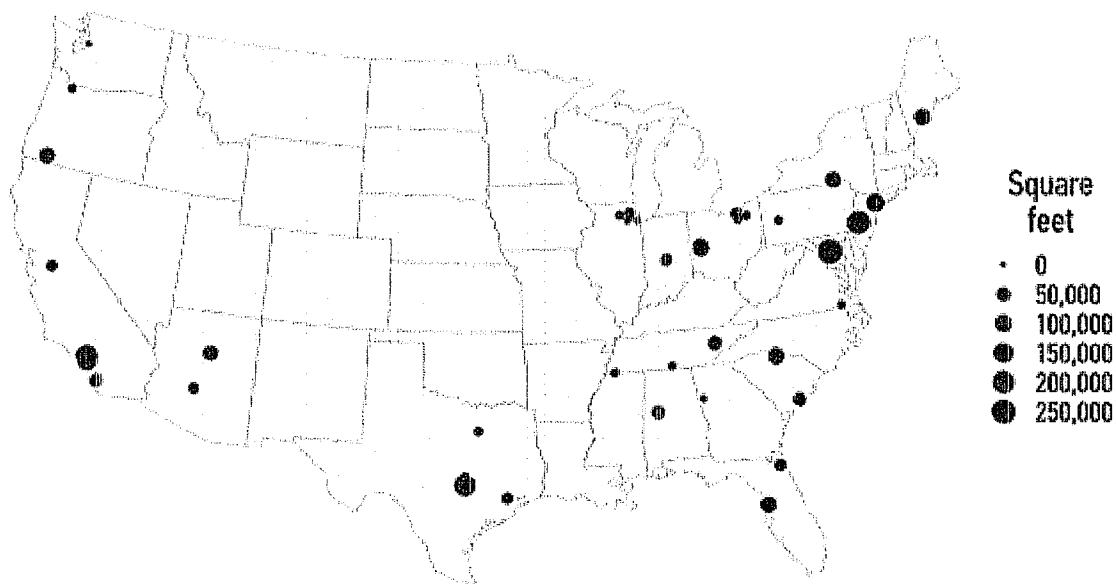
2018 data as of August.



This has been driven by closures of some of America's most prominent retailers, which had been anchor tenants in major shopping centers. Sears, for example, is closing millions of square feet of its giant retail stores around the country as part of a bankruptcy.

Millions of square feet of Sears stores are closing

Map shows only Sears stores with confirmed square footage.



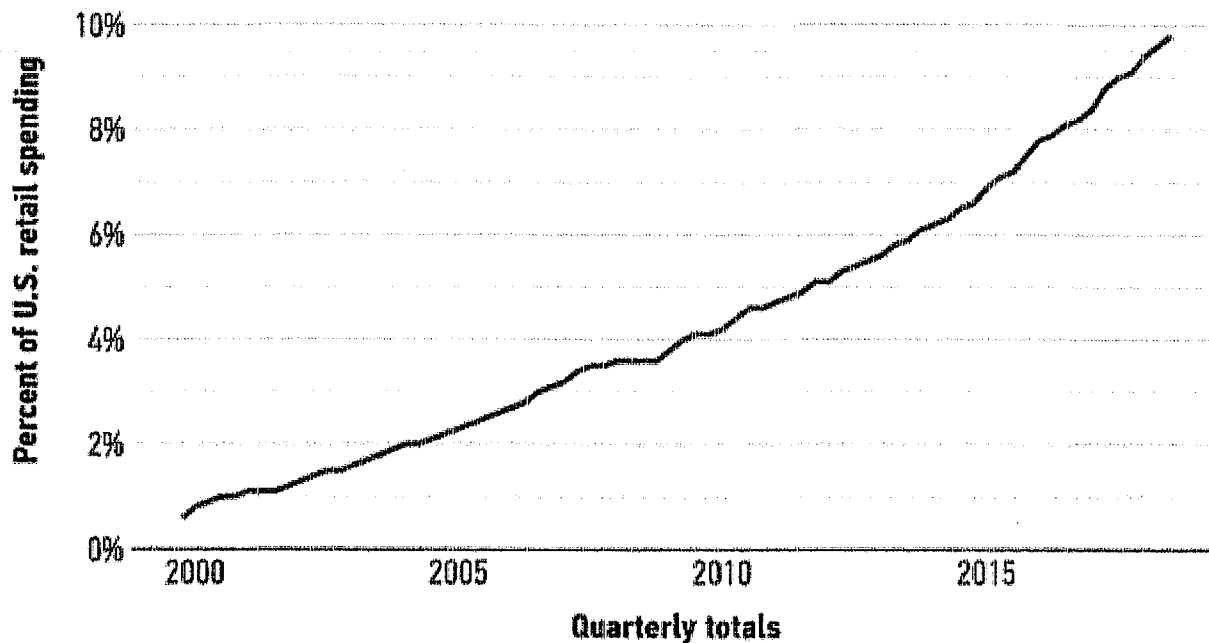
Source: Thinknum Media, media.thinknum.com (David H. Montgomery/CityLab)



But what about sales?

All these closures are happening against a gradual move of retail from brick-and-mortar stores to the internet:

Percent of U.S. retail spending made online

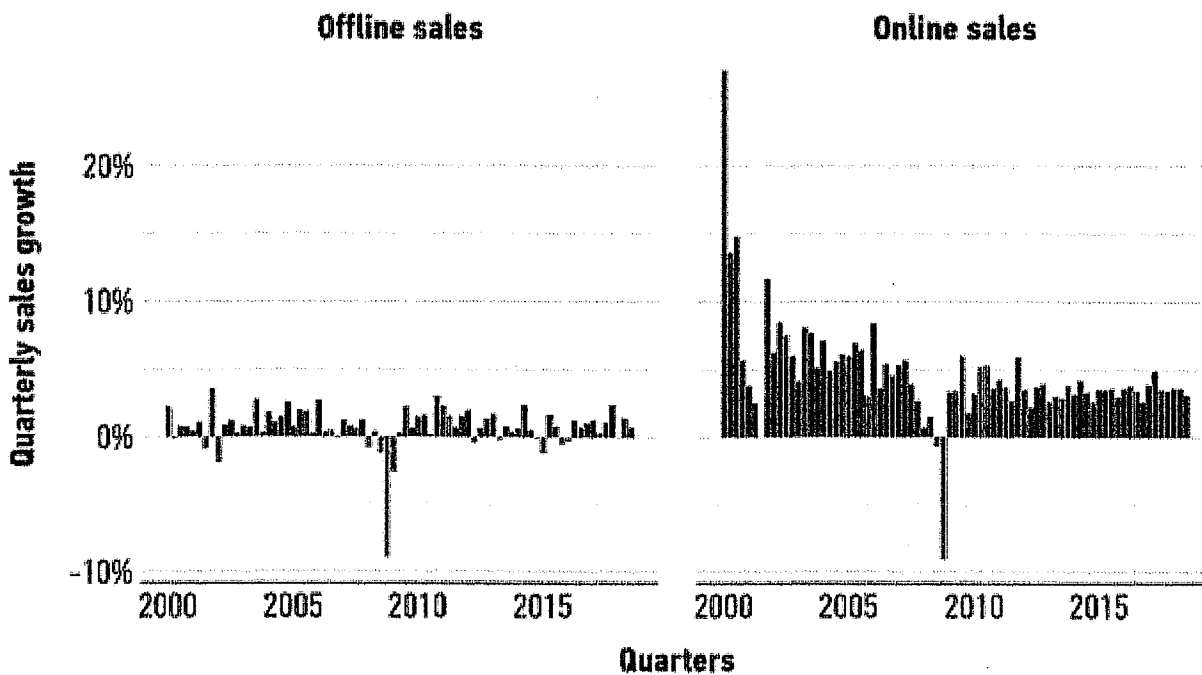


Source: U.S. Census (David H. Montgomery/CityLab)



But offline retail isn't actually on a downward trend. It's still growing—just more slowly than online retail.

Offline retail has been growing much slower than online



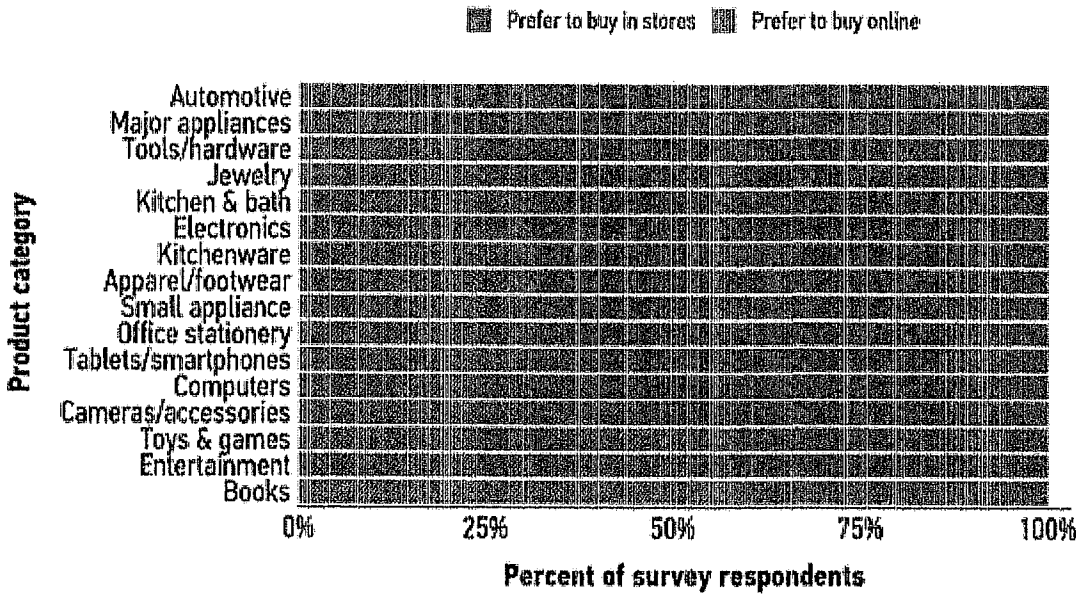
Source: U.S. Census (David H. Montgomery / CityLab)

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Some retail sectors are being hurt worse than others

A recent survey shows Americans like to buy things like books and games online—but still prefer to go in person for many other items, including cars, appliances, and jewelry.

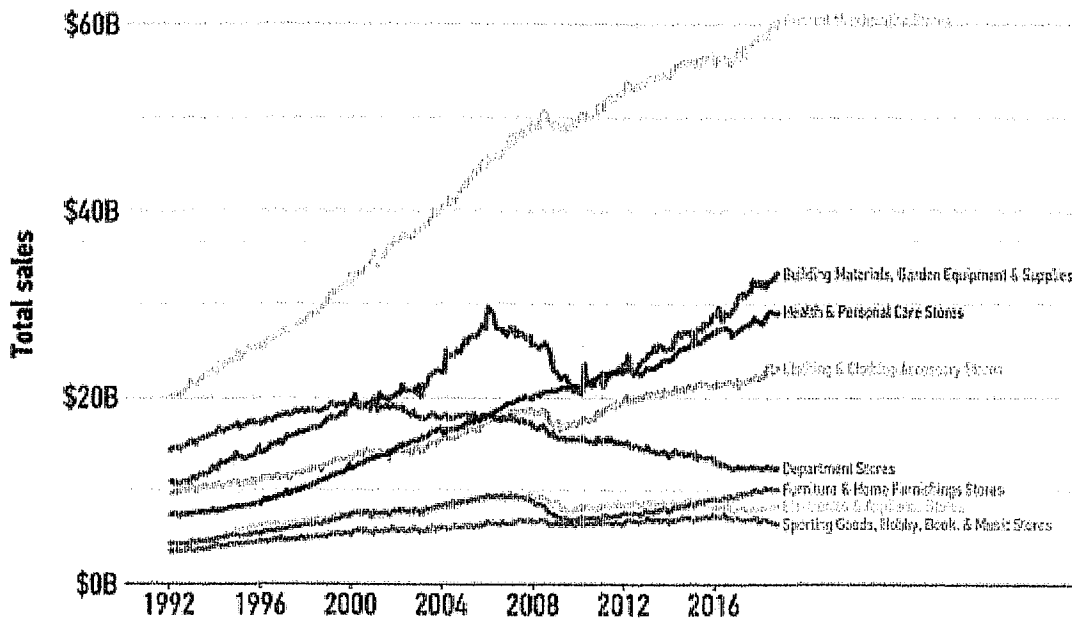
Americans still prefer to buy many goods in stores



Source: eMarketer/Statista (David H. Montgomery/CityLab)

This shows up in sales data. Department stores have had a rough go of it, while "general merchandise" stores like Target have been doing well. Electronics, sporting goods, books, and music have all seen total sales stagnate since the Great Recession.

Seasonally adjusted sales in U.S. retail sectors

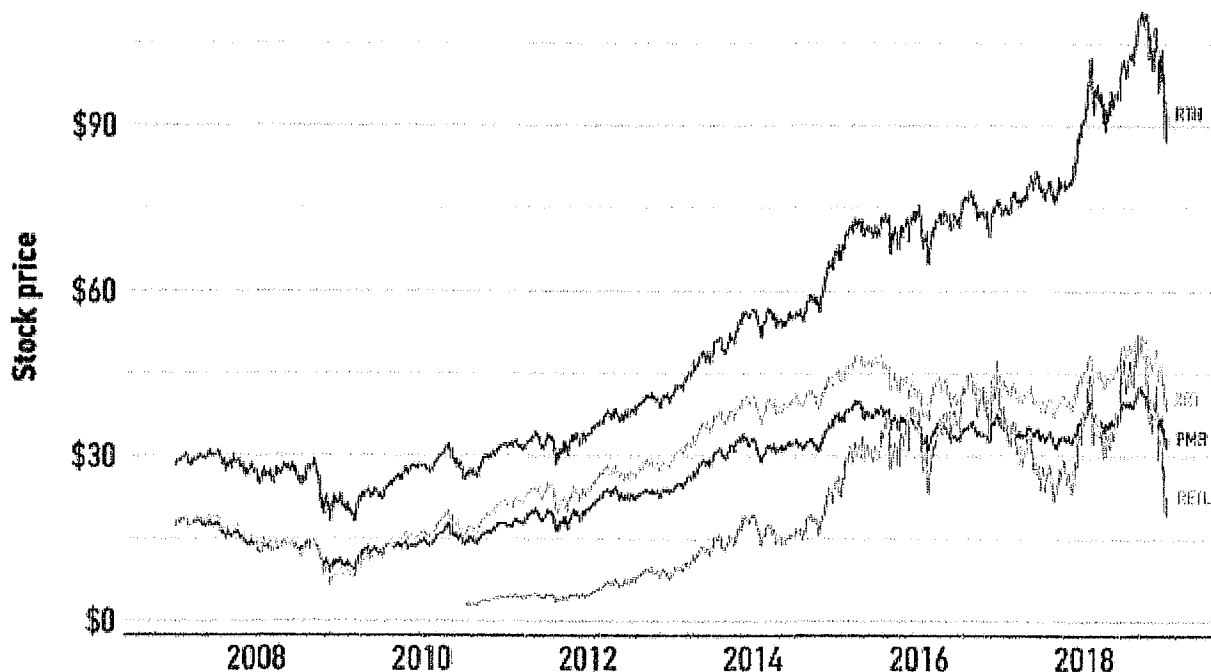


Source: FRED (David H. Montgomery/CityLab)

This ambiguity shows up in the stock market, too

Stock market funds tracking big retailers have had mixed results in recent years. Many have been flat for several years, but at least one has boomed until the recent stock market decline.

Retail exchange-traded-fund stock performance



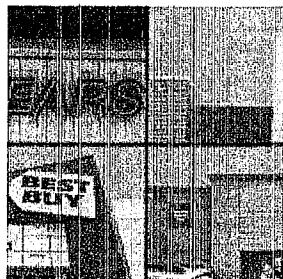
Source: Yahoo! Stocks (David H. Montgomery / CityLab)



The big picture

It's been a rough time for many prominent American retail chains—and the sector's future prospects don't look rosy. But "apocalypse" might be an overstatement. Some parts of the brick-and-mortar retail world are doing just fine, and despite pressure from online retail and some high-profile collapses—many driven by debt from leveraged buyouts—the brick-and-mortar retail sector is overall more limping than falling.

Recommended



After the Retail Apocalypse, Prepare for the Property Tax Meltdown

LAURA BLISS
NOV 14, 2018



What's Really Happening to Retail?

DEREK THOMPSON
DEC 3, 2018



About the Author

Contract between the City of Bessemer and Downtown Development Authority

To better meet the needs of the businesses along US-2 and the students at the A. D. Johnston, the City of Bessemer and Bessemer's Downtown Development Authority agree share the costs for plowing the highway along US-2 starting in 2021. The Downtown Development Authority agrees to continue the payments of \$3,000 for plowing with a one time fee of half the cost of snowplowing equipment including any attachments up to \$25,000 in 2021. The City of Bessemer assumes all liability for the sidewalk plowing as well as any maintenance and upkeep costs for the equipment. The DDA will not be responsible for any other costs other than the one-time fee and the \$3,000 annual payment.

The City promises to plow the sidewalk on the north side of US-2 for the entirety of the sidewalk and the south side of the sidewalk from Mine St to Clayberg where the sidewalk exists. The city will continue to plow the sidewalks on S Sophie and on the south side of the 100 E block of Mary St. The city will plow the sidewalks when they have time and try to get to it within a business day of a major snow fall. Plowing and sanding the streets do take priority.