



City of Longview

1525 Broadway
Longview, WA 98632
www.ci.longview.wa.us

Agenda

Downtown Advisory Committee

Tuesday, July 16, 2024

10:00 AM

2nd Floor, City Hall

To create a downtown in Longview whose viability is based on unique character, is easily differentiated from other commercial in the Longview/Kelso area, is attractive to residents and visitors, is active "24-7", and attracts residents and visitors from Longview and other areas.

HYBRID MEETING DETAILS

24-00650 Please click the link to join the webinar: <https://us02web.zoom.us/j/83331274129>
Webinar ID: 833 3127 4129
Or by Telephone: (253) 205 0468; (253) 215 8782

CALL TO ORDER

ROLL CALL

CHANGES TO THE AGENDA

APPROVAL OF MINUTES

24-00651 MINUTES FROM JUNE 18, 2024

PUBLIC COMMENTS

NEW BUSINESS

24-00655 MAIN STREET PROGRAM

- JOINT MEETING DATE

UNFINISHED BUSINESS

REPORTS

24-00652 PARKING ADVISORY COMMITTEE REPORT

24-00653 LPD PARKING REPORTS

24-00654 DOWNTOWNERS REPORT

BOARD MEMBER COMMENTS

ADJOURNMENT & AUGUST 20TH



Minutes

Downtown Advisory Committee

Tuesday, June 18, 2024

10:00 AM

Public Works Conference Room,
1st Floor, City Hall

HYBRID MEETING DETAILS

24-00570 Please click the link to join the webinar: <https://us02web.zoom.us/j/83331274129>
Webinar ID: 833 3127 4129
Or by Telephone: (253) 205 0468; (253) 215 8782

CALL TO ORDER

The meeting was called to order at 10:01 am.

ROLL CALL

*Present: Elizabeth Borders; Josh Carter; Rachelle (Sanders) Burch; Bill Hallanger; Ariel Large; Dawn Morgan; Pat Palmer; Allan Rudberg; Karl Salzsieder; Ruth Kendall, Council Liaison
Staff present: Ken Hash; Mary Chennault; Nancy Vandehey
Guest: Jonelle McCoy, Main Street Program*

CHANGES TO THE AGENDA

APPROVAL OF MINUTES

24-00551 MINUTES FROM MAY 21, 2024

The minutes were approved as presented.

PUBLIC COMMENTS

NEW BUSINESS

24-00576 NEW FOCUS IDEAS

- MAINSTREET PROGRAM
- JOINT MEETING WITH DOWNTOWNERS

Elizabeth Borders invited Jonelle McCoy from Main Street to give an overview. She is hoping to plan a joint meeting next month with Downtowners. Jonelle shared a few slides on the Main Street program. She provided examples of smaller communities using strong partnerships that have used the Main Street program for their cities. Funding comes from private pledges (businesses and individuals or lodging tax (LTAC) funding paying for non profit director for Main Street. Another option is a foundation

that might do a staggered support approach. Downtowners is the non profit. Zack (from Downtowners) asked for examples of how other communities have created a downtown where folks want to come and hang out. Jonelles examples were Walla Walla and Snohomish. There is a desire to invite other stakeholders for a joint meeting in the future.

UNFINISHED BUSINESS

24-00574 EV CHARGERS DISCUSSION - UPDATE

There is no additional update for this item. It was asked to provide details on the EV chargers that were awarded by grants. When are they coming? It has potential to generate revenue for downtown from users charging their vehicles.

24-00575 VACANT PROPERTY STORE FRONTS, tabled from April

Nothing to update. This item can be removed from future agendas as it will be a focus in the Main Street program. An idea was to encourage vacant businesses to work with an artist to beautify their store front.

24-00577 RAINGARDEN FENCES - FOLLOW UP

Ruth Kendall provided a brief update.

REPORTS

24-00571 PARKING ADVISORY COMMITTEE REPORT

Ruth Kendall provided an update for today's meeting. The focus from today was pulling information from us to get what we want to see. There was a lot of overlap on what people want to see going forward from business owners, downtown users, DAC members, and residents.

24-00572 LPD PARKING REPORTS

Mary Chennault reviewed the parking reports.

24-00573 DOWNTOWNERS REPORT

Ariel and Zack provided an update from the last meeting, including the new president. Downtowners are super focused on retail-focused events.

BOARD MEMBER COMMENTS

There was a brief discussion on picking a focus with the Main Street program to move forward. Elizabeth will reach out to Jonelle and try to coordinate an open house type format for a joint meeting the end of July.

ADJOURNMENT & JULY 16TH

The meeting was adjourned at 11:02 am.

City of Longview Violation Bureau
Financial Statistics

2023						
<u>Month & Year</u>	<u>Ticket Revenue</u>	<u>Permit Revenue</u>	<u>Revenue Total</u>	<u>Expenditure</u>	<u>Monthly +/-</u>	<u>Running Balance</u>
Jan-23	\$3,467.83	\$4,440.00	\$7,908.85	\$1,722.83	\$6,186.02	\$18,317.53
Feb-23	\$1,986.99	\$635.00	\$2,622.96	\$1,944.44	\$678.52	\$18,996.05
Mar-23	\$8,551.52	\$2,170.00	\$10,722.64	\$2,439.10	\$8,283.54	\$27,279.59
Apr-23	\$1,919.18	\$4,480.00	\$6,400.32	\$2,356.61	\$4,043.71	\$31,323.30
May-23	\$3,392.18	\$868.00	\$4,261.47	\$1,673.08	\$2,588.39	\$33,911.69
Jun-23	\$2,806.86	\$6,912.00	\$22,787.50	\$3,939.39	\$18,848.11	\$52,759.80
Jul-23	\$4,406.75	\$1,403.01	\$15,787.26	\$16,960.90	-\$1,173.64	\$51,586.16
Aug-23	\$7,745.40	\$526.02	\$8,271.42	\$14,110.91	-\$5,839.49	\$45,746.67
Sep-23	\$6,983.54	\$3,277.00	\$10,261.80	\$6,062.83	\$4,198.97	\$49,945.64
Oct-23	\$4,848.91	\$2,449.25	\$9,751.15	\$3,321.09	\$6,430.06	\$56,375.70
Nov-23	\$7,926.54	\$226.25	\$8,154.09	\$5,323.84	\$2,830.25	\$59,205.95
Dec-23	\$3,937.04	\$140.00	\$4,078.31	\$4,306.67	-\$228.36	\$58,977.59
2023 TOTAL	\$57,972.74	\$27,526.53	\$111,007.77	\$64,161.69	\$46,846.08	\$58,977.59
*June 2023 revenue total includes transfer in from general fund to cover a parking utilization study.						
*July 2023 revenue total includes transfer in from general fund to cover a parking utilization study. Study is billed on monthly basis (paid July - Sept).						
2024						
<u>Month & Year</u>	<u>Ticket Revenue</u>	<u>Permit Revenue</u>	<u>Revenue Total</u>	<u>Expenditure</u>	<u>Monthly +/-</u>	<u>Running Balance</u>
Jan-24	\$2,541.92	\$0.00	\$2,543.23	\$1,965.73	\$577.50	\$59,555.09
Feb-24	\$1,602.40	\$0.00	\$1,640.23	\$2,247.49	-\$607.26	\$58,947.83
Mar-24	\$1,081.56	\$0.00	\$1,082.92	\$2,005.38	-\$922.46	\$58,025.37
Apr-24	\$1,220.06	\$0.00	\$1,221.38	\$2,273.15	-\$1,051.77	\$56,973.60
May-24	\$1,662.55	\$0.00	\$1,663.95	\$3,326.39	-\$1,662.44	\$55,311.16
Jun-24						\$55,311.16
Jul-24						\$55,311.16
Aug-24						\$55,311.16
Sep-24						\$55,311.16
Oct-24						\$55,311.16
Nov-24						\$55,311.16
Dec-24						\$55,311.16
2024 TOTAL	\$8,108.49	\$0.00	\$8,151.71	\$11,818.14	-\$3,666.43	\$55,311.16

TICKET STATISTICS BY VIOLATION CODE

2024	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	Totals
W FREEFORM	0	0	0	0	0	0							0
TOTAL WARNINGS	0	0	0	0	0	0	0	0	0	0	0	0	0
OVER 12" RCW 46.61.575	0	1	0	0	0	1							2
ALLEY LMC 11.44.142	0	0	3	2	2	0							7
STORING LMC 11.44.147	6	8	22	57	47	37							177
ADA RCW 46.19.050	0	1	1	0	0	0							2
YELLOW LMC 11.50.020	0	0	0	1	0	1							2
IMPROPER RCW 46.61.570	1	7	8	10	17	6							49
LIBRARY LMC 11.44.130	0	0	0	0	0	0							0
WRONG DIRECTION RCW 46.61.575	1	0	5	2	0	0							8
ANGLE PARKING WAC 308330430	0	0	0	0	0	0							0
UNLAWFUL PURPOSES WAC 308330436	0	0	0	0	0	0							0
OT 15 MIN LMC 11.50.070	0	0	0	0	1	0							1
OT 30 MIN LMC 11.50.070	0	1	0	0	2	0							3
OT 1 HR LMC 11.50.070	0	0	2	0	0	1							3
OT 2 HR LMC 11.50.070	0	1	2	10	9	5							27
OT 3 HR LMC 11.50.070 & 11.62.030	0	0	0	0	0	0							0
OT 4 HR LMC 11.50.070	0	0	0	0	0	0							0
OT 10 HR LMC 11.50.070	0	0	0	0	0	0							0
OT 72 HR LMC 11.62.030	0	0	0	0	1	0							1
Over 3 Days LMC 11.44.145	0	0	0	0	0	0							0
10' ROADWAY WAC308330433	0	0	0	0	0	0							0
CITY HALL VISITOR LMC 11.62.030 (6)	0	0	0	0	0	0							0
BUS TRANSFER LOT LMC 11.62.060 (6)	0	0	0	0	0	0							0
LEASED SPACE LMC 11.62.030 (2)	0	0	0	0	0	0							0
TIMED LMC 11.44.110	0	0	0	0	0	0							0
PERMIT REQUIRED LMC 11.62.030 (3)	0	0	0	0	0	0							0
BUS STOP WAC 308330457	0	0	0	0	1	0							1
OFF TRUCK ROUTE LMC 11.68.050	0	0	0	0	0	0							0
POSTED NO PARKING LMC 11.44.110	0	0	0	0	0	0							0
NO PARK 12AM-5AM LMC 11.44.110	0	0	0	0	0	0							0
NO PARK 9PM-5AM LMC 11.44.110	0	0	0	0	0	0							0
NO PARK 3AM-6AM LMC 11.44.110	0	0	0	0	0	0							0
TOTAL TICKETS	8	19	43	82	80	51	0	0	0	0	0	0	283
DISPATCHED PARKING COMPLAINTS	36	31	50	34	43	35							229

BELOW VIOLATIONS ARE FOR GO-4TH CELEBRATION ONLY

RV PARKING PERMIT

ADA PARKING ONLY VALID PERMIT REQUIRED

VENDOR PERMIT REQUIRED

IMPROPER

YELLOW

ALLEY

OVER 12"

WRONG DIRECTION