

Lark Street Business Improvement District
January 13, 2026
Meeting Minutes

Board Members Present: Chris Burke, Dan Odabashian, Leigh Jagareski, Erica Scheer, Dan Fitzgerald, Rich Conti

Other Attendees: Jeff Gordon

I. Welcome and Introductions - Chris welcomed everyone to the meeting.

II. Confirmation of Quorum - Quorum was achieved.

III. Approval of Minutes – The December minutes were approved.

Motion: Approve December Minutes (Rich, Dan F., all in favor)

IV. Chairman’s Report (Chris) - There was no specific Chair report.

V. Finance Committee Report (Dan O.) - \$101,146 is on the assessment roll to be collected in January, and we ended 2025 with approximately \$32,000 on hand. Outstanding assessments from 2019–2025 total \$105,731, per the Treasurer’s report, with a check currently being processed and to be deposited into our money market account.

The board reviewed and approved the current budget, noting it will need to be revisited once or twice this year as operations stabilize, new revenue streams are activated, staff is hired, and expenses are further defined. Assessment fees are being held in a separate account to primarily support administrative costs, while events and grants will fund additional activities.

Current monthly expenses average \$3,000 and are expected to increase once our estimated \$15,000 street beautification contract with Gerth Management is finalized. The budget for events is projected at \$30,000. A bookkeeper has been engaged at a reasonable cost to complete taxes and 990 filings for 2023–2025.

Motion: Approve 2026 Budget (Erica, Dan O., all in favor)

VI. Events for 2026 (Chris) - Chris has been in touch with Erin Harkes of Metroland regarding event management and will report back after a more thorough conversation with her about what our needs are and what we can afford to pay. This year we are planning to have a public business appreciation and group ribbon cutting ceremony event at Lark Hall in mid- spring. Social and tv media coverage and assistance with promotion of events will be covered by our contract with Wave Marketing. Prior to the event, we will ensure we have completed some of our beautification efforts - planters, additional garbage cans, etc. Later in the year, we’ll put on Lark Out Loud, Art on Lark and Taste of Lark.

VII. Public Safety & Communications Committee Report (Leigh)

a. Wave Marketing - The board agreed to sign a quarterly contract with Web Marketing for \$1,300 per month, including content creation, social media management, and website updates. The contract includes 5 social media posts per week, quarterly video content featuring 5-7 businesses, and access to a content review system called ZoomLead.

b. Social Media - The board discussed creation of a social media policy to make clear our guidelines, responsibilities and protocol.

Motion: Approve Contract with Wave Marketing (Chris, Leigh, all in favor)

VIII. New Business - The board approved a cleaning services agreement with Gerth Property Management, which will provide maintenance services three times per week for \$100 monthly management fee and \$36 per hour labor rate, with a 5-hour weekly cap. Chris reported progress on obtaining garbage cans and plans to work with the city gardener to assess and maintain 20 planters, while also coordinating with the parking authority for planting contributions. The board discussed board recruitment needs, particularly seeking business owners and restaurant/bar industry representatives, and agreed to review bylaws with Justin Miller and create an organizational flow chart to better define roles and responsibilities.

Motion: Approve Cleaning Services Contract with Gerth Property Management after Legal Review by Justin Miller (Rich, Dan F., all in favor)

IX. Old Business - There was no old business to discuss.

X. Public Comment - There was no public comment.

XII. Adjournment - The meeting was adjourned.

Motion: Adjourn Meeting (Erica, Dan F., all in favor)

Recorder,



Erica Scheer

Secretary of the Board