

**TulStat Meeting Notes**  
**Destination Districts**  
**Date: May 25**

**1. Introduction**

- a. Mission and Vision of TulStat
- b. Overview of last meeting
- c. Review the problem

**2. Follow up from April Meeting**

**3. Measuring Success**

- a. What does success look like? People/public make this decision ultimately
- b. No criteria yet in robot on ROI. What are we expecting from creating a DD in a location? If people don't care about an area, the ROI will be low

**4. Action Items**

- a. Count the other colored dots from map (yellow where most put blue, red where most put yellow, etc) and run the data from those numbers.
- b. How much will be in the next bond package? Can it be projected?
- c. Refine the data and model
- d. Build a consensus dot model
  - i. Refine dot model with boundaries
- e. Create criteria for robot to determine ROI
- f. How it should start
  - i. Identify
  - ii. Stakeholder
  - iii. Assessment
  - iv. Pinpoint things that will address their issues
  - v. Then see what they need and what city could/would provide
  - vi. These are essential to the conversation when developing DDs

**5. Meeting Discussion**

- a. Reactive and proactive emerging destination districts
- b. Last meeting with stickers
  - i. Consensus and outliers
  - ii. Destination districts prioritization slides
  - iii. Scoring matrix slide
  - iv. Numbers at bottom are not weighted; looking at raw scores
- c. Dot exercise helps align with other criteria to help create DDs
  - i. Ex: 21st and Garnett needs more criteria to be more of a DD
  - ii. Infrastructure improvements
  - iii. Better organization to help a current district
  - iv. How can get public's input? PlanITulsa is an example where we have done it before; maybe use that data instead of going through process again.

- v. Public input is vital
- vi. What extent do we carry a DD to the public to get their input?
- vii. Big questions slide: How representative will/would the feedback be?
  - 1. Getting buy-in with public
  - 2. Boots on the ground
  - 3. Website survey
  - 4. Idea: survey with utility bill? Add to newsletter in utility bill? News release? Add it to the mobile city hall?
  - 5. How many districts can we do realistically?
  - 6. Experts in city hall, public and use the robot to get good data
  - 7. Talk to Council, EDC, commissioners with Title V commissions (diversity), New Tulsans initiative
    - a. Need to maintain communication with public
  - 8. Theron's opinion sounds like a Blue Ribbon Committee (ivory tower-sounds like the City will tell people where things will be). Message should be intentional and ask for targeted opinions from public.
  - 9. Not a new planning initiative-using the info with have. Can you not use internal current projects? Prioritize current planning. Because the people and robots don't agree with what the DDs should be.
  - 10. If we make improvements, will the public/business help maintain?
  - 11. Can you handle growth and change rapidly? Big question for public-maybe they want growth but no apartments, no more traffic congestion, etc.
  - 12. There needs to be a good game plan with City and public. Ex: public gardens and Kendall-Whittier are good examples. They want lights and City can provide, but they will need to maintain the lights. Need to make sure they know they need to maintain. Lighting another example. Can build the lights anywhere, but how/who to maintain? They get hit, lights burn out, etc. Public and businesses will have to carry it forward
  - 13. How we select area to do assessment with? Do they have groups that would buy-in? Potential with WINS, but may not need additional hands up (Cherry St and Brookside). If not careful, can look too political when picking an area to help
  - 14. Business improvement districts? Development and finance departments
  - 15. How it should start
    - a. Identify
    - b. Stakeholder
    - c. Assessment
    - d. Pinpoint things that will address their issues
    - e. Then see what they need and what city could/would provide
    - f. These are essential to the conversation when developing DDs
    - g.
- viii. Feedback: need feedback on the tools in the handouts. Are there things missing or need to be removed? TDA, abatement, large scale investments, infrastructure fund

## 6. Follow up for June 22 meeting

- a. Conduct the Selection Map exercise on Destination Districts with **additional stakeholders** (EDC, Title 5 Commissions, Tulsa City Council, and New Tulsans Initiative steering committee)
- b. Planning will **engage potential districts** to ensure the four elements (diverse ecosystem, identity, committed people, desire for growth)
- c. Further refinement of the model to choose districts including **weights for factors**
- d. Refinement and further development of the toolbox

**Next meeting: Friday June 22 @ 1:00pm**