

## Apple Street Market Board Meeting

11/5/2020

Online

**Board Members:** Kristen Barker, Colleen Sterner, Clement Tsao, Krystal Ying, Heather Zoller  
**Others:** Paloma Correa, Rebecca Hennessy (Your Store of Queen City), Heather Sturgill

### Check-Ins, Agenda and Minutes

- Agenda approved
- Approved October meeting minutes

### Project

- Kristen gave a brief update at a well-attended meeting of Northside Community Council. Survey shows great support for ASM being part of the project. PLK presented plans that put ASM at the Cherry and Cooper site.
- AWG shows that the store cannot be successful at that site because it is too far off the main path and lacks visibility. However, John Kornbluh has created plans that put us at the Triangle location (Blue Rock and Hamilton), which AWG believes is a strong site for the store. We need a minimum of 10K square feet and 30 dedicated parking spots. John's designed moved some of the proposed units at the Triangle site to Cherry and Cooper site, with adequate parking and keeping the same number of rental units total across the project. His plan also saves the Crossley Building, which PLK would like to do.
  - The plans remove some planned items such as the teaching kitchen and wellness area.
- At the Community Conduit/project committee meeting, PLK has concerns about the project. They believe that AWG said we need 15K square feet to be successful. However, AWG only said 15K would be ideal. They do believe 10K would work. They would like a letter in support of our project from City Council by January for a Planned Use meeting. Zoning changes will be needed in order to proceed.
- Unfortunately, our representative at AWG was sick and could not attend the Conduit meeting. Moreover, he has now moved to a different position. So Jeff Olson will now be our contact for the Market Study. The study will be delayed because of staffing shortages at AWG (Likely 3-4 weeks). However, Olsen does plan to talk with PLK at the next Conduit meeting, and he can provide a range of potential sales figures.
- Nick from PLK mentioned \$2 per square feet rent for ASM. We need to follow up on this amount because that rent would be too high. We need to assess how much ASM would put into the project, and what that would do to ownership/rent/lease outcomes. For example, rent would not be an issue if we financed the full 2.5 million for construction.
- PLK has concerns about retail because the profits are lower and retail leases sometimes do not pay. They do not appear to want to use TIF funds, however, that could change. TIF funds can be used for all three parcels.
- PLK wants to make sure that each parcel is financeable, in case they need to sell the parcels separately. So, one question is whether 10K in retail plus 30 units can sell on its own.

## Discussion

- Heather Sturgill: We should share with PLK findings showing that rental units connected to grocery stores can charge more for rent.
- Co Sterner is going to create a document outlining the project and our plans to move forward.

## Motion: Pro Forma

- CDS Consulting is now Columinate. They worked with Gem City to develop their pro forma (which was based on ours). The organization will produce a pro forma and continue to work on up to three major revisions for a year. The price is \$6500. We cannot move forward with planning or fundraising without a pro forma. We have grant money that must be used for the project.
  - HZ made a motion to hire Columinate. Co seconded. All in favor.

## Financial Report

- We have to start paying principle on our 30K loan for AWG ownership
- Continued regular, minimal expenses. This month that was \$68 dollars for things like the website.

## Annual Owner Meeting

- Thursday December Dec 3<sup>rd</sup> at 7:30.
- Kristen and Heather Zoller will draft vote language.

## Adjourned

Next meeting scheduled for December, just prior to the Owner Meeting.