

**From:** Dana Frankel <dfrankel@ashevillenc.gov>  
**Sent:** 4/13/2021 1:26:33 PM  
**To:** Todd Okolichany <tokolichany@ashevillenc.gov>  
**Cc:** Stephanie Dahl <smonson@ashevillenc.gov>  
**Subject:** Re: TDA Updates

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I generally agree.

Kit is aware of the timing -- and why she suggested some form of pilot program as a start (before imposing a new tax). She referenced the federal money coming in. I do think a pilot program could be a good idea, one way or another. One suggestion is simply re-routing PW's downtown cleaning contract funds (~300K per year from the City to a private management entity) plus some private fundraising -- to test the concept and services.

Dana

On Tue, Apr 13, 2021 at 1:03 PM Todd Okolichany <[tokolichany@ashevillenc.gov](mailto:tokolichany@ashevillenc.gov)> wrote:

This idea might be a better outcome of the Ideas To Action Forum on sustainable tourism that will kick off in the next few months. This is the program that is being run by Kate Pett.

I believe it would be better for businesses to get back on their feet before this is discussed.

Todd Okolichany, AICP, LEED AP ND  
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On Tue, Apr 13, 2021 at 12:34 PM Dana Frankel <[dfrankel@ashevillenc.gov](mailto:dfrankel@ashevillenc.gov)> wrote:

Agree. I tried to share some friendly notes of caution and encourage thoughtfulness in communications, particularly about the role of ambassadors.

On Tue, Apr 13, 2021 at 12:19 PM Stephanie Dahl <[smonson@ashevillenc.gov](mailto:smonson@ashevillenc.gov)> wrote:

me. neither! amazing.  
although I dont think a bid spearheaded by the two of them will be an easy sell to community.

On Tue, Apr 13, 2021 at 12:05 PM Todd Okolichany <[tokolichany@ashevillenc.gov](mailto:tokolichany@ashevillenc.gov)> wrote:

Wow. I didn't know about that.

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On Tue, Apr 13, 2021 at 11:12 AM Dana Frankel <[dfrankel@ashevillenc.gov](mailto:dfrankel@ashevillenc.gov)> wrote:

I participated in one of the Tim Love calls today with the topic of homelessness and it was excellent. Emily Ball (CED) and Jen Teague (County) gave a great presentation.

A couple of takeaways that I wanted to share:

- A homeless services work group was formed at the beginning of COVID but they were highly focused on COVID-specific measures (probably not the right group to lean on moving forward)
- Kit and Vic are meeting with Cathy later today to talk about piloting a business improvement district (did you know that? I'm very interested in this, obviously)

Dana

On Tue, Apr 6, 2021 at 1:20 PM Todd Okolichany <[tokolichany@ashevillenc.gov](mailto:tokolichany@ashevillenc.gov)> wrote:

Interesting updates from a recent TDA meeting, including suggestions around downtown ambassadors and a Downtown BID, as well as increased tourism projections:

<https://mountainx.com/news/tda-projects-roaring-year-for-buncombe-visitation/>

Todd Okolichany, AICP, LEED AP ND

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Read the [latest news releases](#) from the City of Asheville, including COVID-19 related items.

Check out [Living Asheville](#), your comprehensive plan for the city

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