

Welcome to the Getty St. RoundTable

Date: January 28, 2026

- Please Sign in
- Grab Lunch Provided by Kayla's Tacos



Agenda

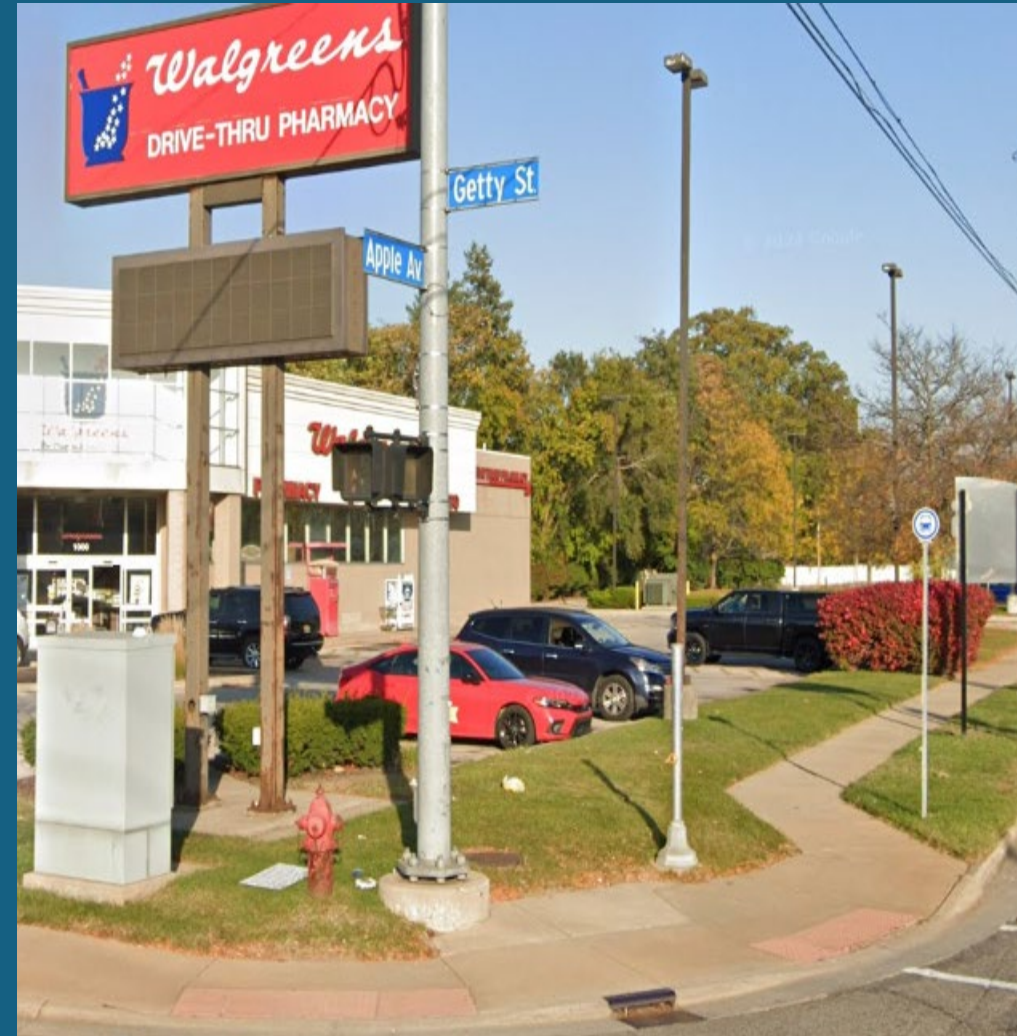
- **Welcome & Purpose of Today**
- **Quick Recap: What We Heard Last Time**
- **Business Check-In + Corridor Reality**
- **Priorities: What Matters Most Right Now**
- **Corridor Tools & Forming a Business Association**
- **Wrap-Up + Staying Involved**



Recap of October's Meeting

Themes from October:

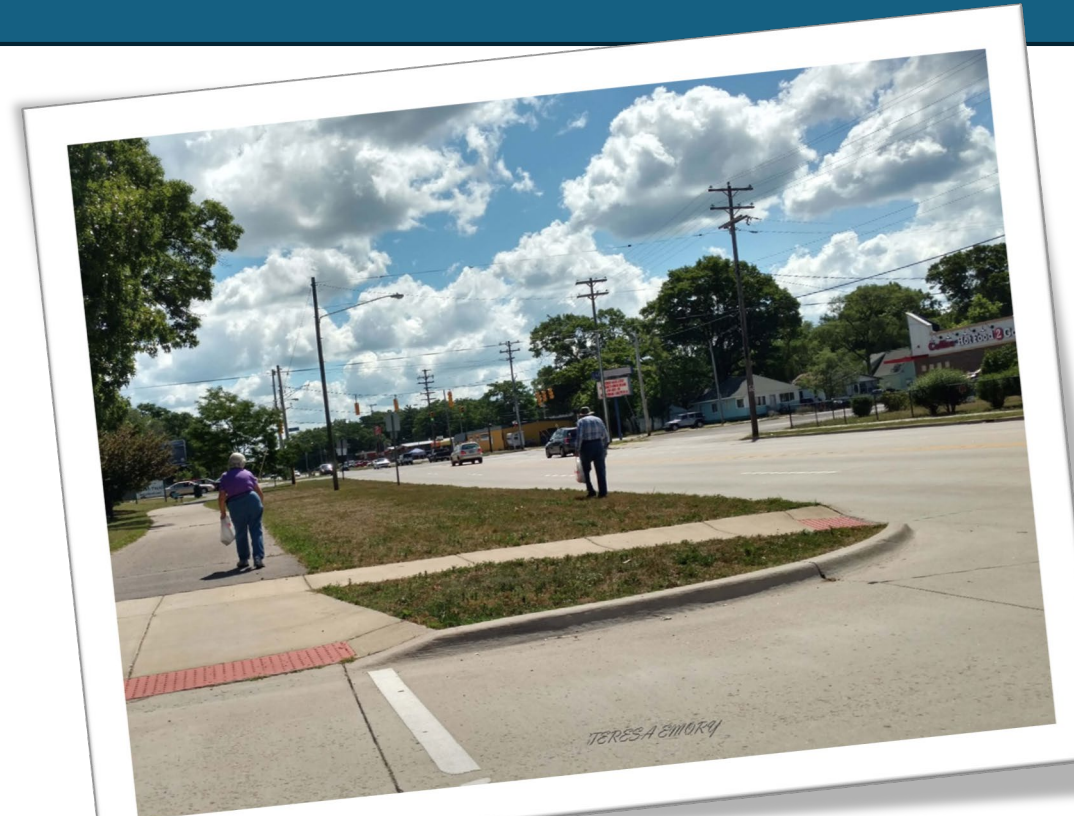
- Strong interest in a Getty Street identity / brand
- Safety and perception as top concerns
- Walkability, snow, drainage, and lighting issues
- Interest in forming a **voluntary** Business Association first



Business Check-In:

What's been happening since October?

- What's been going well?
- What's been challenging?
- Are the same issues still top of mind?



Corridor Reality Check Right Now on Getty Street.....

- Anything feeling more urgent?
- Anything feeling less urgent than before?



Priorities: Where Does It Make Sense to Start?

Of everything discussed last time, what feels most realistic right now?

Pedestrian & Vehicle Safety	Perception	Cleanliness
Maintenance	Snow	Walkability of Sidewalks
Lighting	Branding	Identity
	Inattentive Property Owners	



Priorities: What's Achievable?

What feels
achievable without
major infrastructure
dollars?

What absolutely
needs City
involvement?

What could be
business-led?



Moving Forward: Corridor Tools Pt 1

Business Improvement District

BID ~ A local government body (board) made up of local business owners, property owners, and stakeholders.

Allows the City to collect revenues and special assessments for the BID.

Can collect revenues and special assessment for up to ten years.

Corridor Improvement Authority:

CIA ~ A local government body (board). The board consists of appointed members, including business owners and residents.

Allows the “Authority” to capture property taxes as property values increase.

Not an additional special assessment of property owners.



Moving Forward: Corridor Tools Pt 2

BID = Services & Programs

Examples relevant to Getty Street:

- Corridor-wide marketing or branding
- Events or promotions
- Sidewalk snow removal
- Litter cleanup or beautification
- Safety-focused efforts (lighting maintenance, visibility, ambassadors)

CIA = Physical & Long-Term Improvements

Examples relevant to Getty Street:

- Sidewalk, lighting, and streetscape improvements**
- Parking and access improvements**
- Drainage or infrastructure-related upgrades**
- Façade improvement programs**
- Long-term reinvestment using tax increment financing (TIF)**



Moving Forward: Importance of a Business Association

A Business Association helps:

- **Identify shared priorities**
- **Build trust and leadership**
- **Decide whether a BID or CIA makes sense**
- **Shape the boundaries and goals of a district**

No formal commitment required.



Staying Involved: What Engagement Looks Like

- Continued conversations and check-ins
- Participating in Business Association discussions, if there's strong interest
- Exploring BID / CIA options



Thank You!



Isabela Gonzalez



231-724-4141



Isabela.Gonzalez@shorelinecity.com

