

**Central Columbia Association  
Board of Directors Meeting  
February 21, 2007, 11:30 a.m.  
11 S. Tenth St.**

**Present:**

Jennifer Perlow, President, PS:Gallery	Kurt Mirtsching, Vice-President, Shakespeare's
Larry Colgin, First National Bank	Robert Tucker, Tucker's Jewelry
Kathy Fluesmeier, Village Wine & Cheese	Stephanie LaHue, My Secret Garden
Julie Baka, KOPN	
Carrie Gartner, Executive Director	Leslie Gale, Assistant Director

**Absent:**

Richard King, The Blue Note	Tom Brinker, Cycle Extreme
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**Guests:**

Amy Monahan, Jimmy John's	Mark Timberlake, Timberlake Engineering, SBD Board
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**Perlow called the meeting to order.**

**Approval of Minutes**

**Fluesmeier made a motion to accept the January minutes. Tucker seconded the motion and it passed unanimously.**

**Financial Report**

Gartner reported that because we are in the middle of a membership drive and have yet to receive any money from Twilight Festival sponsorship, this is our lowest time of year. Also, paying for holiday ads is done in January, which adds to that. She also mentioned that the postage is high because of sending out membership packets. **Fluesmeier made a motion to accept January financials. Colgin seconded the motion and it passed unanimously.**

**Old Business**

**Membership Campaign Update** – Gale reported that at this time, 39 businesses have renewed their membership in the CCA. We are still awaiting the reply of 60, which is probably due to the fact that renewal packets were sent out a little later this year. So far, we have received about \$6,000 in dues.

**New Business**

**Street Closures:**

1. **PIE** – Gartner reported that this is an event that PIE does each year, and that they just do a simple flag ceremony.
2. **Soap Box Derby** – Gartner reported that this is an annual event which takes place on the downhill slope of Broadway.
3. **Palm Sunday** – Gartner reported that this too is an annual event which happens during a time that hardly anyone is open.
4. **Festival of the Arts** – Gartner reported that this event takes place on Ash Street between 7<sup>th</sup> and 9<sup>th</sup> Streets on September 29-30 (the last weekend of September every year).

**Baka made a motion to approve all four street closures. Fluesmeier seconded the motion and it passed unanimously.**

**Artrageous** – Perlow reported that she and other Art galleries and organizations, along with the OCA and the CVB, are creating a quarterly art event similar to Gallery Crawl. Artrageous will take place on the 4<sup>th</sup> Friday of every quarter, the first one being April 27. She stated that the event will be open to any business that would like to do an art event that night. They are working on getting the website, [www.artrageousfridays.com](http://www.artrageousfridays.com) constructed.

**Retail Event** – Gartner reported that after meeting with a group of retailers from the CCA, the staff is working up a plan for a retail event that is highly targeted to women. The main message of the event will be that shopping in **The District**, you get more than just a good or service, you get the expertise of the people who own and work at the stores. The date for the event is Saturday, April 14, and it will likely last from 10 a.m. to 2 p.m.

### **SBD Update**

Sign Ordinance – Gartner reported that the SBD board made a couple more significant changes at their last meeting, including the allowance of some upper-level wall signage. The City Council tabled the ordinance because the City Staff was still working on language up until the last minute and the Council hadn't had a chance to read over the final document. **Colgin made a motion for the CCA to support the sign ordinance. Fluesmeier seconded the motion and it passed unanimously.**

Wayfinding signs – Gartner reported that the signs are in the manufacturing stage and will be going up very soon.

March Liaison – Baka volunteered to be the liaison at the next SBD meeting on March 13.

North Central Overlay – Gartner reported that the SBD was given a report on the North Central Overlay, and that they are forming a committee to look into the Overlay in more detail.

Sidewalks – Gartner reported that a proposal which would make the cost of repairing and replacing sidewalks 50% covered by the City will be on the next Council agenda. Baka asked if the board should take a stance on the issue, and Gartner responded that in the past, CCA has not been a political advocate for downtown, but that if the board would like to move towards a role like that, it is up to them. She also stated that they should remember that it could make things difficult for the office staff if the CCA and SBD boards should disagree on an issue. Mirtsching stated that in his opinion, because this would clearly benefit CCA members, the board should approve and lobby for it. Perlow suggested that they table the issue until the legislation is actually written, and then decide whether to take a position on it, and the board agreed to that.

### **Director's Report**

Twilight Meetings on Feb. 27 – Gartner reminded the board that the CCA membership has been invited to attend one of two meetings at 8:30 a.m. or 6:30 p.m. on the 27<sup>th</sup> to discuss the Twilight Festival. As RSVP's come in, the board will be notified if they all need to be at both meetings.

Creative Community Award – Gartner reported that the City of Columbia was awarded the first ever "Creative Community" award by the State of Missouri.

Tour of Missouri – Gartner reported that Columbia has been selected as one of the stopping points on the "Tour of Missouri" bike race, which will take place in September. The finish line will be in front of the Courthouse.

Website – Gartner reported that in the coming months, **The District** website will be getting a much-needed face lift, which will incur some costs for CCA.

### **Public Comment**

Budget – Baka asked if the board gets approval of the CCA's budget, as it states in the bylaws. Perlow and Gartner stated that in the past the board has not been a part of the budget process. Gartner stated that she would put together a budget for what the CCA should be doing and send it out to the board.

### **Adjournment**

Next meeting is Wednesday, March 21.