

**Central Columbia Association
Board of Directors Meeting
January 17, 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	Richard King, The Blue Note
Kathy Fluesmeier, Village Wine & Cheese	Stephanie LaHue, My Secret Garden
Tom Brinker, Cycle Extreme	Julie Baka, KOPN
Robert Tucker, Tucker's Jewelry	
Carrie Gartner, Executive Director	Leslie Gale, Assistant Director

Absent:

Guests:

Kevin Coleman, Columbia Daily Tribune	Mary Wilkerson, Boone County Nat'l Bank
Pam Ogles, Woodruff-Sweitzer	Phebe LaMar, Smith-Lewis

Perlow called the meeting to order.

Perlow welcomed the guests in attendance and Larry Colgin and Stephanie LaHue back as returning board members.

Approval of Minutes

Fluesmeier made a motion to accept the November minutes. Brinker seconded the motion and it passed unanimously.

Financial Report

Gartner reported that when looking at the December financial statement, you can see that CCA has about the same amount of cash-on-hand as it did last year. She mentioned that on page three, under revenue and expenses, our revenue appears short because we are still waiting on money from the membership drive. She also noted that on page six you can see that Twilight revenues were down from \$18,000 in 2005 to \$11,000 in 2006. Also, the reason that it appears that the CVB grant was overspent in 2006 was because the repayments were made twice in 2006. Brinker asked if the left-over from the CVB grant can be spent on other things and Gartner explained that it cannot because it is designated specifically for the Twilight Festival. Colgin asked if the gift certificates expire and Gartner answered that they do now, but that we will not refuse to honor an expired gift certificate that a member has turned in. **Brinker made a motion to accept the November and December financials. Colgin seconded the motion and it passed unanimously.**

New Business

Street Closures:

1. **Roots and Blues Festival** – Mary Wilkerson and Pam Ogles came on behalf of BCNB and the Roots, Blues, and BBQ Festival. Wilkerson explained that this festival is in celebration of BCNB's 150th anniversary and its gift to the community. They believe that it will bring in about 40,000 people with an economic impact of up to \$8 million. She stated that the bank has wanted to hold the festival downtown since the beginning because they feel it is the heart of Columbia, and in order to do so, they will need to close some streets. Ogles distributed a synopsis of the event, which is to take place September 7-8, 2007. She reported that they have been going around to all the businesses that would be affected by the proposed street closures, and have received overwhelmingly positive feedback so far. The streets they are proposing to close are 8th Street from Broadway to Elm, Broadway from 7th to 9th, and the area of 4th, 5th, and Cherry Streets around Flatbranch Park. The streets would be closed starting early Friday afternoon until Saturday night. She showed the board the list of businesses with signatures and reported that including verbal yeses they are probably missing fewer than 10 approvals. She asked for the CCA's approval in order to take this request to City Council at their February 5th meeting. **Brinker made a motion to approve the requested street closure for the Roots, Blues and BBQ Festival. Colgin seconded the motion and it passed unanimously.**
2. **True/False Film Festival Parade** – The coordinators of the True/False Film Festival would like to kick-off this year's festival with a parade. The date is Friday, March 2nd from 5:30-6 p.m. They

would like to close 9th Street from Walnut to Locust. Perlow stated that she had concerns about the timing of a street closure. King said that because this festival does so much for **The District**, it will be worth it to approve this street closure. Brinker and some other board members questioned the need of a street closure at all for a parade. The board asked to clarify to the contact person that in order for this street closure to work, all businesses on the route must receive written notification in advance of the event and that any staging of parade participants should take place off the street to ensure that the street closure will not last longer than requested. **Fluesmeier made a motion to approve the street closure for the True/False Film Festival Parade. Baka seconded the motion and it passed unanimously.**

SBD Liaison – Gartner reported that at the SBD meeting, the SBD board realized that since Dale Puckett is no longer serving on both the CCA and SBD boards, there is a vital link between the two organizations that is now missing. They have requested a liaison from the CCA board (which can be filled by one person or a different person each time) so that they can be sure to hear a voice for the merchants. Perlow suggested that from now on, at each CCA board meeting, there will be a time in the meeting to decide who should attend the next SBD meeting. Colgin volunteered to go to the next SBD meeting. Membership Drive – Gale reported that the 2007 membership drive for CCA is underway. The packets are set to go in the mail by the end of the week. They are being sent to 100 current members and 30 potential members.

Retail Promotion – Gartner reported that she is working with On Media to create an event that will focus on women and will bring in customers to the retail shops downtown. They want to make this a more targeted event such as the Gallery Crawl, where individual businesses are allowed to show themselves off. LaHue offered to help with this event.

Old Business

Twilight Festival – Gartner asked for board members to sign up to be on the Twilight Festival committee, which will meet in the upcoming weeks to discuss what should be done with Twilight. King said he was interested but could not commit to it for sure. Fluesmeier, Perlow, and LaHue agreed to serve on the committee. The board reported that there needs to be two membership meetings on the same day – one around 9 a.m. and one around 6 p.m. – that way the maximum amount of people can contribute to the discussion process. Also, the meeting should take place after Valentines Day.

SBD Update

Wayfinding Signs – Gartner reported that she will be doing the sighting of these signs on Friday and that they will be going up soon. Fluesmeier asked if signs for “No Skateboarding/Biking” will be replaced, and LaHue asked if signs cautioning drivers coming out of alleys to watch for pedestrians were included. Gartner said that those signs are not in this group, but that she would ask someone at the city about them.

Sign Ordinance Approved – Gartner reported that the SBD approved the final draft of the sign ordinance at its last meeting and that a photo slideshow and the final ordinance were presented to City Council at a work session. Wilkerson stated that a lot of time and effort has gone into making the ordinance what it is now. She said that many compromises have been made with those who oppose the ordinance and that it is a solid ordinance. Perlow asked the board if they thought the CCA Board should support or not support the ordinance, reminding the board that no matter what, the ordinance will be going to City Council February 5. King stated that most of the people he has spoken to about it have had negative things to say about it. Colgin gave an overview of Paul Land’s concerns and stated that Land will continue to oppose the ordinance. Baka stated that she believes the ordinance is too restrictive, particularly on 2nd story businesses like KOPN. She would like to see the ordinance changed still. Gartner reported that CCA has been given a copy of the ordinance twice during the process, once at the April meeting and again at the August meeting, and neither time did the board recommend that any changes be made. Wilkerson stated that what the SBD board believes will make downtown more vibrant and overall more attractive to shoppers. She reminded the CCA board that all signs currently in place will be grandfathered in. She stated that it is impossible for an ordinance to be written that fits every single situation, which is why anyone can go to the board of adjustment to get a variance for a sign. LaMar stated that the people she represents felt that they too made many compromises that they didn’t want to make. Baka passed out a list of people represented by LaMar, whom Gartner pointed out include only 2 CCA members. Baka stated that she was unclear in the beginning that this was not the same thing as the Wayfinding Signs. Perlow stated that she thinks that CCA really missed out on this discussion and that they should have paid much closer attention to what was going on with this ordinance. Brinker stated that he felt that the board should neither support nor oppose this ordinance because they never fully discussed it. **Brinker made a motion for the CCA Board to not take a stance on this issue. Tucker seconded the motion**

and it failed by 3 in favor, 4 opposed and 2 abstaining. Some board members felt that the CCA board should say something to this issue. Baka stated that she believes that the City Council will listen to what the CCA Board has to say on behalf of the downtown merchants. **Baka made a motion for the CCA Board to recommend to City Council to look at the ordinance again and make further adjustments. There was no second.** The board continued to discuss how they personally felt about the ordinance, and it was clear that there was not a consensus among the entire board. **Colgin made a motion for the CCA Board to state that they appreciate the effort of the SBD Board and they realize that a sign ordinance is needed, but that this particular ordinance can not be approved by the entire CCA Board. Brinker seconded the motion and it passed unanimously.** Perlow reminded everyone that any CCA Board Member may speak at Council and voice their personal opinion but cannot speak on behalf of the CCA. The board agreed.

Director's Report

City Visioning Process – Gartner reported that the Visioning process will be starting its break-out group meetings tonight and she encouraged every board member to participate if possible.

Annual Report – Gartner reported that the 2006 Annual Report has been completed and that each board member should take a copy with them. It is also available online, or by calling this office.

Public Comment

Adjournment

Next meeting is Wednesday, February 21.