

**Central Columbia Association  
Board of Directors Meeting  
May 16, 2007, 11:30 a.m.  
11 S. Tenth St.**

**Present:**

Jennifer Perlow, President, PS:Gallery  
Robert Tucker, Tucker's Jewelry  
Tom Brinker, Cycle Extreme  
Stephanie LaHue, My Secret Garden  
Carrie Gartner, Executive Director

Kurt Mirtsching, Vice-President, Shakespeare's  
Richard King, The Blue Note  
Kathy Fluesmeier, Village Wine & Cheese

Leslie Gale, Assistant Director

**Absent:**

Larry Colgin, First National Bank

Julie Baka, KOPN

**Guests:**

Dick Walls, Boone Tavern

**Perlow called the meeting to order.**

**Public Comment – Dick Walls**

Walls came to the meeting to express his concern with the changes being made to Twilight 2007. He stated that it seems to him that everyone is just scared of the Courthouse area, and asked what the problem was with the area. Mirtsching stated that earlier in the year, many problems were expressed about the Twilight Festival, so the board held two membership meetings which were well attended to discuss what should be done. At those meetings, it became clear that the CCA Membership wanted to make some big changes so that Twilight was no longer a babysitter for teenagers in Columbia. He also mentioned that the Festival was at risk of losing sponsors who were afraid of the Courthouse Square area. Walls again asked what the problem was with Courthouse Square, and stated that he doesn't see one. Perlow replied that there isn't a problem with the area per se, but it has become the hang-out area for teens that cause trouble. King explained that the intention of moving everything away from Courthouse Square is to show a big change to the community. Gartner brought up the fact that the Columbia Police are having a hard time getting volunteers for Twilight because of all the crime. They told her that if there are no public events going on in the Courthouse Square area, it is easier for them to tell people to move along. She also stated that these changes are for 2007 only and will be reevaluated after June to see if they were effective. Walls expressed his concern that other festivals and events are also not using Courthouse Square anymore. He feels that making these changes to Twilight is a huge overreaction. Mirtsching stated that in fact, it was not an overreaction, but a reaction to what CCA Members, the police, and others have told the board to do. Walls stated that he now better understands why the changes were made, but asked that CCA not forget about his area of *The District*, and left the board to its business.

**Approval of Minutes**

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

**Financial Report**

Gartner reported that since last month, membership dues have gone up a lot. She stated that we are most likely tapped out on the membership drive, and that CCA will end up with about 4 or 5 members fewer this year. She also noted that the "office supplies" line item is higher because of Spring into Style (which CCA funded completely for its first year) and the purchasing of websites. Perlow asked what the "convention" fee was for, and Gartner answered that it is the ad and entries in the CVB Visitor Guide.

**Tucker made a motion to accept April financials. Mirtsching seconded the motion and it passed unanimously.**

**New Business**

**Street Closure – Ash Street** – Gartner reported that the request is for Ash Street between 7<sup>th</sup> and 8<sup>th</sup>, from September 30-October 13, 7:00 a.m.-5:00 p.m. The purpose is for construction on the Courthouse building and will not really inconvenience anyone other than County workers. **King made a motion to approve the request for street closure. Mirtsching seconded the motion and it passed unanimously.**

## **Old Business**

**Bylaws** – Perlow reported that the Bylaws Committee met to discuss what changes should be made to the bylaws of CCA. She stated that the committee found that overall the bylaws were not too off base from what CCA is currently doing, and that most of the changes made are small details that needed tweaking. She also pointed out that one item which was talked about in more detail was Article XI, which discusses staffing for CCA. She stated that it currently does not apply because Gartner is not being paid by CCA, but that she is still CCA's Executive Director. Gartner pointed out that there has always just been a gentleman's agreement between CCA and SBD, but there is no agreement in writing. Perlow stated that she or some members of the CCA Board should sit down with John Ott or some members of the SBD Board to discuss this. Gartner also asked the board to look closely at the changes made to the purpose statement because the committee's changes move CCA's purpose away from a retail focus and towards a membership focus. Two other items which were removed are the citation of the RSMO statute creating a Special Business District, and the section prohibiting voting by proxy. The citation was removed because it does not apply to CCA, and the voting by proxy section was removed so that CCA is not limited on the ways it can vote.

**Retail Meeting** – Gartner reported that a group of retailers met to review Spring into Style and discuss the Twilight Festival. Some things that are in the works for Spring into Style are to do it in the fall as well, to go to a half day, and to work with the University to get it scheduled on dates where parents will be in town. In the discussion of Twilight, the merchants brainstormed ways to utilize the space in front of their stores and draw potential customers in. From this and other discussions with merchants, it has become clear that there should be more of this type of interaction. Therefore, we will have a new intern begin work on breakfast/lunch seminars on different areas that merchants may need help with. Perlow added that when discussing non-profit organizations and their involvement in Twilight, we should not be so negative, but rather find ways to support those that we feel strongly about.

## **Director's Report**

**Twilight Update** – Gartner reported that the street closure request will go before Council on Monday, and that she has already discussed it with most of the Council members. She is optimistic that they will approve it with no problems. She also noted that we will begin promoting biking to the Festival via the MKT and Flat Branch Park. Press releases went out last week, and will continue to go out. Gartner also informed the board that we have secured all of our sponsors, and that plans for Twilight are coming along well. Gale asked if any board members would be willing to volunteer, and LaHue and King stated that they would like to if they are available.

## **SBD Update**

**SBD Retreat** – Gartner reported that the second part of the SBD Board Retreat will take place tomorrow at 4:00 p.m. at the Orr Street Studios and that any CCA Board members are welcome to come.

**FB Park Phase II** – Gartner reported that the second phase of Flat Branch Park is now set to be completed by the Roots 'n Blues 'n BBQ Festival, so it will be open for September Twilight.

## **Public Comment**

Perlow stated that the next Artrageous Friday is July 27<sup>th</sup>, and that anyone interested in participating should contact her ASAP. She reported that the first one was a success, and that all the stores will be participating again in July.

## **Adjournment**

There is no meeting in June. The next meeting is Wednesday, July 18.