

**Columbia Special Business District  
Board of Directors Special Meeting  
April 24, 2007, 4:00 p.m.  
Orr Street Studios**

**Present:**

Mary Wilkerson, Boone County National Bank  
Leigh Lockhart, Main Squeeze  
Mike Vangel, Vangel Marketing Communications  
Rosie Gerding, Gerding, Korte, & Chitwood  
Skip Walther, Walther, Antel, Stamper & Fischer, PC  
Carrie Gartner, Executive Director

Blake Danuser, Bingham's  
John Ott, The Tiger-Downtown  
Mark Timberlake, Timberlake Engineering  
Chuck Wilms, Engagement Ring Center  
Gene Gerke, Facilitator  
Leslie Gale, Assistant Director

**Guests:**

Larry Colgin, First National Bank, CCA Board  
Jennifer Perlow, PS: Gallery, CCA Board

Tom Brinker, CycleExtreme, CCA Board

Gartner began by welcoming everyone to the board retreat. She introduced Gerke and thanked him for agreeing to facilitate these discussions. She stated that the goal of the meeting is to find out what the board would like to see happening in the SBD.

Gerke then took over and gave a little more background on similar projects he has worked on. He stated that the process he likes to use is to determine goals first, and then go back and prioritize them. He asked the board to begin discussing key issues that they believe need to be addressed in the SBD. The following list came up during that discussion:

- Vacancy and the possibility of an abandonment clause
- Safety, including vagrants, benches, etc
- Beautification
- Maintenance, as a volunteer program, or working more with the City
- Infill development with mixed use buildings, with the possibility of incentives
- Keeping a balance of businesses
- Parking, including the perception of a lack of parking, if we need more, tickets, changing parking rates, getting employees to not park on the street, and how to promote EZ park cards
- Marketing and CCA's role in this
- Solid Waste, dumpsters and recycling
- Structure of the organization – change to deal with growth
- Communication with the City, including becoming a bigger priority with them
- Being a part of development plans, including the City's, Elm/8<sup>th</sup> Street, and NCCNA Overlay
- Updating the boundaries of the SBD
- Drawing in both developers and merchants that are viable, including chains
- Attracting college students to the SBD
- Increase in residential
- Making the SBD inviting, attractive, and safe
- Store hours – coordination and promotion
- Hiring a consultant
- Using the "Gateway Principle"
- Developing the arts community
- Funding the projects and staff that are needed
- Upgrading to a Community Improvement District

After a short break, Gerke put the issues listed into three groups:

1. Vagrancy, Safety, Maintenance, Parking, Beautification, Vacancies
2. Marketing, Development, Broadway & Elm projects, Infill, Mixed Use, Balance
3. Role of SBD, Structure, Funding, Working with the City, Leveraging from Visioning, Relationship with CCA

The board began to discuss the first group of issues. Because the top three items (safety, maintenance, and parking) take so much time, it is hard to get to other items. It would take more funding and staff to take care of those issues. The main problem that arises is whose job is it to take care of this? And who has the money to do it? The board suggested inviting Bill Watkins, Council members, Mayor Hindman, or others to a meeting to discuss this. For the next installment of this retreat, Gartner will survey the board and SBD members on how they would prioritize these issues.