

**Columbia Special Business District
Board of Directors Meeting
August 14, 2007, 4:00 p.m.
11 S. Tenth Street**

Present:

Mary Wilkerson, Boone County National Bank
Skip Walther, Walther, Antel, Stamper & Fischer, PC
Chuck Wilms, Engagement Ring Center
Mike Vangel, Vangel Marketing Communications
Carrie Gartner, Executive Director

Mark Timberlake, Timberlake Engineering
John Ott, The Tiger-Downtown
Leigh Lockhart, Main Squeeze
Rosie Gerding, Gerding, Korte, & Chitwood
Erika Kubsch, Assistant Director

Absent:

Blake Danuser, Bingham's

Guests:

Charles Taylor, District Intern
Robert Murray, Murray Law Firm

Barbara, Columbia Police Department
Paula Hertwig-Hopkins, Assistant City Manager

Call to Order

Wilkerson called the meeting to order.

Approval of minutes

Gerding made a motion to accept the July minutes. Vangel seconded the motion and it passed unanimously.

Financial Report

Gartner reported an extra \$557 from the county financial institution tax was received. Gartner also stated that the salary line item was higher in August because Erika and Leslie were on at the same time for training.

Vangel made a motion to approve the July financials. Gerding seconded the motion and it passed unanimously.

Old Business

DWI Sign-

Gartner offered an update. She stated that it was the City's error in approving the sign. The sign is going to be looked at by the Board of Adjustments.

Robert Murray, owner of the DWI law firm, asked to speak. Murray passed around pictures of what his building looked like when it was Jerry's School of Hair Design, which was the previous resident of his building. Murray explained his reasoning and the steps he took to get his sign approved. Murray stated that protective inspections told him the SBD ended at Ash, so the sign ordinance did not apply to his building. Murray claimed that he had no notice in the sign ordinance. Ott responded that it had been in the paper. Walther stated that the sign ordinance was a time consuming and very involved process. He stated that the point of the sign ordinance was to craft an ordinance that would allow businesses like Murray's to display an appropriate sign that was keeping with the character of downtown, the very last thing the board wanted to do was to restrict someone's ability to market their business. Walther stated that it was incumbent on the board to alert city officials, what the city chose to do with that complaint is up to them. The SBD Board is not the correct forum for that decision.

SWD-New survey for Puckett's alley –

Gartner, Danuser and Ott held a meeting to discuss alleys. Danuser represented the SBD. Ott represented himself, the property owner. Gartner stated that the surveys that have already been taken came back inconsistent. The goal of the meeting was to write a survey and determine a collection method that the SBD and Ott could agree on. Gerding pointed out that survey needs a "no" option. Vangel suggested that a time period be defined on survey as per past SBD vote. Vangel also recommended against a weighted vote. Ott believes that the person this affects the most is the property owner, which is why he believes it should be a weighted vote in favor of the property owner. Wilkerson stated that this survey is a tool to gain feedback to allow the board to make a decision, rather than a binding vote. The

board determined that all weighting of votes be removed and that the survey results would be used as one element of their decision making process. Ott, speaking as property owner, accepted the changes made by the board.

New Business

Approve SBD Tax Rate – Gartner told the board that is time to renew the SBD tax rate. She gave an overview of the process to new board members, pointing out that while the upper ceiling is \$0.85, which would require a member vote. The board can raise the rate to the ceiling, which is reassessed every year. Vangel asked why the board doesn't try to get the tax ceiling. Gartner stated that taking a vote is a significant effort and should probably wait until the formation of a CID. She stated that a CID allows you to bring in different forms of revenue and would be more beneficial.

Walther made a motion to accept the SBD Tax Rate at .4762. Wilkerson seconded the motion and it passed unanimously.

RFP-Downtown Organizational Consultant–

Gartner put a draft RFP stating what a consultant should accomplish. Gerding stated that her only concern was it is not specific enough. Wilkerson stated that it seems as though a conclusion has been drawn before the consultant has even come in. Gartner stated that she tried to write it in a way that it was prepared for a CID, in case that is what the consultant suggests to do. Wilkerson suggested using the term CID as an example of what the consultant might choose to do instead of making it seem as though that is the only option. Vangel asked whether this possible CID would replace the SBD and the CCA. Walther stated that the organization would still exist. Ott stated that the CCA budget is tied to the SBD, so they would be affected. Gartner stated that the CCA board is aware of this consultant coming in. Gartner stated that if the SBD organization takes over marketing and promotion, the CCA may turn into something else, something more member driven. Gerding asked whom this will be sent to. Gartner replied that the SBD is a member of the International Downtown Association and they have a list of consultants to choose from. Vangel questioned how long after we put the RFP out would we like to hire someone. Gartner stated that it would take 8-10 weeks to hire someone. Wilkerson stated that it is normally 30 days. Gartner will review bid policies for the city.

Ott asked whether the work Gene Gerke did has any relation to this draft and bringing in a consultant. Wilkerson stated that the prioritizing the board did with Gerke is some of the most important information in the draft. Wilkerson also stated that the board needs to be sure that the activities that they are engaging in right now are things that are going to move forward what the priorities are. Wilkerson suggested bringing the priority list to a meeting once a quarter. Gartner pointed out the possibility of keeping the SBD inactive in case the CID doesn't get renewed after five years or all the goals of the CID have been fulfilled, there is still an SBD. Ott suggested reevaluating all the committees that the SBD has. Vangel suggested that Ott put together a framework and call a third meeting to discuss committees. Gartner stated that she will make the suggested changes in the draft and bring it back to the next meeting. She will also bring in Gerke's priority lists for the board to look at.

Director's Report

P & Z Work session-Temporary Signs/Alley Names –Gartner stated that P & Z liked the idea of naming the alleys. Ott educated the board as to the benefit of alley names from both a safety and marketing standpoint. Gartner stated that P & Z agreed that the sign ordinance should not be changed. If someone wants to put a temporary banner up for a month, they need city approval.

Graffiti Abatement – Gartner has not had the meeting on graffiti abatement yet, not much to report. Wilkerson stated that she has seen graffiti in other parts of town. Gartner said that it is probably because the word is getting out that police are patrolling a lot more in The District.

Business and Bagels – Gartner gave a summary of the Business and Bagels seminar that took place in July. Approximately 30 members attended and the marketing presentation was excellent. The September seminar will be on September 18 at 8:30 am and will cover public safety issues. Gerding suggested including vagrancy issues in the September seminar.

Roots 'n Blues Festival- Gartner gave an update on how the downtown merchants are preparing for the festival. Wilkerson stated that the street closure begins at noon on Friday and goes until eleven pm on Saturday and asked that everyone help get the word out.

Public Comment

Hertwig Hopkins stated that the city visioning open house will be on September 13 from 12-8 at Lela Raney Hall. Buses will run from Twilight Festival to Lela Raney Hall all evening. Hertwig Hopkins stated that the graffiti report discussed at last meeting will be made into a staff report at city council.

Executive Session

An Executive Session was held to discuss personnel matters.

Adjournment

The next meeting is Tuesday, September 11.