

**Columbia Special Business District  
Board of Directors Meeting  
January 9, 2007, at 4:00 p.m.  
11 S. Tenth Street**

**Present:**

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

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

**Absent:**

Leigh Lockhart, Main Squeeze

**Guests:**

Kevin Coleman, Columbia Daily Tribune  
Paula Hertwig-Hopkins, Assistant City Manager  
Amy & Mike Monahan, Jimmy John's  
Phebe LaMar  
Zim Schwartz, Columbia PD

Paul Land, Plaza Real Estate  
Kay Murray, Boone County Treasurer  
Arnie Fagan, Cool Stuff  
Kimberly Griffin, Root Cellar

**Call to Order**

Ott called the meeting to order and welcomed returning board members Skip Walther, Mary Wilkerson and himself to another term on the board.

**Approval of minutes**

**Walther made a motion to accept the November minutes. Gerding seconded the motion and it passed unanimously.**

**Financial Report**

Gartner reported that on page two of the November financials, the reason Health Insurance is higher than usual is because there was an oversight when Gale began her employment and the SBD paid the debt upfront for her. Gale signed a contract with the SBD to pay back the amount by April 1. Also, on page 2 of the December financials, Gartner noted that the Holiday Light expense will only amount to around \$2,500-\$3,000 this year, and that we will be re-thinking the use of lights over the next few months. Timberlake had questions about page 3 of the December financials regarding the reason for showing a deficit. Gerding, Gartner, and Walther explained that it is due to when the SBD receives its money.

**Walther made a motion to approve the November and December financials. Vangel seconded the motion and it passed unanimously.**

**Old Business**

**Sign Ordinance Presentation and Vote** – Ott called for the board's approval of the minutes from the December 18, 2006 sign meeting. **Walther made a motion to accept the minutes from the December 18 meeting. Wilms seconded the motion and it passed unanimously.**

*Board Discussion:* Ott began the discussion of the current sign ordinance by stating that he believes that the current draft is a result of lots of input, and that it reflects the effort of the SBD board to compromise with opponents of the ordinance. He believes that this ordinance creates a good standard for future and present signs. Gerding stated that she was happy with the original sign ordinance which reflected the SBD board's goal to decrease square footage of signs and make **The District** look better. She feels that the downside of the first draft was that it was not communicated very well to the membership and the city and input was not sought as strongly as it should have been. She stated that she thinks the board has been punished enough for its missteps and that now the ordinance can move forward. Gerding believes that while this draft of the ordinance is not the best, it satisfies the SBD board's goals enough. Walther stated that he disagrees with Gerding's evaluation of the job done by the staff. He does not believe that the issue was handled poorly, and that the staff did a reasonable job getting the word out, and that the process has worked. He agrees with Ott that the board has received and complied with a lot of input from SBD members. Walther is happy with the current ordinance and believes that the board can strongly advise the City Council to pass it. Vangel stated that he agrees with Walther, and that the current draft is better in his eyes because of its simplicity and proportionality. Danuser also agreed with Walther and Vangel, and stated that he believes the board's intentions were honorable and that they have been very responsive to criticism. Wilkerson stated that she too was happier with the first draft of the sign ordinance, but she is in support of the final draft. Timberlake stated

that he agrees with Gerding that the board should have done a better job communicating with its membership. He believes that the change is a restrictive one which was bound to ruffle feathers, but he thinks that the board has listened to input and is happy with the ordinance. Timberlake does not think that this ordinance will hurt businesses in any way. Wilms concurred with Walther that the staff and board have done a good job on this issue and he thinks that it is now time to send the proposed ordinance to City Council.

**Public Comment:** Phebe LaMar, representing Paul Land and other clients, stated that overall, she believes the SBD board has made great strides towards a compromise and taken the time to listen to her concerns. Her remaining issues with the ordinance are: the way upper and lower level signs are allowed is not quite right; she would like to see wall signs allowed for 2<sup>nd</sup> story businesses; she would like the % of sign space on awning signs increased because according to her survey of **The District** most current awning signs would be non-conforming; she does not like the second sentence of the Purpose Statement and would like to see it removed; in the proportionality clause, she would like 50ft reduced to 48ft in order to let more buildings in; and she would like to see a different definition of street level businesses so that places like The Cherry Street Artisan would be included.

Arnie Fagan stated that he agrees with Walther that the staff made a reasonable attempt at the process of communication, but he believes that there were some serious missteps. He stated that he is very upset that he, along with LaMar and Land, was not invited to the December 18<sup>th</sup> meeting. He said that his main complaint with the current draft of the ordinance is that upper level businesses are not allowed to have wall signs. He believes it will limit their success not to have one. Fagan thinks that this ordinance is not perfect, but he is willing to accept it.

**Board Discussion Cont'd:** Gerding asked if the December 18<sup>th</sup> meeting was posted. Gartner replied that yes, the meeting notification was posted on **The District** website, in the foyer of this office, and at City Hall. Gerding asked LaMar what exactly she would like done with the purpose statement and LaMar replied that she would like the middle sentence, which states that the purpose of the ordinance is to make signs smaller in scale and fewer in number, removed entirely. Walther asked if overall the ordinance does reduce the number and square footage of signs allowed. Gartner and Wilkerson replied that yes, it does. Danuser stated that to him, decreasing 50ft to 48ft does not make a huge difference to the overall outcome of the ordinance. **Walther made a motion to decrease the single-use building size from 50ft to 48ft. Danuser seconded the motion and it passed unanimously.**

Danuser stated that he was not tied down to the second sentence of the purpose statement, and that if it helped ease the process, he would be okay with deleting it. **Danuser made a motion to remove the second sentence of the purpose statement and reword the third sentence to start with "The goal is to." Vangel seconded the motion.** Gartner asked Walther if he thought the Board of Adjustments would look at the purpose statement when making its decisions for a variance. Walther did not believe it was the most important part, but Timberlake stated that in his experience, the purpose statement has made a big difference. Gerding and Wilkerson both stated that they were uncomfortable removing a sentence that so clearly defined the board's goal with the ordinance. Ott called for a vote. **The motion was defeated 5-2.**

Ott stated that he sees no reason to amend the ordinance to include wall signs for 2<sup>nd</sup> story spaces because he has rented many upper level spaces out and had no problems. Timberlake agreed, saying that he would not like to see signs all up the side of the building he is located in. Wilkerson stated that in her opinion, the board can not build an ordinance around specific requests. **Wilkerson made a motion to approve the sign ordinance as amended. Walther seconded the motion and it passed unanimously.** Gartner reported that the next step will be for her to send a letter with the newest draft of the ordinance to City Council and request that the issue be tabled until the February 5, 2007 Council meeting in order to give the Council members ample time to review the ordinance. It will still be discussed at the January 16 meeting.

## **New Business**

### **Director's Report**

**Final Assessed Valuations** – Gartner reported that this year, the assessed value of the SBD went up about \$1.3 million. This is based on a percentage of \$0.483/\$100 of property value.

**City Plaza Project** – Gartner reported that the City has presented an idea of what they will do with the corner of 8<sup>th</sup> and Broadway. The design creates a plaza with fountain and plants which will provide a beautiful entrance to the city offices and will add to the appeal of **The District**.

**Wayfinding Sign Update** – Gartner reported that the wayfinding signs are currently in the manufacturing stage and that sighting for the signs will happen next week.

**Public Safety Update** – Gartner reported that the city has agreed to the temporary removal of one bench, but has made it clear that this is a temporary solution only. Gerding reported on the meeting between herself, Gartner, and Boone County Prosecutor Dan Knight, in which he laid out a very specific plan for how the SBD can deal with its public safety issues. Wilkerson stated that she thinks it's important that the SBD do some in-depth education for the merchants in order to prepare them for how to handle these issues when they come up.

**City Visioning Process – Topic Group Kick Off** – Gartner reported that the first sub-group meeting will be next Wednesday night, the 17<sup>th</sup>. She encouraged all board members to attend and join whatever topic group they are most interested in.

**City Update**

Paula Hertwig-Hopkins reported that Parks and Recreation will be removing the bench in front of Missouri Shirt tomorrow, Wednesday, January 10.

**Public Comment**

Mark Timberlake stated that he would like to see a “block captain” or point person for each block set up so that the board can better assess the views of the merchants. Gartner suggested using the CCA Board for that purpose, and said that it would be brought up at the next CCA meeting.

**Adjournment**

The next meeting is Tuesday, February 13.