Downtown Community Improvement District Executive Committee Meeting Tuesday, April 5th, 2022 11 S 10th Street

Present

Kathy Becker - CID Hannah Bilau - CID Nickie Davis - CID Kenny Greene Mike McClung Deb Rust Aric Jarvis Van Hawxby Lara Pieper

Guests

None

Absent

None

Approval of Agenda

Lara made a motion to approve the agenda at 3:30pm. Aric seconded. All in favor.

Board Meeting Time Change

Next week the board meeting has been changed to 2 pm to account for the Columbia Airport Terminal unveiling.

Director Resignation

Lydia Melton resigned from the board because she sold Gunter Hans and no longer owns a business within the CID. Will be opening applications back up.

House Bill 2209

A House bill has been brought forward to ban metered street parking in the State.

March Board Agenda Creation

- Budget FY22
 - Lara suggested instead of approving each individual line item, we will be approving a dollar amount for each committee. Mike raised a concern over the dollar amount each committee can approve to spend on their own. He thinks it might be a statute. Staff will double-check on that.
- Presentation from City on ARPA funds
 - Also asked Matthew Leu to bring the City's sales tax revenue from 2019 to now so we can compare it with our own.
- The proposed self-storage facility for Broadway/Alley A would like to speak to the board. The zoning was struck down by the City planning and zoning commission, but they would like to speak with the board to see if they can get our support Adding to the agenda.
- Nickie asked if the committee would like her to talk about the camera system she went to Atlanta to look at with CPD at the full board meeting. Since next week is going to be a tight meeting, Aric suggested waiting until May to go over it so the board can ask questions. Chief Jones does not believe the system will be put in place or the ask to council will not be until next fiscal year. Nickie will add a brief report to the next meeting, but it will not be a full discussion this month.
- Long-term solutions for aiding our homeless population were mentioned, but not added to the agenda.
- Going to ask for a motion to be made at the next board meeting for the District to change our bank to one located downtown.
- Adding the staff recommendation for the convention center feasibility study to the meeting.

Member, Staff, and Public Comment

Aric asked what time we were planning to end next week to make it to the airport in time - shooting for 3:15.

Adjournment

Aric made a motion to adjourn at 3:54 pm. Lara seconded. All in favor.

Downtown Community Improvement District Board of Directors Meeting Tuesday, April 12th, 2022 11 S 10th Street

Present

Kathy Becker - CID Hannah Bilau - CID Nickie Davis - CID Kathy Murphy Deb Rust Sarah Johnson Van Hawxby Lara Pieper Aric Jarvis Kenny Greene Mikel Fields Dani Little Conor Stewart Russell Boyt

Guests

Lisa Hawxby Pat Fowler Carol Rhodes Landon - Alpha Real Estate/DeLine Holdings Nikolas - Alpha Real Estate/DeLine Holdings Todd Roland - CPD Dave Parmely Maria Oropallo

Absent

Mike McClung Camellia Cosgray Rachael Norden Heather Mcgee

Approval of Agenda

Van made a motion to approve the agenda at 2:02 pm. Lara seconded. All in favor.

Approval of Minutes

Van made a motion to approve the minutes. Mikel seconded. All in favor.

Approval of Financials

Lara went over the financial report. Collected 11/12 months of sales tax. Have collected 91% of expected sales tax revenue. Hit 39% of recurring expenses - halfway through the fiscal year. Aric made a motion to approve the finances. Sarah seconded. All in favor.

Police Report

Officer Roland went over the police report. 4 cameras cpd has downtown were discovered to be non-functioning. CPD's IT department has been checking out the reasons why. Looking at the cost to fix or repair those cameras. Does not know if a decision has been made to fix/replace them - but is glad they discovered the problem so they can work towards the solution. No new problems to report. Kathy asked some questions about how the cameras died in the first place - CPD is blaming time and weather, but again they are working to fix things as soon as they can, but they are high dollar items so it might take some time.

City Report

Carol thanked the board for adjusting the meeting time to accommodate the event at the airport. Let the board know there will be a special city council meeting next Monday to swear in the new members and thank the outgoing Mayor - invited the board to attend. Kenny asked about the lights we purchased last year. She hasn't received an update recently, but last she heard they were waiting on materials to come in still.

REDI Report

Lisa let the board know that REDI will be having an open board meeting. Reminded them about their bi-monthly newsletter - she would like information on the Minority-Owned Business Grant to include in their next newsletter. The President of the Federal Reserve was in town recently and spoke at REDI. Excited about the new flights that will be coming to the Columbia Airport after the new terminal is open.

CVB Report

Amy was unable to attend, but let the board know that FFA will be in town next week and then at the end of the month there will be a state music competition in town.

New Business

- FUSUS report
 - Nickie gave an overview to the board about the trip she took to Atlanta with CPD. Atlanta has the highest number of cameras out of any US City. Atlanta will be giving CPD some statistics on how this system has helped them solve cases - the main thing is that it has reduced the amount of time it takes them to solve them. Briefly went over potential costs, considers it pretty viable - but doesn't have a set dollar amount ask from CPD yet. She is also waiting on a list of cameras that are compatible with the system. Planning to move the discussion to Operations. Would also like to ask the company to come to speak to the board if this is something CPD decides to move forward on. Kenny asked Nickie what her intuition and feeling says about the system - she feels good about it, but it depends on how it is rolled out. Kenny also asked about invasion of privacy concerns - they have not received any complaints in Atlanta or the surrounding counties. Atlanta area PD is very transparent on how they let the public know about new technology - they host monthly public feedback sessions, and they tend to go over well. They also have a consistent light on each camera so the public knows they are there. Upkeep fees will be on CPD's end - Sarah raised concerns regarding CPD's ability to keep them maintained.

Old Business

- Self-Storage Business Request

- A team from Alpha Real Estate came to chat with the board about their proposed alley-facing self-storage facility next to Tellers. Planning and Zoning did not approve their plan but wanted to let the board know of their plan to hopefully gain their support. Plan is to keep 19 separate and monitored units for businesses and organizations to store surplus items - no cold storage. Will be installing lighting and cameras in the alley, and will be having staff on-site. Contracts with people using the storage space will include a list of prohibited items. If a renter defaults on their lease of the storage space they will take care of the items themselves and will not dump them in the public dumpsters. Their real estate office is being built above it, and really would like to capitalize on unused space - Lakota and the Unbound Book Festival have already expressed interest in leasing the space. Would like to have a letter of support before next month's council meeting. Kathy asked for a sample contract, but they do not have it ready yet. Lisa asked a question about the accessible entrances for Broadway Brewery and Peace Nook that are in the Alley - cited their limited drop-off window as a work around. Mikel voiced support for any businesses that have expressed intent in enhancing the alleys. Most board members expressed support. Van would like to see signage clearly stating their loading hours. Van made a motion to provide them with a letter of support on the conditions that they add lights and cameras in the alley and provide adequate signage on loading hours. Deb seconded. All in favor.

- ARPA Funding Presentation - moved to next month.

- Convention Center Feasibility Study

 Kathy Becker introduced the company her and Nickie would like to use for the feasibility study - midwest based and has done other studies in Columbia. Under the cost approved by the board at the retreat. Kathy motioned to approve their choice. Lara seconded. Aric abstained. Everyone else is in favor.

- Budget FY23

- Kathy asked the board to be thinking about things they would like to add to next year's budget.

Committee Reports

- Operations
 - Discussed cameras and Nickie's upcoming trip to Atlanta
- Economic Development
 - Did not meet. Joining the alley walk on Thursday.
- Marketing
 - Did not meet.

- Gateway
 - Did not meet, will have a final wrap up this month.
- DLC report
 - Did not meet.
- Parking Commission Report
 - Parkmobile will be raising their fees. 20 Curbside spots will be transitioning to paid 15 minute spots on each block soon. District will be helping with signage
- Staff Report
 - Nickie let the board know that Lydia Melton has resigned due to the sale of Gunter Hans. The application process for a new board member will be opening soon.

Board, Staff, and Public Comment

Pat wanted to chat with the board about the unsheltered population downtown. She and advocacy groups are trying to get the City to acknowledge that Wabash is not the best solution for shelter. They want to see a permanent solution for our unsheltered population. She would like to have small group discussions with our board members about solutions. Wants to put pressure on the City to act.

Aric made a motion to adjourn at 2:59pm. Van seconded. Approved

Downtown Community Improvement District Economic Development & Operations Committee Worksession Thursday, April 14th, 2022 11 S 10th Street

Present

Nickie Davis - CID Hannah Bilau - CID Kathy Becker - CID Tom Mendenhall Deb Rust Adam Dushoff Chris Kelley Charles Bruce Steve Hunt Kathy Murphy Mikel Fields Aric Jarvis Van Hawxby

The Committees met to walk through alleyways within the CID's boundary.

Downtown Community Improvement District Economic Development Committee Meeting Tuesday, April 19th, 2022 11 S 10th Street

Present

Kathy Becker - CID Nickie Davis - CID Hannah Bilau - CID Mikel Fields Adam Dushoff Deb Rust Lara Pieper Kathy Murphy Russell Boyt

Guests

Absent

Rachael Norden

Approval of Agenda

Mikel Fields called the meeting to order at 3:30pm. Adam made a motion to approve the agenda. Lara seconded the motion. All in favor.

FY2023 Economic Development Committee Goals

Mikel let the committee know that we would like to be intentional about what the committee's goals are moving forward. Asked the committee about what their priorities are, and how they would like to see the cid progress economically. Expanding borders, public perception of safety, cleanliness of streets, and applying pressure on the city regarding the lights we have already paid for were all mentioned. Nickie brought up economic benchmarking measures to give clear data to businesses that are new to the district or are thinking about moving here. Chatted about a real estate database - but there is not a realistic solution currently. Establishing better relationships with property owners/realtors/and management seems like the better path. The proposed convention center, Ameren lot greenspace, and first ward homelessness resources were all brought up as potential goals as well.

FY2023 Economic Development Projects and Budget

Kathy went through the proposed committee budget. Combined business marketing and benchmarking line items. Discussed potential changes to minority business grant - chatted about not whether or not we put more money into it, but do we give each business more funds or provide funds to more businesses? Discussed changes on requirements for new businesses vs. established businesses. Agreed to add \$10,000 to it and come back to the new requirements. Discussed parklets/outdoor dining options - agreed to keep it in the contingency for now. Brought up a district-wide gift card, determined if it should be under econ or go to ops - previous gift card was run by this committee. Kathy brought up the 4 businesses they have met with so far and what we can expect from the program. Discussed logistics and potential pain-points. Decided to keep gift card discussions as an economic development project instead of ops. Put \$20,000 in the budget for it. Discussed The Ameren lot timeline and logistics.

District Business Update

Alley Walk Discussion

Nickie recapped the alleyway walk last week. Alleys were cleaner than expected. Big takeaway was how nice the city's setup for their dumpster was a similar setup is planned for the Wabash dumpster once it is moved. Committee chatted about adding recycling in NVAD at the Ameren Lot, since the only options right now are at Rose or the Armory. Mikel brought up opportunities for compactors near Booches and Goldies. Adam brought up the empty half-lot at the Neidermeyer building that would be a great place to add more compactors/dumpsters under a lease agreement. Nickie mentioned repaving the alleys to make them ADA accessible.

Update on Current Projects

- Alley Doors
 - 1st one should be fully done soon. Ready to open up the next round of submissions, but need to narrow down the location.
- Convention Center Feasibility Study

• Signed paperwork to hire a company. Process has started.

• In-the-District Gift Cards

- Nothing to add from previous discussion.
- Minority Business Grants
 - Still working on finding a space for Typsy Treats, but everything else has been paid out.

Public/Staff Comment

None

Adjournment

Russel made a motion to adjourn at 4:30 pm. Adam seconded. Approved.

Downtown Community Improvement District Operations Committee Meeting Tuesday, April 19th, 2022 11 S 10th Street

Present

Kathy Becker - CID Nickie Davis - CID Hannah Bilau - CID Tom Mendenhall Raven Birk Camellia Cosgray Van Hawxby Chris Kelly Aric Jarvis John Ott

Guests

Raven Birk

Absent

Approval of Agenda

Aric called the meeting to order at 3:32 pm. Tom moved to approve the agenda. Kathy M seconded. All in favor.

Alley Walk and Alley Master Plan

Nickie gave an overview of the alleyway walk the committee took with Economic Development last week. Went over the suggestions Econ made on Tuesday. Tom brought up following back up about repaving some sections of the alleys. Steve Hunt mentioned to Tom on the walk that he thinks it's possible to fill some holes at the very least. Brought up that the bins at Rose are the only recycling in NVAD - Rose does not want them on their property anymore, so we need to find solutions for the businesses in that area otherwise, the next closest is at the Armory. Aric asked why both committees were involved. The Econ committee used to cover solid waste, but this committee would like Operations to take it on fully. The next goal is to look for open locations where bins could be relocated - especially in Alley A between 9th and 8th streets. Deb raised questions about logistics - moving the bins would be nice aesthetically, but may be a pain for daily business use. Van's biggest takeaway from the walk was the improper use of the trash compactors. He feels like we need to ruffle feathers to get something accomplished and/or pressure the city to enforce their littering ordinance but it is complaint-driven. Nickie brought up our plan to hire a new Block by Block ambassador (paid by the City) that only services the alleys. Reiterated that alleyways are not the CID's jurisdiction. We are willing to work out the logistics of hiring someone, but the City needs to meet us halfway to fund the new BBB ambassador. Kathy B believes the City could pay for the ambassador with the littering fines. Committee would like to draft a letter to the city. Would need approval from the full board. Van made a motion to write a letter to the city encouraging them to act on paying for a new BBB ambassador for alleyway cleanup and education, review the billing inaccuracies, and enforce the littering ordinance. Tom seconded. All in favor. The motion will be sent to the full board for review.

A Camera in the Gift Card Program

Nickie reminded the committee that CPD has asked The District to purchase the \$200 piece that ties cameras into the system they went to view in Atlanta. Nickie thinks the software is worth investing in and would like to invite the company to speak to the board - but she is hesitant to get excited about it or move forward when she has not heard anything further from CPD on it. Aric would like to invite Chief Jones to the next full board meeting to have him follow up on the software and where their plans are currently. Aric and Van brought up inviting both Chief Jones and the software company to the next operations committee meeting and then having them both come to speak to the full board after meeting with ops. Chatted about the money already allocated for businesses to buy external cameras and then a separate grant to purchase the device that hooks into the proposed system.

Updates

• 4AChange

 Reviewed the previous month's report from 4AChange. He voiced that there are more housing vouchers available than affordable homes - which keeps people on the streets. Also shared some things he has witnessed since the city has changed some policies. The committee is going to share his report with Pat Fowler and The City. Camellia would like to ask John how he would like things to change/be implemented. Going to ask John to join us at the full board. Raven shared some results from Austin's adoption of public restrooms - their Block by Block ambassadors clean them every hour.

Block by Block

 Authorized the hiring of an additional staff person. Now up to 3 staff members and Bill, the manager. Should be seeing an increase in cleanliness and more special project allocation.

• Planters on Broadway Update

• Nickie was supposed to meet with a mason this morning, but he canceled. Keeping in contact with Parks and Rec to make sure they stay on top of what they said they would do with planters.

FY2023 Committee Goals

Reviewed goals from previous years to see if we would like to amend them. Many of the topics are still prevalent. Downtown safety and security is a big one that needs to be added, along with trash and planters. Curbs were brought up, but we know the City has money allocated currently for new curbs downtown. Sidewalks are also a concern. Deb raised a concern regarding who is responsible for sidewalk repair when it is City trees causing the damage. Committee wanted to add - safety, applying pressure on the city to be more timely with the Ameren lot development, and providing better enclosures for trash in NVAD.

FY2023 Operations Budget

Kathy went over the line items for the 2023 budget. Increased horticulture budget. Agreed to maintain 4 BBB staff members year-round instead of seasonally. Chatted about potentially purchasing a smaller power washer to spot clean areas - committee would like to see a proposal for this item before making a decision. Discussed paying off the Gateway line of credit - Kathy M went over some banking logistics. Recommended not using all our cash if possible. Increased contingency to \$10,000. The increased amount for camera grant(s). Camellia asked if we could do a match with the city to create better trash enclosures. Nickie will get a quote for that and check with the city/full board.

Other Discussion Items None

Public Comment

None

Adjournment

Van made a motion to adjourn at 4:35 pm. Camellia seconded the motion. All in favor.

Downtown Community Improvement District Marketing Committee Meeting Tuesday, April 26th, 2022 11 S 10th Street

Present

Kathy Becker - CID Nickie Davis - CID Hannah Bilau - CID Kenny Greene Sarah Johnson Dani Little Christina Kelley Deb Rust Mark Shellstrop Heather McGee

Guests

Matt Bear

Absent

Approval of Agenda Sarah made a motion to approve the agenda at 3:33

Marketing Review

Hannah went over the April report

Holiday Update

Added Decor

 Nickie went over Artistic Holiday Design's proposal for this year's holiday decorations with the increased budget. Committee debated on whether or not decoration at the Plaza is necessary since the lights change colors. Alley A, Acola coffee, and the Atrium were all spaces the committee would like to see new decor at. Committee liked the blue ornament tree or the same star they have at the City for the Atrium if it can free stand. Discussed wanting some height on the Acola patio to draw the eye up. CID staff will remeet with Artistic and get permission from the property owners for the decor.

Horse Drawn Carriage

 Nickie went over the proposed route for horse-drawn carriages. Would like to see pickup at the Atrium. Nickie is meeting with a prospective vendor on Friday and will have more information on logistics and optics then. Nickie currently has 2 prospects for carriage rides - one company is local, and would be more of a hayride. The other company does carriage rides for Anheuser-Bush and downtown Springfield. Discouraged by the number of hoops the City is requiring them to jump through logistically. Nickie is hoping they are still interested. The cost will be closer to \$5,000. Both companies charge \$500/hr. Committee thinks it is too dangerous to do the carriage rides during Living Windows - the streets are too crowded. Christina asked if the CVB could pay for a few Saturdays so we could offer rides every Saturday in November and December.

• Ice Rink

 We are most likely several years away from having a green space at the Ameren lot. \$10,000 was recommended for the 2023 budget for the pop-up skate rink, but we are going to wait until the park is closer to being completed.

Wedding Stroll Review

• Attendance was not what we expected, and Christina did not like the timed stops - would prefer a set start and end spot with attendees to be able to choose where they go in the middle time. Christina also thinks the tickets were too expensive. Nickie set out a feedback survey and shared some of the results. Schedule, attendance, and communication were the biggest pain points received. Christina thinks it has the potential to be a great event but believes some of the logistics can be smoothed over. Nickie suggested forming a sub-committee for next year's event.

Spring Shop Hop Review

• Christina said the weekend was super busy. It was shop hop, Unbound, Graduation at Mizzou for last year, Record Store Day, and Mom's Weekend. Christina said she was non-stop busy all weekend, but slowed down around 3 pm. Nickie asked if Shop Hop and Earth Day always lined up - Christina said it tends to. It's intentionally in-between Easter and Mother's Day.

Restaurant Week/Taste of The District

• Coming up in June. The Restaurant Association has reached out about a larger Columbia-wide Restaurant Week. Going to begin working on Restaurant Week asap - would like to incentivize servers and retail stores to participate.

Wellness Week

• Pride was moved to the week we were thinking of for the event. Unsure of whether or not our staff is equipped to run a 5k. Thinking about doing a smaller event this year to get our feet wet and scale up from there. Committee agreed it was too soon to plan a 5k, but think we have enough businesses to do a wellness week this year and plan a 5k for next year.

Art in the Park Sponsorship Ask

• Nickie went over the sponsorship options for Art in the Park. Committee liked the idea of sponsoring a golf cart.

Earth Day

• Earth Day festival was back this year and was great. The organizers are worried about hosting it again next year - struggled with logistics at Mizzou and with the City. Asked Sarah what she was charged for her booth - wasn't a lot. Nickie wants the committee to keep it in their mind as a potential thing we can support. Would like to pair the wellness fair with it, but it might be too many events at once. Would need to move Shop Hop potentially.

Marketing Goals FY23

 Nickie went over the Marketing Goals the committee wrote last year. Committee reassessed if the goals are still relevant/need to be adjusted. Nickie suggested taking off the sponsorship/in-kind line item since we have mostly figured that out. Adding Becoming a Holiday Destination. Nickie is going to rewrite the goals and bring it back at the next meeting. Sarah suggested adding something about adding "inclusive events" that involve various types of businesses. Adding specifically "family-friendly" events. More street events were recommended. Sarah liked the idea of closing streets and having neighborhood block parties.

Marketing Budget FY23

• Kathy went over the budget for FY23. Increased budget for horse-drawn carriages. Suggested setting aside money not spent in areas to use for a rebrand and our repetition. Other line items are staying the same.

Media Buy

• Scheduled for May 24th in 15 min increments.

Member, Staff, & Public Comment

Sarah made a motion to adjourn at 4:48. Christina seconded. Approved.

Downtown Community Improvement District Gateway Committee Meeting Thursday, April 28th, 2022 11 S 10th Street

Present

Nickie Davis - CID Kathy Becker - CID Hannah Bilau - CID Tom Mendenhall John Ott Deb Sheals Christina Kelley Aric Jarvis

Guests

None

Absent

Approval of Agenda

Tom made a motion to approve the agenda at 3:32 pm. John seconded. All in favor.

Fundraising

Kathy went over the fundraising numbers. Walked committee through the account balances and total amounts collected so far. Under the million-dollar pledge the CID committed. Flat-Branch park could use the funding, and Kathy asked the committee if they would like to donate the remaining donations to the City's project. Discussion regarding when the CID relinquishes the plaza and its maintenance to the City and those logistics. Aric brought up concerns regarding the fundraising plaques. Doesn't want to release funds until that is completed. Kathy brought up the option of Commerce taking the B as recognition of their continued support for the plaza - would leave 1 letter left to sponsor. Deb brought up the remaining letter (U) being dedicated to current and former CID board members. Aric

brought up reducing the sponsorship amount to \$10,000 - the committee did not think that would be fair to the previous donors. Committee chatted about the logistics of paying for the sponsorship plaque.

Christina made a motion to let Commerce Bank choose their choice of remaining letter, and then the second will be dedicated to CID board members past and present. Aric seconded the motion. All in favor.

Marketing/Public Relations

Went over the results of the social media photo contest. A professional photographer has also been contracted to take photos of the plaza for our marketing purposes. Nickie thinks we should have another small event for the dedication of the sponsorship plaque. Chatted about the flat branch park expansion and ways we can apply pressure on the City to get that project moving. MU Alumni Magazine did a nice write-up on the Plaza that Kathy will send out to the committee.

Sponsorship Plaque

Deb walked the committee through the two mock-ups of the sponsorship plaque to see which one they like best. She prefers the original option because it gives more room to add the history of the One-word project and CID history and involvement. Committee wanted to change the heading on the plaque to "Gateway Plaza Sponsors". Deb would like to double-check the blurb wording with each sponsor to make sure they don't want to change anything. Concerns were raised about adding The District's logo if we plan to rebrand in the future. Christina recommended having it be bolted on so it could be removed and in color so it stands out. Unsure of if Russelbilt is capable of doing that, but may reach out to DSport or another trophy maker.

Chatted about sponsor gifts - committee thinks something should be done at least for individual sponsors. John recommended making a model of the globe and making them a piggie bank. Deb suggested giving the sponsors actual letters from the fabrication - wants to see if Emmett has seconds of the letters that were applied to the globe.

Lighting

Lighting has been the biggest pain point of the plaza. We were supposed to receive diffusers for the lights, but it looks like we received spotlights instead. Deb and CID staff were able to meet with a rep from the lighting company and were able to get some wiring fixed and troubleshoot some of the problems. Still waiting to hear back from them regarding rust and other issues.

Plaza Maintenance and Upkeep

Committee praised Atkins for their landscaping maintenance work. The grass is green and we've seen students take graduation photos this past week.

Gateway Budget Update

Kathy went through the budget - no change since the last meeting. Asked committee members if we would like to pay off the line of credit. Tom made a motion to pay it off, John seconded - all in favor, passed. Kathy also asked the committee regarding having multiple accounts at multiple banks - she wants to consolidate them. Tom made a motion to consolidate the accounts into one (minus the foundation account). John seconded the motion. All in favor. Approved.

Public Comment

Nickie asked the committee if they would like to have another meeting to confirm the sponsor plaque and have the event.

Tom recommended making a postcard or prints of the plaza with some of the professional photos we will have taken.

John suggested doing a press release and running another contest or doing a separate push to have people take photos at the plaza.

Adjournment

John made a motion to adjourn at 4:25 pm. Tom seconded the motion. All in favor.