

**Downtown Community Improvement District
Executive Committee Meeting
Tuesday, August 2nd, 2022
11 S 10th Street & Zoom**

Present

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

Guests

None

Absent

Mikel Fields
Mike McClung

Approval of Agenda

Deb made a motion to approve the agenda at 3:32 pm. Lara seconded.
Approved.

Letter to City Re: Wabash

● **Council Meeting**

- Nickie went over the City Council meeting last month where we presented our letter about Wabash. At least 40 business owners reached out to the council voicing their support for the letter that CC'ed Nickie and even more were sent on top of that. Organizations that work with the unsheltered spoke at the meeting and agreed Wabash isn't a good solution.

● **Prop Owner 2nd Request**

- A property owner asked us to send a second letter requesting Wabash be closed immediately - this was before we learned A4Change received a contract with the City and an alternate

warming location has been established starting September 1st. Mentioned that if we did write another letter, it would coincide with the timing of the new location. Committee would like to wait to see how the new location goes before doing anything further.

- **4AChange Update**

- The City has also provided funding to A4Change, on top of what we already fund, through December.

August Board Agenda Creation

- **Letter to City Re: Wabash**
- **CVB Strategic Plan Presentation**
- **Bank Transition**

Member, Staff, and Public Comment

Van asked the committee a question about the Orr Street Park meeting.

Van made a motion to adjourn at 3:47 pm. Lara seconded the motion.

Approved.

**Downtown Community Improvement District
Board of Directors Meeting
Tuesday, August 9th, 2022
11 S 10th Street & Zoom**

Present

Nickie Davis - CID
Kathy Becker - CID
Rachael Norden
Kenny Greene
Dani Little
Mike McClung
Lara Pieper
Deb Rust
Kathy Murphy
Charles Bruce
Mikel Fields
Russell Boyt
Aric Jarvis
Van Hawxby
Sarah Johnson

Absent

Guests

Tom Mendenhall
Carol Rhodes
Officer Wright
Emily - Alpine Shop
Nikki Evans - HEWN
Mike Nolan
Amy Schneider
Megan McConachie

Approval of Agenda

Nickie made a proposed change to the order of the agenda. Asked to move the Camera letter ask and parking meter time change to before the CVB report. Mike made a motion to approve the changes. Dani seconded. Approved.

Approval of Minutes

Kathy Murphy made a motion to amend the minutes from the July Board meeting to reflect her attendance. Lara seconded the motion. Approved.

Approval of Financials

Lara went over the past month's financials. Started collecting sales tax for our next fiscal year. Already above budget on sales tax collection. The earned interest rate with First Midwest bank raised to 1.5%. Mike made a motion to approve the financials. Aric seconded the motion. All in favor. Approved.

Police Report

Officer Wright went over the past month's police report. Reminded the board to alert CPD if they see anything suspicious happening in the parking garages. Nickie commented that the staff asked CPD for crime statistics downtown from the last three years, and the data received was fantastic. Would like to receive it on a monthly/every 3 month basis. Van asked CPD about an incident that did not happen at his bar, but near it. He wanted to see if a police report was filed - Officer Wright was not familiar with the case.

Kenny asked CPD if a designation could be made for Wabash Alley so first responders go to the correct storefront and not Walnut st. Officer Wright will send an email to dispatch about it.

City Report

Carol gave the report from the city. There is a special council meeting on Saturday, August 13th to swear in the new 3rd ward council member. Following the swearing-in, there will be a budget work session. The first public hearing on the budget will be at the August 15th council meeting.

REDI Report

Lisa was not able to attend.

CVB Report

Amy reminded the board that this Saturday is early move-in for Mizzou, and the regular move-in is next week. There is a home game on Thursday, September 1st.

Parking Meter Times

Mike went over a suggestion from the parking commission to make the paid hours for meters and garages the same (8 am to 6 pm). Kathy Murphy asked if the meters would be free on Saturday to match the garages - Mike said no, but they will remain free on Sundays. Nickie asked if there was a timeframe on when this would take effect if passed - Mike does not think it will be fast. Aric made a motion to draft a letter of support to change the hours of metered street parking to 8 am to 6 pm. Dani seconded the motion. All in favor. Passed.

FUSUS Camera Letter

Nickie shared that CPD asked the board for a letter of support in favor of the FUSUS system. Nickie shared that in order for her to support it there needs to be a huge education campaign for the public so they can fully understand the system. Chief Jones has shared that he does not want to invest in an education campaign before the system is approved by City Council. Pat Fowler sent Nickie a message that explained why the FUSUS system was pulled from this upcoming council meeting. City Council would like to see a demonstration of the software before the item is on their agenda. Nickie shared that the CPS School Board, the mall, and Mizzou support the software. She reiterated that there is no requirement for our businesses to opt their cameras in to the software. DLC has written a letter to the council as well. Tom Mendenhall shared that he went to two of the public demonstrations of the FUSUS system, and confirmed that the system is not a facial recognition camera. Sarah shared that even though the system does not use facial recognition, she still has fundamental privacy concerns. She doesn't like that CPD will not do a public education campaign before it's approved so the public can be educated on it before the vote happens. She shared that she has been unable to find reviews of the FUSUS system from civilians. Nickie shared that FUSUS has two line items for the city that need to be approved - 1 to release the funding, and another to actually purchase the software. She said that it seems like once the funding is released they will be able to do the public education campaign before the software is purchased. Sarah said she

would be more on board with that. Nickie said that the letter could state that a huge public education campaign is necessary and that the city and cpd cannot just surprise the public with the system purchase. Mikel also shared that he believes the education campaign is important. Mike reminded the board that the CID is not approving access to any cameras and that it is up to individual business owners to decide if they would like to opt their cameras into the system. He said in his belief this isn't any different than the current process of the police coming to a business to request their footage after an incident occurs - the change is that it allows CPD to access the footage immediately and without having to take time out of the business owner's day. Mike asked what specifically CPD is asking from us in the letter. Mike made a motion to support CPD in pursuing the FUSUS system. Van seconded. Most in favor, Sarah opposed. Approved.

New Business

- CVB Strategic Plan Presentation

- Amy and Megan updated the board on what some of the findings were and the process of creating the CVB's Strategic Plan. She shared that they were not surprised by the results, but it was nice to have a 3rd party validate what they were doing and it also moved some priorities forward. The researchers found that Columbia's downtown district "while surrounded by 3 colleges, does not feel like a college-town, and has things that appeal to all ages." Amy shared that for a lot of SEC towns if you take the university out there isn't a lot of infrastructure left - Columbia is different. While the colleges are important to Columbia, it has plenty going for it that are outside of the university. The report mentioned there is a need for more lodging, a convention center, and a mixed-use entertainment/expo center - mostly downtown. More clothing retail shops downtown was also mentioned. Amy sent Nickie a copy of her presentation so the board could review it on their own time.

- 2023 Property Assessment Rate

- Nickie went over the process for creating the property assessment. The current rate has been the same for several years. Lara made a motion to keep the property assessment rate at 0.4778. Rachael seconded the motion. Everyone is in favor. Approved.

Old Business

- Letter to City RE: Safety

- Nickie went over the results of what happened when we presented the letter to City Council. We had at least 35 other property/business owners within the CID's boundary send in letters agreeing with our claims/asks. Around 35-40 people also showed up to City Council in person to voice support. Nothing came out of that meeting except for the City to hire a point person for the unsheltered. At the next meeting they entered into a contract with John Trapp from AAAAChange. They based their contact with him off of the one we have. He can now aid unsheltered individuals on City owned properties. The City Manager has expressed that they expect to have a facility running as of September 1st for unsheltered people to seek assistance or simply use the restroom or take a shower. This location is out of the district's boundary, but the exact address has not been given to us yet. A property owner has reached out to Nickie and asked her to write another letter asking for Wabash to be closed immediately - the board **did not** take a vote or make an action to move forward with the letter. Kenny reiterated to the board that we are not without compassion for the unsheltered - allowing camping at Wabash is not serving them well either. Questions were asked about the opportunity campus - we are still a ways out from it. Nickie has concerns that the barrier of entry will be too high for the unsheltered population that lives downtown. The director of Turning Point has shared that he does not believe that will be the case.

- Banking Update

- Kathy went over the rates she received from downtown banks. Her recommendation is to keep the checking account where it is for now, and moving the reserve account to a CD at Commerce. 1-year CD's are currently 2.8%. In her opinion, we don't really need to dip into the reserve so why not have it on a CD. The board decided to leave the decision up to Kathy.

Committee Reports

- Operations

- Aric was not able to attend. Kathy Murphy went over that the committee talked about planters - too hot to plant.
- Talked about City's cost share program for sidewalks.
- Made a request with the city to take care of the weeds at the former US Bank and Stephens Building lots.
- **Economic Development**
 - Board chatted about the fiber internet construction on 10th street and the asphalt sections on the sidewalk. Once they are done with construction, they are supposed to replace the entire slab of concrete for the sections they dug up.
 - Economic development saw a demo from data software company Placier. Nickie has been focused on gathering benchmarking data to see how we are growing and recruit/retain businesses. The committee voted to move forward with the company. It was within their committee budget.
 - Had about 10 submissions for the Alley Galleries.
 - Virtual Job Fair on August 20th - let the board know they can participate with their businesses if they have an open position
 - Altered Minority Business Grant for businesses that have been open for 5+ years. Opens on October 1st.
 - Kathy is looking at closed-circuit District Gift Cards.
- **Marketing**
 - Social engagement is up
 - Researching on feasibility of pop up ice rinks
 - Drinks in the District was really successful - double the participation of Restaurant Week.
 - Dog Days happened last weekend of July
 - Wellness Week is coming up in September
 - Introduced the WE Project

DLC Report

- Van went over the DLC meeting. Saw presentations from FUSUS and The Loop. The FUSUS presentation was similar to the one they had with the board. The Loop went over their maker spaces and how they are making them more diverse and accessible. She also presented their idea of making Business Loop 70 a City Byway so the Loop CID can try out some beautification measures they currently aren't able to with MODOT's jurisdiction.

Parking Commissions Report

- none

Orr Street Park Committee

- Met for the first time to discuss the plans for the Ameren Lot. Nickie, Kenny, and Van were all in attendance. They are looking for more members, but most specifically someone from CCA. Kenny went over the timeline. They want to start clearing the area and making it look like something is going on without turning it into a parking lot. Kenny also discussed an interested parties meeting about ways to connect pedestrians from NVAD to the Stockades.

Staff Report

None

Member, Staff, and Public Comment

Lara made a motion to adjourn at 4:56 pm. Deb seconded. Approved

**Downtown Community Improvement District
Economic Development Committee Meeting
Tuesday, August 16th, 2022
11 S 10th Street & Zoom**

Present

Kathy Becker - CID
Hannah Bilau - CID
Nickie Davis - CID
Kathy Murphy
Mikel Fields
Russell Boyt
Adam Dushoff
Charles Bruce

Guests

Lisa Driskoll Hawxby

Absent

Lara Pieper
Rachael Norden

Approval of Agenda

Russell made a motion to approve the agenda at 3:32 pm. Kathy seconded.
Approved.

Placier Update

Kathy went over the answers to the questions the committee had after the Placier demo we viewed last month. Several other downtowns use this service - Nickie reached out to them to get their opinion, and they were all really pleased with the service and data they have been able to gather. Will continue to move forward with purchasing the software. Line item has already been approved by the board.

Business Update

Selfie Love Como and True Heart Tattoo are now open. A board game cafe is hoping to move into the former MidiCi space

Alley Doors Selection

Committee went over the submissions for the Alley Doors. Mikel made a motion to approve the Koi fish design for Sake, and Adrienne Luther's CoMo design for the Airbnb. Charles seconded. Approved.

Virtual Job Fair

Nickie went over the Virtual Job Fair we are hosting this Saturday.

In-District Gift Card Program

Kathy Becker hasn't been able to hear back from the companies we were talking to. Kathy Murphy had some more questions about how the closed loop system works. She would like to see a demo to make sure it is a true closed loop. Digital cards are easier to close loop than physical cards. Committee held a discussion on the merits of digital vs. physical cards. Tabled it for now and will continue to research options. Discussed if a closed loop is necessary.

Public/Staff Comment

Kathy Murphy had Nickie share what the owner of Typsy Treats had to say about his experience trying to find a location in the District as a Black business owner. Nickie shared that other owners have had shared similar experiences with her. The committee suggested potential solutions.

Adjournment

Russell made a motion to adjourn the meeting at 4:18. Charles second. Approved.

**Downtown Community Improvement District
Operations Committee Meeting
Thursday, August 18th, 2022
11 S 10th Street & Zoom**

Present

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

Guests - None

Absent

Camellia Cosgray
Kathy Murphy

Approval of Agenda

Tom made a motion at 2:30 to approve the agenda. Chris seconded. Approve.

Cameras in the District

- **Grant**

- Should be ready to send the grant out on the first of the month. We were waiting to hear back from FUSUS on a list of cameras that were compatible with their system, but it doesn't look like they will be able to provide that. We were also hoping to find a flashing light that we could put on each camera so people know they are there, but we have been struggling to find an affordable option. Going to put together a list of commercial-grade cameras as a recommendation. Kathy is going to reach out to some local security camera companies to see what they have in stock & use that to build the list. Window for the grant will be 9.1 through the funds are gone or 6 months. Will reassess how things are going after 6 months.

- **CPD & FUSUS**

- Nickie had a meeting with CPD and FUSUS this morning. It should be back on the council agenda in October. FUSUS is getting their game plan together - will be doing more demonstrations for the council and the public before then. Discussed community concerns regarding the system. Discussed the letter of support the board approved. CPS, the mall, Mizzou, and other organizations have also voiced support for the system. Discussed purchasing external cameras for the CID office facing 10th street and Alley A. Staff will research cost and then bring it back to the committee.

4AChange Report

Went over John's July report. Nothing major to note from the report. Some charges were removed as a result of his new contract with the City.

Block By Block Alleyway Ambassador

It's in the City Manager's budget, but it needs to be approved by Council. The main concern right now is getting the council to understand that the CID is not responsible for alleyways. Will most likely be a 3-month process to get the budget approved.

Curbs & Sidewalks

Kathy went over an update on curb repair from the recent fiber internet construction on 10th street. Also discussed the sidewalk repair reimbursement program and concerns regarding prevailing wage. Tom asked if we could ask for a portion of the funds the City collects from parking tickets to be allocated towards sidewalk and curb repair. John mentioned that we might consider doing an educational campaign for business/property owners to let them know the sidewalks in front of their buildings are their responsibility. Discussed current prevailing wage rates for construction work and the merits of taking care of the issue privately vs. publicly.

Staff/Public Comment - None

Adjournment

Van made a motion to adjourn the meeting at 3:00 pm. Tom seconded. Approved.

**Downtown Community Improvement District
Marketing Committee Meeting
Tuesday, August 23, 2022
11 S 10th Street & Zoom**

Present

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

Guests - Matt Bear

Absent - None

Approval of Agenda

Sarah made a motion to approve the agenda at 3:30 pm. Dani seconded.
Approved.

Marketing Review

Hannah went over the past month's marketing analytics.

Dog Days Sidewalk Sale Review

Sarah and Christina shared their experience from Dog Days as retail owners. Sarah had some ideas for shops on second floors or in alleys. Christina feels like this was the best sidewalk sale we've had in several years. She isn't sure why, but she was able to get rid of a lot of her backstock. The weather was very nice, and the committee feels like that helps. Chatted about how to incentivize retail owners to put up tents or at least put out product outside.

Wellness Weekend

Posters and bingo cards have been printed. Posters are being passed around tomorrow. Bingo cards will be passed out closer to the event date. Orr street market will be the closing event. Will have pharmacists there to do a brown bag event. Hoping to have the red cross there with their bus to do a blood drive. Also hoping to do a cooking class with Nourish and an outdoor yoga class at flat branch park. QR code on bingo card will be live updated with specials/special events.

WE Project Update

Voted last month to move ahead with funding a new portrait. She is struggling to find a location. Nickie asked the committee to think of contacts at bigger buildings in The District for her to display her portrait murals. She needs to be able to drill into the external side of the building. Nickie would like for the art to be on the 5th and Walnut garage. If that is the case it might take over a year to go through the City's process. Not donating the funds until a location is set.

Roots N Blues Partnership Update

They are not interested in partnering with us at this time.

Member, Staff, and Public Comment

Sarah asked if the office needed any marketing support after Hannah leaves at the end of the month. Nickie said she will let the committee know.

Sarah made a motion to adjourn at 4:07 pm. Mark seconded. Approved.