

**Downtown Community Improvement District
Executive Committee Meeting
Tuesday December 7th 2021
ZOOM & 11 S 10th St**

Present

Nickie Davis - CID
Kathy Becker - CID
Hannah Bilau - CID
Deb Rust
Kenny Greene
Van Hawxby
Mike McClung
Jose Caldera
Aric Jarvis
Mikel Fields

Guests

Approval of Agenda

Kenny Greene started the meeting at 3:30pm. Van made a motion to approve the agenda. Deb seconded. All in favor.

Board Member Slate

Nickie went over the board member slate. The Mayor rejected the slate that the board voted on in November. After discussion and consultation with The District's attorney, the Executive Committee all agreed to recommend that we follow the guidelines established in The District's petition and resubmit the slate as voted on by the Board in November. In addition, when we resubmit the names we will provide two alternatives for each position. These alternatives will be the alternative with the most votes and they will be the same for each position. Jose stated that per our petition, the Mayor must select from this slate that includes alternates.

Nickie will have everything drafted by the board meeting.

February Board Retreat

Nickie thinks our board retreats should become an annual thing each February as an onboarding process for new members and to have a dedicated space for visioning our next few years. Nickie asked for a timeframe the committee would like to see the event - brunch into happy hour, lunch into dinner?

The Executive Committee recommended starting at 11:00 a.m. and that the retreat would replace the February 8th meeting.

Budget Updates

Sales Tax collections are up. The budget needs to be adjusted to address this increase and also to make changes due to the Gateway Project and the donations that will be transferred from the Community Foundation. The number of budget revision was discussed. The Executive Committee recommended that we submit budget revisions at the January meeting and then again at the meeting following the Board's retreat.

Nickie mentioned Geoff Jones' bringing up the possibility of funding bouncer/bartender training - either sponsoring businesses to take the training or keeping the trainer on retainer. No prices have been talked about, but it is something that the Chief of Police has said would be helpful. If the board is comfortable with it, he would like to see action sooner rather than later. Aric brought up that he would like to attend a training before we signed off to give money. Nickie would like to figure this out during the full board meeting next week - should have price points by then as well. If decided upon this item would also be in the January budget revision.

December Board Agenda Creation

- **Budget Updates**
- **Convention Center**
- **Garage Occupancy Numbers** - received gate arm numbers from parking. Will hold off on having them present until the board can look at the numbers.
- **Board Member Slate** - will move towards top of agenda
- Going to add Bar Trainer to the agenda.

Member, Staff, Public Comment

Kenny brought up that he would like to put further pressure on the city to install the flood lights we have paid for. Nickie reiterated that they fixed broken lights and installed bright LED lights in some areas - but they are not the ones we paid for.

Adjournment

Van made a motion to adjourn at 4:25 pm. Mikel seconded. All approved.

**Downtown Community Improvement District
Board of Directors Meeting
Tuesday, December 14th 2021
ZOOM & 11 S 10th St**

Present

Tom Mendenhall
Kenny Greene
Deb Rust
Aric Jarvis
Kathy Becker - CID
Nickie Davis - CID
Hannah Bilau - CID
Jose Caldera
Auben Galloway
Munir Mohammad
Kalle Lemone
Van Hawxby
Lara Pieper
Heather McGee
Adam Dushoff

Guests

Amy Schneider
Pat Fowler
Carol Rhodes
Kathy Murphy
Chief Geoff Jones
David Seamon
Tayna Heath
Maria Oropallo
Caleb Wright
Todd Roland and Dan Wright

Introduction

Kenny began the meeting at 3:35 pm.

Approval of Agenda

Tom moved for the agenda to be approved. Aric seconded. All in favor.

Approval of Minutes

Tom moved for the minutes to be approved. Auben seconded. All in favor.

Approval of Financials

Kathy went over the finances since Mikel could not attend the meeting. Up on property and sales tax collection. Will be addressing the surplus and altering the budget in March. Budget is on track. Tom made a motion to approve the financials. Deb seconded. All in favor.

Police Report

Officer Wright has said the cooler weather has brought less conflict. Reminded the board to direct unsheltered folks to turning point and room at the inn for shelter. Location of the shelter changes from week to week. Nickie asked about an incident where a business owner was struck in Alley A by an unhoused person. Officer Wright will be looking into the case to see if he can provide an update for it. Chief Jones let us know that if it's a closed record there is not much they will be able to share.

City Report

Carol brought up the portable lights that have been placed around the district. Reminded the board that the lights we have purchased have been stalled due to supply chain issues. Nickie asked about an update on the search for a new city manager. She did not have anything she could share.

REDI Report

No report.

CVB Report

Occupancy rates in hotels are up. Amy believes tourism is trending in the right direction. Six bids will be coming to the CVB in January. The CVB is asking for community support in welcoming them as they come to town.

New Business

- **Standardizing Emergency Training**

- Nickie introduced Caleb with Training Security Solutions. He was recommended to us by Chief Jones. Chief Jones thinks standardizing bar staff training so everyone has the same expectations would be beneficial for everyone. Chief Jones went over how he knows Caleb and why he believes his service would be a benefit to the CID, district bar owners/staff, and CPD.
- Caleb introduced himself and his background. Hickman grad and former MU security guard. He presented his idea for a District Safety Initiative and trainings/services he can provide to keep downtown safe and fun for everybody.
- Nickie asked Caleb about his staffing. Right now it is just him and another doing the training. Kenny asked about availability.
- Winter is Caleb's slow time. Nickie believes if we want to act we should act soon while students are out of town for break. Could provide training quarterly if the board liked that idea. Dan mentioned adding in Show Me ID training to Caleb's resources.
- Aric brought up that ops thought the board should experience the training before opening it up to businesses.
- Van mentioned that ATF is attempting to be more active in the community - thinks having ATF speak with the board would be beneficial.
- Jose let the board know that if CID board members want to experience the training first we need to be careful to not have a quorum and then make sure we don't need to put out a bid.
- Aric made a motion to send the decision to ops. Van seconded. All in favor.

Old Business

- Board Member Slate

- Nickie filled the board in on what is going on with the board member slate and the mayor. Let the full board know how the executive committee feels. Aric explained the executive committee's opinion and referenced the wording in the petition that influenced their decision. Aric made a motion to move forward with the executive committee's decision. Lara seconded. Most in favor. Tom abstained. Motion passes.

- February Board Retreat

- Nickie introduced the idea of transforming the February board meeting into a half day retreat. The purpose of which is to onboard new members, have a sunshine law refresher, and do some visioning for the year. She is working on a visioning survey for the board and the community to help narrow down what our next big project should be.

Committee Reports

- Operations

- Meet again this week. Chatted about safety downtown and extra lighting. Also talked about providing funding for new cameras downtown. Short term parking and trash were also discussed.

- Economic Development

- Chose Ken Nicols to do the first alley door and discussed district gift cards.

- Marketing

- Did not meet

- Gateway

- Did not meet

DLC Report

Did not meet, but will have one in January that will focus on gun violence. Tom would like to invite some local judges to that meeting.

COMO 200 Report

Will be having a party at 5 on Thursday. Some Gateway items will be placed in the time capsule.

Parking Commission Report

Did not meet.

Staff Report

Nothing to report.

Board, Staff, Public Comment

Tayna Heath is a mayoral candidate. She introduced herself and her platform to the board. Nickie let the board know that she is working with the atrium to bring a mayoral debate downtown. She does not want the CID to sponsor it,

but does want to facilitate it. David Seamon is also a mayoral candidate and introduced himself and his platform to the board. Maria Oropallo is another mayoral candidate. She introduced herself and her platform to the board.

Adjournment

Tom made a motion to adjourn the meeting at 4.26 pm. Adam seconded.

**Downtown Community Improvement District
Operations Committee Meeting
Thursday December 16th 2021
ZOOM & 11 S 10th St**

Present

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

Guests

none

Approval of Agenda

Tom moved for the agenda to be approved at 3:30 pm. Van Seconded. All in favor. Approved.

Board Standardized Emergency Training

Aric reintroduced the conversation on training that started at the board meeting on training. Van suggested having board members who own nightlife businesses attend the training. Asked questions regarding putting the training out to bid - not necessary if we spend up to/less than \$5,000. Tom suggested spending that 5,000 and then putting out an rfp after that initial spend. Aric presented a motion for the committee to sponsor 1 seminar for \$500 for interested board members to attend with the option for a 2nd seminar in the future. Tom seconded the motion. All in favor. Nickie will coordinate the training with Caleb to be as soon as possible. Van recommended inviting Alcohol & Tobacco control administration as well. He also shared the contact info for another trainer with Nickie as an option.

Short Term Curbside Parking Update

James and the city are looking to enact 24 minute parking spots. Needs to change an ordinance to make that happen, but the current curbside spots will remain free until that happens - so at least through the end of the year. Should have about 23 of the new spots once approved.

Trash & Block By Block Update

Nickie and Kathy met with Steve Hunt and Dave Sorrell to talk about their department paying for a new BBB employee to clean only the alleys. Cost is around \$50,000. John Glascock was very encouraging about this possibility. Will be putting consistent pressure on them to commit to doing something. Might need to wait until the new City Manager is hired.

Tom asked about street sweepers. Van said he saw one downtown today.

Planter Update

Had a meeting with Parks and Rec to go over planters. Had great feedback on the work Helmi's Garden did last summer. Received a quote from them on what it would cost for Helmi's to continue to maintain the planters. Presented it to Parks and Rec to see if they could pay for it outright or do a cost share where we buy the plants and Parks & Rec waters. Kathy is going to get another quote from a place parks and rec recommended. Fixing/replacing the planters is also on Parks & Rec's radar.

4AChange Update & Latest Report

Kathy shared 4AChange's fall report. Most of the interactions were alcohol and mental health related. Aric thinks it's a good report to review to see how the money is being spent/see the results of his work. Chatted about inviting him to the retreat to let the new board members know what he does.

Visioning

Will be asking each committee what their spending priorities/project ideas. This committee will have another meeting before the retreat. Looking for 3 ideas per committee - Aric asked each member to come to the next meeting with ideas.

Other Discussion Items

Chatted some more about 4AChange's reports.

Public Comment

none

Adjournment

Van made a movement to adjourn at 3:57 pm. Chris seconded. Approved.

**Downtown Community Improvement District
Marketing Committee Meeting
Tuesday December 28th 2021
ZOOM & 11 S 10th St**

Present

Kathy Becker - CID
Nickie Davis - CID
Hannah Bilau - CID
Munir Mohammad
Kalle Lemone
Deb Rust
Mark Sulltrop

Guests

None

Introductions

Approval of Agenda

Munir made a motion to approve the agenda at 3:41 pm. Kalle seconded.

Highway Signage

Cost is \$1,000 a year each sign/each direction and a one time \$1,000 set up fee. Munir mentioned that it's not bad, as billboards cost much more. Have the cost in the contingency. Could also ask at the retreat when we update the budget in February. Committee is in favor of the idea, and would like to bring it to the retreat in order to save the contingency. Deb asked who it is through - subcontractor for the state. Committee decided to table the discussion until the retreat in February.

Small Business Saturday Review

Nickie said that from her perspective Small Business Saturday was a major success. One retailer mentioned that having just the one day was overwhelming for them and asked that every Saturday in November could be a small business Saturday - difficult to do since it is a national event. Munir voiced that he had record breaking sales, but less people through the door.

Living Windows Review

28/30 businesses participated. Wasn't as stressful as previous years when we had 45 businesses participate. The Atrium went all out, and had Santa. Simmons was not thrilled they weren't able to host Santa as they have in the past. They did sponsor him at the Atrium though. Nickie would like to narrow down parameters for if we open up Santa's location again. Deb would like to have someone sponsor a golf cart/gator for the judges in the future.

Holiday Decor Update/Issues

Nickie went over our experience with the new holiday decor company. Have used them for 2 years and neither year was smooth or easy. Have another year with them, and then we own all of the decor from them. Has been very frustrating for the staff. The company we use also does VU's light display and it has felt like they have been prioritized over us. Issues with the Magic Tree colors for the first few weeks were upsetting. Took awhile to get it right. Kalle asked if we could get a few RFP's to see what our options are. Deb suggested we have a meeting with Artistic to voice our concerns and ask for improvements/changes, and also collect some RFP's. The value of owning the lights and the cost going down \$37,000 a year after the 3rd year is a huge consideration. We have a lot of options. Have brought up with the company multiple times that we are not happy with their work. Did like the columns, the street light poles, and NVAD. Did not like the tree and the stars near the keyhole. Communication is the main complaint.

Restaurant Week/Drinks in The District

Postponing the January event.

True/Love Event

True/False wanted everyone to know that the event is happening at the beginning of February. Will be making an in kind donation of \$5,000 and then a \$2,000 cash donation.

Wedding Stroll

Moving to next month.

Event Dates for 2022

Nickie asked the committee to look over the dates and make sure there are no major conflicts (football games, restaurant association things, etc). Went

over the tentative schedule. Mentioned possibility of hosting a mayoral debate at the atrium with Adonica moderating.

Member, Staff, & Public Comment

Hannah went over the past two months' analytics.

Adjournment

Kalle made a motion to adjourn at 4.40pm. Munir seconded. Approved.