

**Downtown Community Improvement District
Economic Committee Meeting
Tuesday February 7, 2023
2:00 p.m.
11 S 10th St**

Present

Nickie Davis-CID
Kathy Becker-CID
Nikki Reese-CID
Deb Rust-Tellers & Sake
Mikel Fields-Cracked up Mobile
Mike Nolan-Blue Note
Demitrius Woods-Essentialz
Adam Dushoff-At Large

Approval of Agenda

The meeting was called to order at 3:33. Nolan made a motion to approve the agenda. Rust seconded the motion. Motion passed.

Selection of At-Large Committee Members/Board Chair

Fields presented Dushoff as a potential at-large committee member.
Dushoff agreed.

Davis said that they have two possible committee members and will reach out to them.
Nolan made a motion to add Dushoff as an At-Large Committee member. Fields seconded the motion. Motion passed..

Fields asked Nolan to be the Chair of Economic Development. Nolan stated that he was not opposed to it. Nolan asked about conflict of interest with the Orr Street Park Committee. Davis stated that she did not think it was a problem. Dushoff made a motion that Nolan be elected the Chair of the Economic Development Committee. Rust seconded the motion. The motion passed.

Minority Business Grants selection

Fields discussed the idea of having an open discussion on the candidates. Members discussed the candidates and the pros and cons of each. There were 11 applicants, 7 grants (including 1 left over unused from last year), 8 possible recipients. Winners are:

**Bush's Catering
Pro-Kutz, RenzBlenz
ElizabethRae**

Fabulous Masgterpiece's Beauty Lounge
Bellevation/Cam's Sports Fitness
573 Tees
Sunithea Lea, LLC

Wish list for 2023

Davis reported that The District is using Placer AI, it helps create better benchmarks, recruitment packets, business retainment materials. She asked to get input on what the Economic Committee would like to add to enhance their mission. Committee members asked for previous ideas. Davis mentioned increased and better materials and packets for new and existing businesses A Part-time event planner and staff to keep the downtown business list up-to-date. Dushoff and Rust agreed that it would be beneficial to hire a Part-time employee to handle the stats and upkeep of our downtown lists of business owners. Rust also agreed.

Member, Staff and Public Comment

None

Meeting Adjournment

Nolan made a motion to adjourn. Dushoff seconded the motion. Motion carried through. Meeting ended at 2:50pm.

Downtown Community Improvement District
Executive Committee Meeting
Tuesday February 7, 2023
3:30 p.m.
11 S 10th St.

Present

Nickie Davis-CID
Kathy Becker-CID
Nikki Reese-CID
Deb Rust-Tellers & Sake
Mike McClung-Dungarees
Aric Jarvis-The Broadway
Lara Pieper-Bloom Bookkeeping
Kenny Green-Monarch Jewelry

The meeting was called to order at 3:33pm.

Approval of Agenda

McClung made a motion to approve the agenda. Pieper seconded the motion. Motion passed.

February Board Retreat Agenda

Davis went over the Board Retreat timeline. Jarvis asked if Davis could email the board a survey or reminder to the board to bring ideas of wish list items and other stuff to the retreat. Davis will send out a survey.

By Law Change-Attendance

Rust asked if a change is desired. Currently members must attend $\frac{2}{3}$ of all meetings. Maybe change to not missing 3 consecutive meetings. Committee discussed exceptions for life events, etc. McClung asked staff to ask The District's Attorney for proper wording. Issue will be discussed at the Board Retreat.

Zoom Meetings

The committee has decided to end Zoom meetings. Interaction in person is necessary for progress. Less confusion, better communication and it brings the Board and Public to downtown to help utilize The District and all it has to offer. Staff will consult with The District's attorney on how to end them properly.

Member, Staff and Public Comment

None

Adjournment

McClung motioned to adjourn the meeting. Pieper seconded the motion. The motion passed. Meeting adjourned at 3:54pm.

**Downtown Community Improvement District
Operations Committee Meeting
11 S 10th Street, Columbia, MO
February 16, 2023
3:30 p.m.**

Present

Nickie Davis-CID
Kathy Becker-CID
Nikki Reese-CID
Morgan Wright-Gunter Hans
Aric Jarvis-The Broadway Hotel
Van Hawxby-Dogmaster Distillery
Danielle Little-Columbia Real Estate
Tom Mendenhall - The Lofts

Call to Order

Rust called the meeting to order at 3:30 p.m.

Approval of the Agenda

Mendenhall made a motion to approve the agenda. Hawxby seconded the motion.
Motion passed

City Planter Ideas

Davis presented the images that were created by Parks and Rec. before Covid. Davis reported that our current planters are seen as an obstacle to some drivers. In addition the city must water them and provide upkeep. Davis also provided other alternatives to the planter design presented by Parks and Rec. These planters would have a rain storage function built within the planter. At the next meeting and until this issue is resolved it was requested to have the City attend all Operations Meeting. In addition, Local Motion should be invited to the next Operations meeting. Jarvis stated he wanted this to be discussed at the Retreat so the Board

could provide more direction regarding planting of current planters and the removal and replacement of the current planters on Broadway.

Becker to ask Parks and Rec for a better cost estimate for one planter.

4A Change Update

The 4A Change report was provided to the committee and discussed.

Update of Alley Cleaning & The City

Davis and Becker reported that they had a meeting with the attorneys on February 15, 2023. The District's attorney is working on a contract with the City.

Camera Grants

Davis reported that we have 11 applications so far. They will start issuing checks soon. One grant requested reimbursement from a previous purchase. The committee agreed that next time there should be a six month cutoff on previous purchases and grant reimbursements. Davis will send a reminder email about the remaining grant money. Becker will notify the businesses that received the grants.

Public Restrooms

Davis reported that the City wanted The District's input on the issue of public restrooms. Davis reported that we will only give a letter of support if agreed upon. The District will not take over the cleaning and or maintenance of public restrooms. The Committee asked for the City to provide more information on what they are thinking and wanting from The District.

Solid Waste Master Plan

Davis reported that the City created a master plan in 2016 for Solid Waste bins and recycling. Davis stated that it is time for a new plan. Davis will get documents ready for the next meeting, it will have details of previous plans. The committee will work on coming up with a new plan.

Committee Wish List and the Retreat

Davis asked the committee what things they would like to add to the Wish List for 2023. The committee gave their wishes:

- The Planters
- Wayfinding Signage
- Parking Signage
- Permanent Magic Tree
- More Trips
- Colorful Enclosure for NVAD
- Outside Camera for The District
- Kiosk for Downtown
- Outreach for Block by Block

Davis stated if there were any other wishes they could be emailed to her prior to the Board Retreat.

Public Comment

None

Adjournment

Hawxby made a motion to adjourn. Little seconded the motion. Motion carried through. Meeting ended at 4:19pm.

**Downtown Community Improvement District
Annual Board Retreat 2023
Tuesday, February 21, 2023
The Tiger Hotel**

Present

Nickie Davis
Kathy Becker
Kenny Greene

Deb Rust
Morgan Wright
Danielle Little
Mike Nolan
Van Hawxby
Sarah Johnson
Rachael Norden
Aric Jarvis
Lara Pieper
Kathy Murphy
Russell Boyt
Charles Bruce
Dimetrious Woods
Mike McClung

Guest

Jose Caldera

Not Present

Mikel Fields

Introductions and Agenda Approval

- **Social-**The Board of Directors and Staff introduced themselves and then they did an ice breaker to get to know each other.
- **Agenda Approval-** Pieper made a motion to approve the agenda. Murphy seconded the motion. All in favor. Motion passed. Meeting began at 10:01.
- **Committee Assignments-**Davis went over Search and Review's recommendations for committee assignments. Jarvis made a motion to approve. Norden seconded the motion. All in favor.
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Sunshine Law/Robert's Rules of Order

Jose Caldera from Harper, Evans, Wade and Netemeyer presented the Missouri Sunshine Law, Conflict of Interest Policy and Robert's Rules of Order.

- Conflict of Interest form was passed around and the group signed it individually.

CID History

Davis discussed the history of the CID.

5 Year Strategic Plan

Davis discussed the key points of the plan-Safety, Green Space & Beautification, Public Art, Marketing and Economic/Solid Waste.

Gateway Master Plan

Davis and Becker reported that we started the Gateway Plan in 2013. This last year we completed the \$1 million dollar pledge.

CPD Dashboard

Orr Street Park/Ameren Lot

Davis reported that the Orr Street Park is still undergoing construction. Operations discussed at one point using the park to put in an ice skating rink in the winter months. Because of where the future park is located, they are unable to dig beyond a certain depth due to underground conditions.

Wayfinding Signage

Davis reported that currently The District has thirteen poles available for signage. We have seven maps situated throughout The District and have room for two more. We are working with the CVB to determine what we can do.

Office Update

Lunch

The Board of Directors and Staff took a break for lunch.

Upcoming Issues

Davis discussed issues that are currently on the list for the Board of Directors to tackle.

- **ARPA funds-** The Executive Committee has discussed using the funds to put in digital kiosks in The District. They would give our tourists and community members access to things such as lists of eateries, shops, bars and much more. They would also show events and weather. They also discussed putting cameras in front of the office.
- **FUSUS Cameras-**We submitted a letter of support to the city
- **Convention Center Study-**We are currently waiting on the city
- **Sharp End Market-** Davis stated it should be majority minority businesses, REDI, The District and Women's Center and we could do scholarships

- **Public Restrooms**-Operations Committee wants to wait to have input until after we receive a solid plan from the city.
- **Solid Waste Plan**-Working on Alley Galleys, Food Truck spots, Grease Grants

Budget Overview and History

Becker reviewed the budget in depth with the board.

Project Visioning/Budget Updating

Visioning is a way for everyone to come together and finds ways to utilize the additional funds that we have available. It allows us to find the best way to put that money back into the community. Davis went over the survey that she sent out. She created a chart from that list that included projects for the Fiscal Year Budget 2023, Fiscal Year 2024, Projects to Monitor, Go to Committees, Go to the City and No Go. Here are the results:

Fiscal Year Budget 2023

Part Time Event Planner

Funding to bring more events downtown; 5k

Plantings in Planters

Updated Office Cameras Inside & Out

Banners Updated

Wayfinding Signage

Add funds for recruitment packages

Graphic Designer

Funds for Merchandise

Master Plan for Gateway/Orr Street Park

Fiscal Year 2024 Budget 2024

More money for Horse Drawn Carriage Rides

Kiosks

Art

Trips for Board Members

Monitor

More Block by Block Workers

Saving money for Orr Street Park

Saving money for Convention Center

Added funds for Media Buy

Send to Committees

Street Performers and Interactive Art Displays

Planters

Safe Rides Home

District App

CID Expansion

Closed Group Gift CARds

NVAD trash enclosure

To the City

Public Safety-More CPD

Panhandling Ordinance

No Go

Rebranding

Safety Rides 24 hours

PT Statistics Person

Crosswalk Art

Salting and snow removal

Retention grants and specialty grants

Member Staff Public Comment

None

Adjournment

Pieper made a motion to adjourn. Norden seconded the motion. All agreed. Motion passed 4:25pm.

Downtown Community Improvement District

Marketing Committee Meeting

February 28, 2023

3:30 pm

11 S 10th St

Present

Nickie Davis
Kathy Becker
Nikki Reese
Brandon Rettke
Lara Pieper
Deb Rust
Mark Sultropp-AL
Heather McGee-AL
Christine Kelly-AL

Not Present

Charles Bruce

Call to Order

Rust called the meeting to order at 3:31pm.

Introductions/Approval of Agenda

Sultropp made a motion to approve the agenda. Pieper seconded the motion. The motion carried through.

Committee Chair

Davis stated that we need to elect a chair for the marketing committee. Kelley nominated Rust. Davis stated that she is not on the committee anymore and cannot be nominated. They also discussed nominating Bruce as he had said he might be interested in it. The group discussed other options. Rust asked to vote on leaving it on the table and revisiting next meeting. Pieper made a motion to table the vote to the next meeting. Norden seconded the motion. Motion passed.

At Large Members

Christine Kelley, Mark Sultropp, Heather McGee, Matt Bear

Norden made a motion to approve the At Large Marketing Committee Members.

Pieper seconded the motion. The motion passed.

Marketing Review

Rettke reported that our Facebook account is more followed by the female population and by the 35-44 age range. He also reported that our most liked photo was from the Bi Annual Meeting at Blue Note. The Instagram account is followed more by the male population ages ranging from 18-24 & 25-35.

Other posts with higher attention:

9th & Broadway

Lyft Code

Wendy's

Shakespeare's Pizza

Rettke reported that we are at a 50/50 laptop-mobile phone user app ratio

He worked on getting table tents ready with a QR code for individuals to scan and subscribe to our events/newsletter.

Wedding Stroll

Davis reported that next weekend is the Wedding Stroll. We have 46 brides and 50 swag bags. We have 20 businesses participating. Things are going well.

Blogs

Davis reported that we have two going up. Rettke reported that one is up and the other is not uploaded yet. Davis asked the committee to please read them and share them.

Horse Drawn Carriages

Davis reported that we have two proposals. One is the same as last year but with an added \$2,000 for running the tickets. The second is, an added carriage and horse, for a total of two full carriages running at the same pace. Becker stated that the board added funds for this. Rust stated that the board was leaning toward the bigger package, also mentioned that they discussed adding a sponsor. Davis will come up with a plan for sponsorship. Pieper made a motion to pass the bigger proposal. Kelley seconded the motion. All in favor. Motion carried.

CycleX Proposal

Davis reported that the group CycleX reached out to her and wants support for the bike race that will go through The District. The individuals hosting are not in The District. They are asking for \$1,000. Committee discussed and decided to wait to see how well it goes this year before they commit to giving money.

Events Coordinator

Davis reported that the board really wants to hire an events coordinator. She will draw up a job description.

District Merchandise

Davis discussed that in the past we have allotted \$2,000 for t-shirts and merch for staff and District businesses. Asked the committee what they would like to see for the merchandise. Kelley asked that we get clear parameters on our contract and designs. Discussion was had on doing the tshirts ourselves. Davis will get new pricing and design ideas and get back to the group.

Member, Staff and Public Comment

None

Adjournment

Sultropp made a motion to adjourn. Pieper seconded the motion. The motion carried. Meeting adjourned at 4:22pm.