

**Downtown Community Improvement District
Executive Committee Meeting
Tuesday January 4th, 2022
ZOOM & 11 S 10th St**

Present

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

Guests

Approval of Agenda

Van moved to approve the agenda at 3:31pm. Mikel seconded. So moved.

Standardized Training Update

Kenny went over the idea for standardized training of the board for new members. It's a way to get everyone up to speed and on the same page in a quick and efficient way. Mikel thinks it will definitely be useful. Nickie asked for any thoughts and ideas for ways to make that possible.

Also brought up the bar and restaurant safety training. Narrowing down a date for the training for our board.

Board Member Slate Update

Nickie went over the Mayor and Council's approval of our board members for 2022. All of the former board members who are rolling off have been invited to stay on their current committees. Nickie will be reaching out to everyone next week to gauge their committee interest.

February Board Retreat Update

Nickie went over the purpose of the retreat on 2.8.22 and asked the committee for their input on agenda creation and what they would like to see happen during this time. Chatted about ice breakers and Nickie's plans for the day.

January Board Agenda Creation

So far we will be chatting about the retreat and the Board slate. Parking gave us some data for the parking garage. Mikel and Kenny would like to wait until the new board members start to invite parking to the meeting. Van mentioned inviting the new members to next week's board meeting. Nickie would like to invite the new members to committee meetings as well so they can get a feel for them and see where they would like to get involved.

Member, Staff, Public Comment

Van made a motion to adjourn at 3:58 pm. Mikel seconded. So moved.

**Downtown Community Improvement District
Economic Development Committee Meeting
Tuesday, January 11th, 2022
ZOOM & 11 S 10th St**

Present

Kathy Becker - CID
Hannah Bilau - CID
Nickie Davis - CID
Lydia Melton
Lara Pieper
Deb Rust
Mikel Fields
Auben Galloway

Guests

none

Approval of Agenda

Deb made a motion to approve the agenda at 2.01 pm. Lydia seconded. All in favor

District Gift Cards Update

Nickie went over the gift cards given away through Santa and online giveaways. Thinking about giving some to Teachers like we did Nurses last year. Nickie went over the positive public feedback we've received from the public.

Minority Business Grant

Nickie went over an update on the grant. Going to put out a press release and partner with COMO mag to get the word out on the available funds. Mikel asked about Mr.Witt's former position through the City/REDI partnership and what that means for minority owned business resources - the future of that position is unclear at this time. Hannah will make posts about the grant when it is relaunched.

Visioning

Chatted about what we are looking for as far as visioning our next project/priorities. Reminded committee to keep thinking about what they would like to see the CID focus on. Talked about the statistician Kathy has been working with - he has data ready to present.

Auben brought up thanking Parks and Rec for their efforts in tree repair/replacement downtown. He figured building a positive report will help keep the CID top of mind.

Mikel mentioned cleanliness and public safety as being priorities that influence each other. Would like to focus on campaigning that uses verbiage that focuses on cleaning up both. Brought up focusing on alleys and making them lighter and more hospitable. Lara mentioned removing the compactors and dumpsters from alleys. Lydia mentioned compactors that are recessed into buildings.

Public/Staff Comment

Auben brought up the camera MU installed on the corner of 9th and Elm. Mentioned that it is worth knowing if MU is updating/heightening their security so we can work together. Also thought asking for their camera research/cost would be beneficial. Chief Jones has been working in tandem with MU on this already. Nickie and Kathy are going to go check out MU's new camera on 9th to see what they have done. Auben said they are aesthetically nice.

Adjournment

Lydia made a motion to adjourn at 2.26pm. Lara seconded. Passed

**Downtown Community Improvement District
Board of Directors Meeting
Tuesday January 11th, 2022
ZOOM & 11 S 10th St**

Present

Kathy Becker - CID
Hannah Bilau - CID
Nickie Davis - CID
Lydia Melton
Lara Pieper
Deb Rust
Mikel Fields
Auben Galloway
Aric Jarvis
Mike McClung
Jose Caldera
Kalle Lemone
Tom Mendenhall
Adam Dushoff

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Guests

Carol Rhodes
Dani Little
Rachael Norden
Pat Fowler
Sarah Johnson
Maria Oropollo
Officer Andersen
Amy Schneider
Connor Stewart
Kathy Murphy

Introductions

Approval of Agenda

Aric made a motion to approve the agenda at 3:36 pm. Mikel seconded. All in favor. Passed

Approval of Minutes

Aric made a motion to approve minutes. Tom seconded. All in favor. Passed.

Approval of Financials

Kathy went over the financials. 89% of the budget on income received. 83% of sales tax received. 100% of property tax received. Sales tax collection is still up compared to previous. Paying down Gateway line of credit to save on interest. Tom motioned to approve finances. Adam seconded. All in favor. Passed.

Police Report

Officer Anderson went over the Silverball shooting. Suspect is in custody and has been charged with multiple felonies. At the end of the month the Room at the Inn shelters will be moved to downtown churches. Wabash has been utilized as a warming station at night. Police presence will be at each venue.

City Report

Carol let the board know that several city staff members and CPD officers have been out with COVID. Main priority is keeping people healthy.

REDI Report

Jay could not attend, but sent Nickie some notes. Hired a business development specialist. She will be focusing on small business, and helping people start their businesses. COMO Cooks will be relocating to the former Taj Mahal location near REDI.

CVB Report

Amy let the board know that at the end of 2021 conventions and events were coming back, and were trending up. Have had some alterations to that due to the new COVID wave. The good news is that they are not choosing another city over us, but they are either being pushed back or going virtual.

New Business

- Board Member Slate

- Kenny invited everyone who is rolling off the board at the end of the month to stay active on their committees. Thanked everyone

rolling off for their service and dedication. Welcomed new members.

Old Business

- Standardized Emergency Training

- Sent the training over to ops to see if we wanted to move forward. They decided to move forward with the training. Ran into some logistic issues with scheduling. Hoping to have something on the books soon.

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- February Board Retreat

- February retreat is something we would like to do consistently from now on. Nickie went over details of the day and what everyone can expect. Went over the survey she sent out and asked board members to let her know if there was anything she left out of the survey.

Committee Reports

- Operations

- Aric went over to the Operations committee meeting. Discussed training and ongoing projects. Looked at A4Change report.

- Economic Development

- Met today. Mikel provided an overview of the discussion they had. Discussed gift card distribution, Minority Business Grant, and visioning.

- Marketing

- Deb went over the marketing meeting. Discussed highway signage, past event reviews, holiday decor, Restaurant Week/Drinks in the District, True/Love event with True/False, event dates for 2022

- Gateway

- Did not meet

DLC Report

Did not meet

COMO 200 Report

The committee has been dissolved.

Parking Commission

Mike went over the parking commission meeting. Fencing on the Walnut garage should be complete by the end of the month hopefully. 2 spots are now open on the commission if anyone would like to get involved.

Staff Report

Nickie reminded everyone to complete the visioning survey. Reiterated that we would like the members who are rolling off to remain on their committees.

Tom is going to remain on DLC. Asked the board to continue to push for a new parking garage. Kenny mentioned that he would like to back the Armory lot as a potential location.

Board, Staff, and Public Comment

Aric made a motion to adjourn at 4:06 PM, Deb seconded. Approved.

**Downtown Community Improvement District
Operations Committee Meeting
Thursday January 20th, 2022
ZOOM**

Present

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

Guests

Approval of Agenda

Aric started the meeting at 3:32 pm. Tom made a motion to approve the agenda. Chris seconded. Approved.

Visioning

Went over some visioning ideas to bring to the retreat next month. Previous discussion items have been - the convention center, Broadway planters, parking options, curb repair, tree grate painting, hiring an additional BBB person to focus on the alleys. Nickie asked for a list of possible priorities. Aric mentioned that narrowing down CID and City responsibilities would be helpful in narrowing down what our priority areas are. Chris asked about 4th street crosswalk - is being worked on now. Chris also asked about the plaza spending - the CID is done spending money for it. Asked if the funds we were previously saving annually had already been allocated - they haven't, that's the purpose of the visioning we are doing.

Aric and Tom voiced support for parking, security updates, and trash. Cameras specifically. Tom also voiced support for getting bids to see what it would cost to fix the curbs downtown so we can pitch a cost share to the City Manager.

Kathy mentioned that council will be entering a work session to refigure the city's trash policy - trying to get an invite to that meeting.

Board Standardized Emergency Training Update

Have training scheduled for next week. Three board members and CID staff will be attending. Will then offer a recommendation to the full board on how to move forward after the training.

Short-term Curbside Parking Update

Will continue to offer free short-term parking until the City is able to figure out some logistical issues with ParkMobile.

Trash Update

CID staff met with solid waste department directors to chat about hiring a new BBB person for the alleys and strategized ways to ease some of the trash related issues we have been dealing with for a while now. Figuring out logistics. City Manager has been looped in as well. Will keep applying pressure.

Planter Update

Repairs will take a while. Should be the City's responsibility per our petition, but right now they are not wanting to participate at all with the maintenance. Before COVID we had been talking with Parks and Rec about ripping them out and replacing them. The question is whether or not we want to rip them out or repair and maintain them. Tom had some concerns regarding the previous quote we received to remove the planters. Asked for staff to receive new quotes.

4AChange Update and Latest Report

December was a pretty slow month for 4AChange. Expecting an uptake in calls now that it is colder and Room at the Inn is moving downtown. Wabash warming station is always full when it's cold.

Other Discussion Items

None

Public Comment

None

Adjournment

Chris made a motion to adjourn at 3:59pm. Tom seconded. All approved.

**Downtown Community Improvement District
Marketing Committee Meeting
Tuesday January 25th, 2022
ZOOM**

Present

Nickie Davis - CID
Kathy Becker - CID
Hannah Bilau - CID
Sarah Johnson
Christina Kelley
Kalle Lemone
Deb Rust
Dani Little
Kathy Murphy

Guests

Introductions

Meeting was called to order at 3:33 Pm

Approval of Agenda

Kalle made a motion to approve the agenda. Christina seconded. All in favor

Marketing Review

Hannah reviewed the past month's marketing analytics.

Holiday Decor Update/Issues Update

Nickie went over the history of our relationship with Artistic. They have been difficult to work with both years we have had a contract with them. There are many things we have liked that Artistic has done - light poles (when they work) NVAD, etc. Going to meet with them in the next week or two to see how we can correct the issues we have had. Will continue to keep the committee updated. Deb asked questions about the steps we have already taken to correct these issues and asked about the specifics of the contract.

Restaurant Week/Drinks In The District

Didn't hold the event in January like usual. Wanted to give bars and restaurants a break after the holidays and due to staffing constraints. United Way would like to partner with us for an event. A liquor distributor would also like to get involved with Drinks in the District. We aren't interested in taking money, but we are interested in partnering with places - just need to determine what that looks like. Christina mentioned a partnership Tito's has with an event that happens on the Delmar Loop in St.Louis. Deb mentioned creating a competition between servers/bartenders where whoever stamps the most passports wins a gift card from The District. Asked committee if we wanted to hold the event in February or wait until June - Deb would like to wait until June, the committee seemed to agree. Kalle asked about a "Taste of The District" event. The Restaurant Association reached out about potentially doing a Columbia-wide event. Nickie will be going to their meeting to brainstorm what that would look like. Kalle suggested a sponsor paying for live music downtown during the event.

Wedding Stroll Update

March 20th is the anticipated date. Adonica will be joining us at future meetings to go over how that is looking. Still have a good amount of material left over from the 2020 event. Might plan a virtual option as a just-in-case.

Event Dates for 2022

Went over projected event dates for 2022. Nickie asked the committee to take a look at the events and see if there was any conflict. Spring Shop Hop is around the dates of Unbound - but that's a benefit. Chatted about Unbound moving downtown and what we might expect from that. Nickie asked if we wanted to keep Caffeine Crawl on the books. Jason, the owner, would like to do a 'bingo card' style giveaway on the next one to encourage people to explore the area and spend money at other stores. If we do it in October - there is a Georgia game and Roots and Blues. Committee decided to do a Caffeine Crawl in 2022.

Visioning

Kalle brought up having a temporary ice rink downtown during the holidays. Christina's #1 item was making The District more of a holiday destination - and not just a place to buy gifts and leave. She also likes the idea of having a

Taste of CoMo festival. A billboard is also an option. Partnering with parks and rec to create an ice rink might be very feasible. Horse Drawn Carriages/hay rides on Thursdays are an option. Sarah suggested a "history of downtown" day that was part scavenger hunt/walking tour day - would be cheap and easy. Nickie would like to boost/amp up Earth Day. Kalle had mentioned a wellness day/fair, there might be a tie in with that. Nickie would like to talk to the Peace Nook and see if we can boost their Earth Day event. Kalle mentioned maybe having a run/5k. Kalle also mentioned the "light the world with love" vending machine.

Member, Staff, and Public Comment

Sarah mentioned boosting the fact the busses are free right now and it's very easy to get downtown - would like to see a post about it on social.

Deb made a motion to adjourn at 4:34 pm. Kalle seconded. All in favor.