

**Downtown Community Improvement District  
Executive Committee Meeting  
3:30 p.m.  
Tuesday January 3, 2023  
11 S. 10<sup>th</sup> or VIA ZOOM**

**Present**

Nickie Davis-CID  
Kathy Becker-CID  
Nikki Reese-CID  
Aric Jarvis  
Mike McClung  
Lara Pieper  
Deb Rust

The Meeting was called to order at 3:30

**Approval of the Agenda**

Rust made a motion to approve the agenda, McClung seconded the motion. Motion carried.

**February Board Retreat Agenda:**

Davis spoke about the retreat coming up in February, said there will be some changes. Gave a brief description of the retreat:

The retreat will officially start at 10:00 a.m.

McClung asked if excess funds should be discussed and have list of ideas to give to the board as options. Rust brought up Gateway and asked if maybe they should talk about something similar. Davis said that there was a possibility of a second Gateway project and that could be possible. All agreed that whatever they do decide to do, it will be discussed by the committees and the whole board and agreed upon.

**Search and Review**

Davis is developing the Committee Slates, Officers Slate and reviewing the Attendance Policies. For the Search and Review Committee. Davis discussed the need for Marketing Committee members. Rust mentioned putting a cap on the number of members per committee.

Attendance policies. McClung asked if Caldera would be going over the policies. Davis said Yes.

**Annual Evaluation**

Davis's annual evaluation is January 11, 2023, at 2:00 p.m. during the Search and Review Committee.

**January Board Agenda Creation**

Davis went over the January Board Agenda and mentioned that the meeting would be longer.

**Member, Staff and Public Comment**

None

**Adjournment**

McClung moved to adjourn Pieper seconded. Motion carried.

Meeting adjourned at 3:48.

**Downtown Community Improvement District  
Search and Review Committee Meeting  
Tuesday January 3, 2023  
2:00 p.m.  
11 S 10th St.**

**Present**

Kenny Greene  
Deb Rust  
Aric Jarvis  
Kathy Murphy  
Mike McClung  
Nickie Davis-CID  
Kathy Becker-CID

The meeting was called to order at 2:11 p.m.

**Approval of the Agenda**

Murphy moved to approved to approve the agenda. McClung seconded. Motion carried.

**Closed Session**

McClung motioned for the Search & Review Committee of the Downtown Community Improvement District to meet on Wednesday, January 11, 2023, in the Conference Room of Downtown Community Improvement District office at 11 South Tenth Street, Columbia, Missouri 65201 to go in to Closed Session to discuss individually identifiable personnel records, performance ratings or records pertaining to employees or applicants for employment as authorized by § 610.021 (13) of the Revised Statutes of Missouri. Murphy seconded.

A roll call vote was taken.

Greene- Yes  
Jarvis -Yes  
McClung – Yes  
Rust – Yes  
Murphy – Yest  
Motion carried.

**MOTION TO RETURN TO OPEN SESSION**

Jarvis moved to return to Open Session, Murphy seconded. Motion passed.

**Selection of Committee Members**

Davis brought up the list of Selection of Committee Members – she showed a list summarizing their preferred committees. The Committee discussed the slate. Rust was taken off the Economic Development Committee. No other changes were made to the slate.

### **Selection of Officers**

Nickie and the Committee discussed the list of officer candidates. Search and Review approved the recommendations and decided that next year's executive Committees would be made up off all board officers and Russell Boyt.

### **Approval of the slate**

McClung moved to approve the officer slate and the committee list as amended. Jarvis seconded. Motion passed.

Davis will notify the board members and tell them which committee that they were assigned. The board will vote on the officers at the retreat.

### **Attendance Policy**

Board member cannot miss 2/3 of the board and committee meetings (total meetings). The secretary would contact those that missed consider number of meetings. Need to discuss this issue at the retreat. The attendance policy will be sent out in an e-mail that Nickie will be sending to the Board. The attendance policy includes all committees including PAC and DLC. Discussed unexcused absences would like to provide an exception to the policy (due to life events, etc.). The exception would be made by the Chair of committee or Board.

Zoom meetings will be discontinued starting with the new officers. Excused absence due to life happens. This is in the by-laws so the board will need to approve changes recommended below.

Mike moved to take the following by-law change to the board.

If a board member misses three consecutive meetings or 2/3 of all meetings a board member may be removed from the board and/or committee. Recommendation to remove a member will come from the Committee or Board Chair. The final decision to remove a member will be made by the Executive Committee.

Murphy Seconded, Motion passes and will be presented to the full board.

### **Motion to adjourn**

McClung made the motion to adjourn. Jarvis seconded. Motion passed.

**Downtown Community Improvement District  
Board Meeting  
Tuesday January 10, 2023  
3:30 p.m.  
11 S 10th St. or via Zoom**

**Present**

Kenny Greene-Local Artist  
Nickie Davis-CID  
Kathy Becker-CID  
Nikki Reese-CID  
Aric Jarvis-The Broadway Double Tree  
Mike McClung-Dungarees  
Van Hawxby-DogMaster Distillery  
Lara Pieper-Bloom Bookkeeping  
Deb Rust-Tellers Gallery & Bar/Sake  
Mikel Fields-Cracked Up Mobile  
Rachael Norden-The Missouri Symphony  
Danielle Little-Columbia Real Estate  
Russell Boyt-Russell Boyt Real Estate  
Kathy Murphy-Commerce Bank  
Charles Bruce-COMO Magazine  
Sarah Johnson-The Basement Reef  
Heather McGee – On the Rocks - Zoom

**Guest**

Tom Mendehall  
Mike Sokoff-City of Columbia Parking  
James Faup-City of Columbia Parking  
Lisa Driskel-Hawxby-REDI  
Carol Rhodes- City of Columbia  
David Parmley-The Broadway Hotel  
Amy Schneider-Convention and Visitors Bureau  
Jose Caldera – Harper, Evans, Wade & Netemeyer

**Introductions**

Board member, staff and visitors all introduced themselves.

**Approval of the Agenda**

Pieper made a motion to approve the agenda at 3:30 p.m. Boyt seconded the motion. Motion passed.

### **Approval of Minutes**

Jarvis made a motion to approve the minutes. Pieper seconded the motion. Motion passed.

### **Approval of Financials**

The financials were presented by Pieper. Pieper reported that \$530,000 in sales tax revenue. Pieper reported that we are on track with 66% from May to April. Total budgeted is \$775,000.

McClung made a motion to approve the financials, Fields seconded the motion. Motion passed.

### **Police Report**

Police were not able to be present. Davis reports that they had a fire investigation. They are working on a Police Meet and Greet and a Narcan training. They are working to secure a date.

### **City Report**

Rhodes reported that the last day to file for council ward was today at 5:00 p.m. This Thursday is the Diversity breakfast. Rhodes stated she is looking into parking for delivery drivers as per Nickie's request.

### **REDI Report**

Driskel- Hawxby reported that there are eleven minority grants worth \$5,000.00 that are city funded. They will have another round of grants in the Spring. Driskel-Hawxby also encouraged all to attend upcoming REDI meetings. In February it is at the Blue Note.

### **CVB Report**

Schneider requested any information for local businesses in The District to be added to their email blast. It gives the tourists stuff to do. She asked any additions be given to Davis and she can forward.

### **New Business**

#### **Presentation Parking Utility**

Sokoff reported that they are working toward changing the meter time to 3 hours instead of 2. They are working toward three slots, 1 hour, 3 hours, and 10 hours. They would like us to provide a letter of support stating The Districts approval of these time changes. In the letter they would also like us to ask the Council to allow them to change meter times as needed and without going to the Council every time. The Parking Utility also agreed that they would be working to coordinate the parking meter times with the garages. Making everything 8 a.m. – 6 p.m. with garages still free on the weekends. They also are planning new signage. McClung moves to send letter to the City Council that shows agreement to these proposed changes. Hawxby seconded. Motion Passed.

#### **Presentation from HVS on Convention Center Study**

Anthony Davis and Thomas Hazinski from HVS presented the Convention Center study. The study was provided to the Board members in the Dropbox. A. Davis commented that Downtown is where most want the center to be located since it is already a destination.

Key points:

Two Scenarios were given, one with 21,000 square feet and a parking garage, one with 30,000 square feet no parking garage.

Cost of each consecutively, 23 million and 33 million

Researched competition in Columbia and determined there isn't really any competition.

Researched competition across Missouri and there is none.

Discussed economic impact through the city.

Discussed fiscal impact.

Potential for \$15 million to trickle into Columbia from tourism and conventions.

Discussed tax revenue.

Green opened up the floor for questions. Boyt asked about parking study and costs, and stated says the project can't be done without the parking garage attached.

Johnson asked about bathrooms and how this project would impact the sustainability of the downtown area. Sokoff said no bathrooms are currently in any parking garage. Green stated that a new garage could have restrooms included and possible greenspace on the roof. A parking study is included as needed by the hotel. The cost of building it for scenario # 2 with or without bathrooms was outside the scope of this study.

Murphy asked who builds these types of facilities or where does the funding come from. Anthony Davis stated that investors, public entities will buy properties in hopes of revitalizing communities. They will offer debt relief and have the tourists pay the tax/lodging taxes.

McClung reminded everyone that the study did not include debt servicing. To build it funders are required. A new convention center will put Columbia on the map as far as tourism. Multiple streams of funding to build will be needed.

Murphy asked Schneider about a city-wide plan on a Convention Center. Schneider stated it had been talked about in the past.

### **NVAD Letter of Support**

Davis reported that they are looking into finding signage for the alley in North Village. New signage would help in case of an emergency in the businesses that are off the alley. NAVD is asking for a letter of support to have these signs installed. Johnson asked what would be on the sign. Davis said just basic information. Green mentioned that it would be like that used in the Benton-Stephens neighborhood.

Jarvis made a motion to approve the letter of support. Murphy seconded the motion. Motion passed.

### **Old Business**

### **ARPA Funds Applications**

Davis reports that there are six proposals that were submitted. Only one The Minority Owned Business grant match made it to the next round. The next round will be coming soon.

### **Board Retreat/Feb. Cancellation**

Davis reports that the BOD retreat will be an all-day event at the Tiger Hotel on February 21<sup>st</sup>. Breakfast will be at 9:30 a.m. We will end around 5:00 and then have drinks afterwards. Due to this all day retreat the normal board meeting will be canceled. Agenda will go out closer to the date. Caldera said there was no vote needed on the cancelation of the meeting.

### **Committee Reports**

#### **Operations**

Operations did not meet in December.

#### **Economic Development**

Economic Development did not meet in January. They will be going over the Minority Business Grant applications at the next meeting. Econ. will meet from 1-4 for this meeting.

#### **Marketing**

Marketing meet and worked to finalize future event dates. The District also will not be using Artistic any more. We will be using the same installer next year.

#### **DLC**

Davis reported that they discussed short term rentals. This issue does touch downtown rentals a little. More information will be coming on this topic.

#### **Parking Commission Report**

McClung reported that they are working toward getting more staff. They are down by 30%. This is one of the reasons the garages don't look good.

#### **Orr Street Park Committee**

Did not meet.

#### **Staff Report**

None

#### **Comments from Board, Staff and Public**

None

#### **Adjournment**

McClung moved to adjourn, and Pieper seconded. Motion carried.



**Downtown Community Improvement District  
Economic Development Committee Meeting  
Tuesday, January 17, 2023  
12:30 p.m.  
11 S. 10<sup>th</sup> or VIA ZOOM**

**Present**

Nickie Davis-CID  
Kathy Becker-CID  
Kenny Green  
Mikel Fields  
Russell Boyt  
Kathy Murphy  
Adam Dushoff

The meeting was called to order at 12:30 p.m.

**Approval of Agenda**

Murphy moved to accept the agenda. Dushoff seconded motion passed.

**Committee Wish List**

The committee talked about their wish list. The list will be discussed at the retreat. Also if there are any programs that the committee think would fit within the APRA guidelines let Nickie know.

The committee discussed adding funds so we could produce nice recruitment package and packages for new businesses. Davis stated that those two items would be great to have.

The committee wanted more time to discuss and think about. They would like to have their February meeting before the retreat so that they can discuss further. The revised date will be determined after the committee is polled on the best available date.

The committee asked the status of a downtown mural. Davis stated that the location by Lakota was on hold. The committee can look for another location if they desire.

**Minority Business Grants**

The Committee then heard presentations starting at 1:00 p.m. for those that applied for a Minority Business Grant. Two on the list (Blooming Boots and Typsy Treats have bowed out).

Minority Business Grant – Davis went over the application process and provided a list which applicant would be presenting to the committee. She stated the presentation would be recorded for those not in attendance, etc.

After the presentation Davis asked all to review each business so that final awards could be decided at the February meeting.

Greene moved to adjourn, and Murphy seconded. Motion carried.

**Downtown Community Improvement District  
Operations Committee Meeting  
Thursday January 19, 2023  
3:30 p.m.  
11 S. 10<sup>th</sup> Street or via Zoom**

**Present**

Nickie Davis-CID  
Kathy Becker-CID  
Nikki Reese-CID  
Aric Jarvis-The Broadway Hotel  
Kathy Murphy-Central Bank  
Chris Kelley-Zoom  
John Ott-Zoom

**Guests**

Tom Mendenhall-Lofts  
Mike Snyder-City Parks and Rec

The meeting was called to order at 3:32.

**Approval of the Agenda**

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

**City Planters**

Snyder informed the group that he was there for any questions. He stated that City's Planning Department will manage the overall project of replacing the planter that was removed for construction at 10<sup>th</sup> and Broadway. Construction will be finished in about a year. We have less than one year to design and figured out what we want the new planter(s) to look like. Costs and designs were discussed. It was estimated that each planter would cost \$30,000 to replace. The old planters look outdated, and this past year really did not look good at all. Further discussion took place on how the City of Columbia and The District could work together to solve the issues with the planters and upkeep.

Snyder will send the designs and plans that were previously put together to Davis. Davis will distribute them to the committee. Once we decide what we want we can get detailed cost estimates. The committee asked for a deadline for the Broadway planter design.

**4 A Change**

Becker went over the report. A lot of the same individuals are on the report again this month. Murphy asked why they purchased the VFW to only be open for a minimum number of hours. Murphy stated that she felt it needs to be a 24-hour facility. Davis will check to see if the old VFW is open overnight. She

believes is it but will double check. stated that the facility is run by volunteers and that the individuals are allowed to stay during the operating hours, but then are sent to the next stop when they close. Ott asked if it was possible to use ARPA funds to employ individuals to take care of the facilities. This affects the downtown area, so ARPA could be utilized. Murphy asked if there was a way to follow up with individuals who are brought in for a psyche evaluation from other counties and never picked back up and taken home to their county of residence.

### **Update on Alley Cleaning and Block by Block**

Davis reports that they are currently fully staffed. Looking at ways to have incentives for longevity. Work is long and hard hours, trying to come up with ways to entice employees to feel appreciated and stay with them. The possibility of having the businesses give a discount to the Block by Block staff was discussed.

### **Camera Grant Update**

Davis reports that the Camera Grant Program is out and all over the news. There have been phone calls over concerns of face tracking. Currently have six applications. Applications need to be completed by July 31<sup>st</sup> or before we run out of funds. Discussions were had about pushing for smaller businesses that need the cameras. The program is listed in our newsletter, private page and we could approach individuals. Murphy asked if we could follow up with businesses to make sure that they installed the cameras. Davis stated that the committee will review the program after it is completed.

### **Committee Wish List and ARPA Requests**

The committee discussed future items that they would like to see funded. Murphy would like to see the beautification completed in the downtown area, the use of a private company and new planters.

Jarvis would like to inquire about signage, monitors and way finding signage.

Ott would like to see signage for the location of specific parking garages.

Davis mentioned a permanent Magic Tree.

Murphy would more trips for board members like the trips the Chamber takes.

Davis mentioned completing the Gateway project.

Davis mentioned funding a colorful art enclosure for the new trash compactor area in NVAD.

An outward pointing camera for The District was discussed.

Becker mentioned wayfinding Kiosk as an ARPA ask.

The committee also discussed asking for ARPA funds for a outreach person through Block by Block that would be assigned to The District.

### **Public Comment**

None

### **Staff and Public Comment**

None

### **Adjournment**

Murphy moved to adjourn the meeting at 4:51 Ott seconded, all approved.

**Downtown Community Improvement District  
Marketing Committee Meeting  
Tuesday, January 24, 2023  
3:30 p.m.  
11 S 10<sup>th</sup> Street and Zoom**

**Present:**

Nickie Davis- CID  
Kathy Becker – CID  
Brandon Rettke-CID  
Deb Rust  
Sarah Johnson  
Heather McGee (Zoom)  
Matt Bear (Zoom)  
Charles Bruce  
Lara Pieper  
Kathy Murphy  
Christina Kelley

**Guest**

Michael Dungery, Local Motion

**Call to Order**

The Meeting was called to order at 3:35 p.m. Johnson moved to approve the agenda. Pieper seconded. Motion passed.

**Local motion – Bike Walk Wheel**

Dungrey (Director of Local Motion) presented The District a partnership opportunity. Dungrey presented several sponsorship opportunities for the week long event that starts on May 14, 2023. Most of the events will be downtown. Dungrey presented a handout with difference opportunities and went through the anticipated participation at each event. The committee was not interested in the sponsorships that were provide. They did, however, ask Davis to investigate collaborating with them in coordination with Wellness Week. Davis will follow-up with Dungrey.

**Marketing Review**

Rettke went over the marketing review PowerPoint. Facebook number are up. The June Restaurant week was discussed. McGee suggested the use of QR codes on table tents that can be given to businesses. Rettke will be working on getting a page developed for restaurant week that will provide more information, participants, etc. The District did hire Writers Block to do blogs. Various blog ideas were discussed. Rettke will investigate the suggestions.

Johnson asked if the winners of the Minority business grants would be on and/or featured on our website. Davis said the winners are on the website. Johnson also suggested that we recognize black owned businesses during Black History Month (February).

Kelley suggested marking to Kansas City and St. Louis at the end of April through May due to all the graduations, etc. happening in Columbia.

### **Holiday Décor Update**

The decorations are coming down slower than we want. After the decorations are done we will be finished with Artistic. We have an agreement for installation next year. It is Integrity Soft Wash. The same company that put them up this year (Integrity Soft Wash was not used by Artistic to take decorations down this year).

### **Wedding Stroll**

Davis went over last year's Wedding Stroll survey. Kelley suggested making it more of a stroll with no scheduled stops except for maybe two or three.

Davis discussed the lack of turnout. The point of the Wedding Stroll is bring attention to the venues as well as businesses in The District. If we do Wedding Stroll we will do it in house versus using a company to manage. In addition, Davis mention that Bridal shops are really busy in March and that they find it hard to participate. If we move the date there are no guarantees that they can participate at the new date either.

The committee decided to keep it in-house and to make it more of a Stroll with a passport that can be punched when they stop at certain businesses. The date of this year's wedding stroll will be Saturday, March 11<sup>th</sup>.

### **Start-up Weekend Sponsorship**

Davis presented another sponsorship opportunity. Start-up Weekend is an event for those wanting to start or create a small business. They would like The District to sponsor the after party on March 12 that is at the end of the event. It will be held at The Roof. They estimate 100 people will be attending the event. night at the roof. Kelley suggested drink tokens with The District on them.

Johnson moved to cap the event at \$1000.00. Kelly seconded. Motion passed.

Davis will look into tokens and also notify them that we will be supporting the ending event.

### **Wishlist for 2023**

The following suggestions were made:

5K

More for sponsorships

More for Horse Drawn carriages.

Marketing a safety campaign. Promote the positive.

Add more money to Media Buy

Funding for more Merch and using local shop to sell items.

Revamping of the Shop Local logo- more in Graphic Design

### **Member, Staff and Public Comment**

None

### **Adjournment**

Johnson moved to adjourn. Kelley seconded. Motion passed.