

**Downtown Community Improvement District
Executive Committee Meeting
Tuesday, July 5th, 2022
11 S 10th Street & Zoom**

Present

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

Guests

None

Absent

None

Approval of Agenda

Mike made a motion to approve the agenda at 3:30pm. Aric Seconded.
Approved.

HVS Study Draft

Nickie went over the first draft we received of the convention center study. This draft was only the phase 1 analysis. Phase 2 will be forthcoming and will discuss the economic impact. Nickie is going to condense the report for the full board meeting. Also mentioned asking Amy or someone from the CVB to discuss the report they recently did that mentions the need Columbia has for another convention center.

Block By Block Visit

John from BBB came into Columbia recently to talk about an ambassador pilot program. Have not received a quote back from him yet. Mayor Buffaloe joined CID staff and John for a meeting to discuss the idea. Will bring a quote

to the committee/full board once it is received. Aric asked a question regarding the goal of the program - Nickie would like them to just be a friendly face for people via providing directions, walking people to their destination if they are worried about safety, referring folks to AAAAChange, etc.

July Board Agenda Creation

- **Letter to City Re: Wabash**
 - Along with the letter, Nickie will be putting out a statement to the businesses letting them know and asking them to join us at the council meeting/sign a letter of support for our asks.
- **HVS study draft**

Member, Staff, and Public

Discussed an incident that happened in the private Facebook group for District Business owners. Asked the committee their opinion about the situation and discussed ideas on how to move forward.

Kathy brought up HB1606, let the committee know we have sent it to our lawyer to review. Bill's main focus is related to unsheltered persons sleeping on state-owned land but includes several unrelated guidelines for political subdivisions.

Mike made a motion to adjourn at 3:59 pm. Lara seconded. Approved.

**Downtown Community Improvement District
Board of Directors Meeting
Tuesday, July 12, 2022
11 S 10th Street & Zoom**

Present

Kathy Becker - CID
Hannah Bilau - CID
Nickie Davis - CID
Kenny Greene
Dani Little
Sarah Johnson
Mike McClung
Mikel Fields
Deb Rust
Rachael Norden
Charles Bruce

Guests

Tom Mendenhall
Emily - Alpine Shop
Lisa Driskol Hawxby
Alana Matthews - Mizzou J School
Carol Rhodes
Officer Anderson
Officer Dan
Mike Nolan

Absent

Lara Pieper
Camellia Cosgray
Van Hawxby
Heather McGee
Russell Boyt

Approval of Agenda

Mikel made a motion to approve the agenda at 3:31 and Aric seconded.
Approved

Approval of Minutes

Dani made a motion to approve the minutes, and Sarah seconded. Approved.

Approval of Financials

Kathy went over the past month's financials since Lara was absent. 75% through the fiscal year with all budget areas below 75% spent. Aric made a motion to approve the financial report. Mikel seconded the motion. Approved.

Police Report

Nothing specific to report. Loitering and illegal activity around Dancearts has been a concern, and they have been working with the business to mitigate their concerns. Dan went over how to mitigate loitering concerns for all businesses via a letter of enforcement, and the best way to contact downtown officers. Dani asked a question about when the police review board is - Officer did not know off the top of his head. Aric asked a question about a specific individual and if there were any other reports about her. Sarah recommended CoMo Mobile Aid/Turning Point as a resource. Sarah asked if they have noticed an increase in incidents around bus drop-off/pick-up times - and he has. Sarah asked him to clarify the difference between erecting something on a sidewalk and camping. City Ordinance currently allows camping at Wabash, but sidewalks and walkways cannot be obstructed. Tom asked about how HB 1606 is going to alter the City's camping ordinance.

City Report

ARPA funds and the survey results will be a pre-council topic Monday night. Carol said there is no update on the street lights we paid for over a year ago.

REDI Report

Mochamber.com has a new document called Safer Missouri Stronger Missouri she recommended everyone take a look at. It's a business-led initiative to combat crime. She reminded the Board of what she does for REDI and the resources she can provide. Went over the demographics of the HUB. Open house for the new airport terminal will be happening on July 26th.

CVB Report

Amy or Megan will be here next month to present their strategic plan.

New Business

- HVS Study Draft

- Nickie went over the draft for phase 1 of the Convention Center study.

Old Business

- Letter to City Re: Safety

- There has been a positive response from business owners on the letter. Many have reached out to Council, the Mayor, and the City Manager. Many have also committed to attending City Council on Monday in support of the letter. Sarah brought up that the camping has dropped off during the summer, but have noticed altercations when the busses are running. Board shared some of the issues they have been seeing - Aric raised concerns regarding the response time of 311. Going to send the issue to Operations to do further research on how other cities manage mental health and shelter crises. Nickie asked the Board to join CID staff at council this Monday.

- Banking Update

- Would like to move our banking downtown if we can get a comparable rate

Committee Reports

Operations

Did not meet

Economic Development

Did not meet

Marketing

Restaurant week went well, Drinks in the District is happening now, Dog Days is on the 28th, working on wellness weekend and holiday projects.

Gateway

Did not meet

DLC Report

Did not meet

Parking Commission Report

Did not meet, but will be discussing aligning parking meters and garage hours at the next meeting. Kenny asked about extending parking at the Armory. Michael recommended taking it as the Board as opposed to just him bringing it up during the meeting.

Staff Report**- Project Reports**

- CID Staff went over the projects currently being worked on

Board, Staff, and Public Comment

Emily asked a question regarding the District-wide gift card.

Kathy made a motion to adjourn at 4:47 pm. Sarah seconded. Approved.

**Downtown Community Improvement District
Economic Development Committee Meeting
Tuesday, July 19th, 2022
11 S 10th Street & Zoom**

Present

Kathy Becker - CID
Hannah Bilau - CID
Nickie Davis - CID
Rachael Norden
Kathy Murphy
Charles Bruce
Deb Rust
Kenny Greene
Adam Dushoff
Lara Pieper

Guests

Lisa Driscoll-Hawxby
Ty Burgess - Placier

Absent

Mikel Fields
Russell Boyt

Approval of Agenda

Adam made a motion to approve the agenda at 3:30 pm. Rachael seconded.
Approved.

Placier Demo - Business Analytic

Placier is a location data company. The committee heard from Senior Account Executive Ty Burgess to see if they would be something we would be willing to invest in for economic benchmarking data.

Committee liked the presentation. Gave questions to Kathy to take back to the company & will revisit next meeting.

District Business Update

Hannah went over new businesses this month - nothing much to report. Selfie Love CoMo will be opening soon, but a date is not yet set.

Alley Doors Update

Applications are open for two new doors. 3 doors at the Tiger Hotel are coming soon. Installation for our door is this Friday.

Virtual Job Fair

Nickie met with the principal at DHS recently. Had the idea of running a virtual career fair for our businesses. Will run on FB Live Early August with A2D Events. Event will be pushed to Douglass Students, but also open to the public.

Minority Business Grants

Nickie tweaked the wording a bit for this next round to be more inclusive of businesses that have been established for a bit. The next round opens on October 1st. The committee decided to leave it as 1st come first serve. Will begin advertising the grant now so people have time to get ready before it opens.

Gift Card Program (District Purchased)

Just opened up the application for our businesses and will close August 1st. Will do a random drawing on the 1st and purchase gift cards from the winners on August 2nd. Discussed some ways of changing the parameters of how businesses are selected, but didn't settle on anything.

In-District Gift Card Program

Kathy has been looking at companies to run closed-loop District-Wide gift cards. Goal of October 1st so we can have it running by Christmas.

Public/Staff Comment

None

Adjournment

Kenny made a motion to adjourn at 4:20 pm. Adam seconded the motion. Approved.

**Downtown Community Improvement District
Operations Committee Meeting
Thursday, July 21th, 2022
11 S 10th Street & Zoom**

Present

Kathy Becker - CID
Hannah Bilau - CID
Kathy Murphy
Chris Kelley
Van Hawxby
John Ott

Guests

none

Absent

Camellia Cosgray
Aric Jarvis
Tom Mendenhall

Approval of Agenda

Chris made a motion to approve the agenda at 3:34 pm. Van seconded.
Approved.

Block by Block Outreach Ambassador

John from BBB was supposed to join to go over the ambassador program but wasn't able to make it. The pilot program would only increase our BBB budget by \$60,000. Would like to apply for ARPA funding for it.

Cameras in The District

- **Grant**

- Grant is ready to go out on August 1st. Waiting on information from FUSUS to confirm camera compatibility. Asked the committee if we would like to put a camera in front of our building. Funding for our cameras would be separate from the grant to come out of the contingency.

- **CPD & FUSUS**

- No updates from the City.

Updates

- **4AChange**

- Went over John's report from the past month. Purchased hotel rooms for 2 single mothers and their children and a veteran who was stranded after traveling in. Helped a few people get copies of their birth certificates.

- **Block by Block - Alleyway Ambassador**

- In the city manager's budget to hire someone to full-time clean the alleys.

- **Sidewalks and Curbs**

- 50% cost-share program is running with the City. Kathy Becker asked if we want to consider bringing back a sidewalk cost-share program that we run to help offset more of the cost. John mentioned that the City will come and shave the edges of any sidewalk that is raised if called. He recommended reaching out to public works regarding areas we are concerned about. John also mentioned that the new gas station on Locust should be putting in a new sidewalk there, but it will be leaving a gap between the station's sidewalk, the flat branch park expansion, and the plaza. John mentioned we should check with the City to see if that is going to happen.

Other Discussion Items

Kathy Murphy brought up how mediocre the current planters are. We had an agreement with Parks and Rec for free planting in exchange for us covering the brickwork repair. It currently looks barren or like weeds. Parks and Rec is telling us it's currently too hot to plant.

Kathy Murphy asked about the two vacant lots - 1 across from uprise and the former US Bank building. Commented on the overgrown weeds and trash in both lots. Kathy Becker will be reaching out to the assistant city manager about the weeds to see if she can pressure them to take care of the lots.

John asked about what our next step is regarding Wabash after City Council on Monday. He recommended we write another letter and ask for an exact

date for action to be taken. Kathy Murphy recommended including options for solutions in the next letter. John shared that he believes there is a lack of urgency in the City Council regarding the situation at Wabash. John also voiced concern that the Opportunity Campus will not cater to the needs of Downtown's unsheltered population - he believes mental health and drug addiction resources must be included in any solution.

John's main belief is that the unsheltered community is not a monolith & that different cases require different solutions. His main ask is that the complexities and intersections for all causes of homelessness be taken into consideration.

Van asked if we could put together a commission on homelessness together with the City to determine and create resources. Kathy Becker brought up that the City will be creating a point person on this issue.

Public Comment

None

Adjournment

Kathy Murphy made a motion to adjourn at 4:15 pm. Chris Kelley seconded. Approved.

**Downtown Community Improvement District
Marketing Committee Meeting
Tuesday, July 26th, 2022
11 S 10th Street & Zoom**

Present

Kathy Becker - CID
Hannah Bilau - CID
Deb Rust
Sarah Johnson
Mark Shellstrop
Dani Little

Guests

Matt Bear

Absent

Heather McGee

Approval of Agenda

Mark made a motion to approve the agenda at 3:33 pm. Sarah seconded.
Approved.

Marketing Review

Hannah went over the past month's marketing analytics.

Holiday Update

- **Ice Rink**

- Nickie has continued to talk to different companies. Cost is more than we thought, but Parks and Rec is open to helping us with the maintenance and skate rental aspect of things. Still a ways down the line. Nickie would like to narrow down companies as we are waiting for the Orr street park to be closer to completion.

Drinks in the District Review

Event went really well. 90 passports and 276 stamps were submitted.

Dog Days Sidewalk Sale

This weekend. Retailers have been posting their sales early this week. Hoping people will have tents up for their sales. Looking like it will be a good weekend.

Wellness Weekend

Nickie showed the committee the concept art for the bingo card. Introduced the step challenge. Bingo winners will get gift cards. Step challenge winner will get shop local merch. Dani had the idea of adding a QR code to the passport to link to the full list of events. Or adding copy to tag us in their photos from the weekend.

WE Project

Nickie went over the proposal from the WE project for a mural project. Murals are several story large photographs of Columbia citizens. Went over her idea submission - 1 large mural or 5 smaller ones. Have the funds in the contingency for this year or next year. Mark asked a question about the length of time the mural will be up. Committee is on board, but would like to see it up for longer than a month if we invest.

Roots N Blues Partnership

Did not meet with them yet. Had one scheduled, but had to move it.

Scavenger Hunt

Deb brought up the scavenger hunt we did last year & how it would be fun to bring it back. Asked the committee to come up with some ideas for how to do it in a relatively painless way.

Member, Staff, and Public Comment

Nickie brought up the proposal from CoMo Picnic's for decorations for drop-off/pick-up location decor/man power during the holiday hayrides. She also had the idea of inviting vendors to set up with treats/coco/gifts etc. Kathy confirmed there is money for it in the budget.

Sarah made a motion to hire Como picnics to do pick/up drop off location decor for the holiday horse rides. Dani seconded the motion. All approved.

Mark made a motion to give \$2,000 to the WE Project for murals, given we can extend the length of the mural past one month. Sarah seconded. All approved.

Sarah made a motion to adjourn the meeting at 4:19 pm. Dani seconded. Approved.