

**Downtown Community Improvement District
Executive Committee Meeting
11 S Tenth St.
Tuesday March 7, 2023
In Person**

Present

Nickie Davis-CID

Kathy Becker-CID

Nikki Reese-CID

Deb Rust-Tellers & Sake

Aric Jarvis-The Broadway Hotel

Lara Pieper-Bloom Accounting

Kathy Murphy-Central Bank

Mike McClung-Dungarees

Guests

Kenny Greene-Local Artist

Not Present

Russell Boyt-Russell Boyt Realty

Approval of the Agenda

Pieper made a motion to approve the agenda. McClung seconded the motion. All approved. Motion carried.

SharpEnd Market

Davis discussed the Sharp End Market and what it actually is. She described it as an open air business incubator that will allow small businesses to work to become a brick and mortar. REDI and Missouri Women's Business Center are asking for our help to make this partnership come into fruition. The individuals that would be able to utilize this facility are any small businesses that are being coached through the facility and do not currently have a brick and mortar. Davis stated that the funding could potentially go toward a yearly scholarship. The committee discussed the idea. Davis will take their thoughts back to the others and will go from there.

Agenda Creation

Davis reported that there are two potential presentations. One from Local Motion and one from Short Term Rentals.

FY23 Revised Budget
FY24 Budget Planning

Member, Staff and Public Comment

None

Adjournment

Pieper made a motion to adjourn the meeting. McClung seconded the motion. All approved.
Motion carried. Meeting adjourned 3:54.

**Downtown Community Improvement District
The District Board of Directors
Full Board Meeting
Tuesday March 14, 2023
11 S. Tenth St.
3:30pm
In Person**

Present

Nickie Davis-CID
Kathy Becker-CID
Nikki Reese-CID
Mikel Fields-Cracked Up Mobile
Danielle Little-Columbia Real Estate
Morgan Wright-Gunter Hans
Sarah Johnson-The Basement Reef
Kathy Murphy-Commerce Bank
Rachael Norden-Missouri Symphony
Aric Jarvis-The Broadway Doubletree
Russell Boyt-Russell Boyt Realty
Mike Nolan-The Blue Note
Deb Rust-Tellers & Sake
Lara Pieper-Bloom
Dimetrious Woods-Essentialz Bodega
Jose Caldera-Harper, Evans, Wade & Netemeyer

Guests

Nick Knoth-Self Employed
Carol Rhodes-City of Columbia
Lisa Driskel-Hawxby-REDI
Tim Teddy-City of Columbia
Sharon Geuea Jones-Planning & Zoning
Lawrence Simonson-Local Motion

Absent

Mike McClung
Van Hawxby

Rust called the meeting to order at 3:30pm.

Introductions

The Board, Staff and Guests introduced themselves.

Approval of the Agenda

Pieper made a motion to approve the agenda. Norden seconded the motion. All in favor. Motion carried.

Approval of the Minutes

Norden made a motion to approve the minutes. Pieper seconded the motion. All in favor. Motion carried.

Pieper gave a report on the current financials.

Approval of the Financials

Jarvis made a motion to approve the financials. Boyt seconded the motion. All in favor. Motion carried.

Police Report

Wright and Rowland were unable to attend the meeting.

City Report

Carol Rhodes gave an update on the FUSUS program. She also has a contact for anyone interested in artwork for the compost/trash compactor. Murphy asked when the lights would be installed and will there be a communication piece to work them. Rhodes said she thought there would be. Murphy asked her to update us when she gets that information.

REDI Report

Lisa Driskel-Hawxby discussed the Entrepreneurial Program and how things are going with the 125 hub innovation space that they are working on. They had fifty pitches over the weekend and 12 finalists so far.

CVB Report

Not available

New Business

Local Motion

Lawrence Simonson gave a full detailed presentation on the vision of Local Motion. He discussed how he would like for The District and Local Motion to work together to create a downtown that is safe, attractive and profitable. Murphy asked about membership details and he stated that you just sign up.

Presentation Short Term Rentals

Sharon Geuea Jones did a short presentation on Short Term Rentals in Columbia Missouri and the effects it is having on the city.

The Shops at SharpEnd

Davis reported that REDI is working with The District and Missouri Women's Business Center on a program that will help small businesses learn how to start up a business and maintain it.

Old Business

FY 23 Revived Budget

FY 24 Budget Planning

Jarvis made a motion to approve the revised budget. Wright seconded the motion. All in favor. Motion carried.

Committee Reports

Operations

Jarvis reported that they are making planters top priority, added public restrooms and solid waste.

Economic

Reported that they voted on who received the Minority Owned Business Grants.

Marketing

Davis reported that they have hired a company to do our blogs. She also reports that we have now hired two horse drawn carriages. She also let the Board know that they are discussing bringing more merchandise in.

DLC Report

Davis reported that they are discussing the Short Term Rentals and the Convention Center.

Parking and Commission Report

No report given.

Orr Street Park

Davis reported that they are putting in a grant to assist with Orr Street Park. The buildings are coming down and we will keep you updated.

Staff Report

Becker reported that they are updating the bank cards and signature changes. The Treasurer, Lara Pieper, the Chair, Deb Rust, the Executive Director, Nickie Davis, and the Director of Operations, Kathy Becker will be signers on The District's accounts.

Comments from Board, Staff and Public

None

Adjournment

Jarvis made a motion to adjourn the meeting. Pieper seconded the motion. All in favor. Motion carried, end time 4:34pm.

**Downtown Community Improvement District
Operations Committee Meeting
11 S. Tenth St.
Wednesday March 15, 2023
3:30 pm
In person**

Present

Nickie Davis-CID

Kathy Becker-CID

Nikki Reese-CID

Aric Jarvis-The Broadway Doubletree

Morgan Wright-Gunter Hans

Danielle Little-Columbia Real Estate

Kathy Murphy-Central Bank

Guests

Tom Mendenhall At Large

John Ott At Large via phone

Not Present

Chris Kelly

Van Hawxby

Jarvis called the meeting to order at 3:30.

Approval of the Agenda

Murphy made a motion to approve the agenda. Mendenhall seconded the motion. All in favor. Motion carried.

Local Motion and City Planters

Lawrence Simonson gave an in depth presentation on benefits of “Bulb Out Planters” and their contribution to the safety and beautification of the city. Asked us to not remove them. Davis stated we should come up with a plan. Parks & Rec were unable to attend today’s meeting.

4AChange

Becker reports that they are under budget and there have only been a couple of instances. Jarvis reports that he spoke to the police about the patient drop off for evaluation and then not being

taken back to their home in other counties. Police are working on it. They are also about to dissipate to tent communities. Ott requested that we have a meeting with the sheriff.

Update of Alley Clean Up and the City

Davis reports no changes.

Camera Grants

Davis reports that the grants are officially closed. We still have applicants.

5 waiting

15 funded

20 total

Once checks are cut we will announce.

Public Bathrooms

Davis would like to survey and see where they would like to put them, but with strict guidelines. John Ott states that he is against Public Restrooms. Davis wants to know who they are marketing them for. She also wants to reference Bill from Block by Block to see how often they are cleaning up human messes. Jarvis asked if we could have the results from the survey by next week. Davis said yes.

Solid Waste Master Plan

Davis reports that Ott discussed the map and talked with the City Manager. They want us to be in control of the SWMP. She reports that they are not billing correctly and we would need to re-do the entire system. Waiting on the city to respond. Jarvis asked if we had action items. Davis wants to invite the city to have a conversion. Becker stated she would look for the plans on building.

2024 Operations Budget

Becker reports that we still want new planters and more block by block workers. She will have the budget ready for the next meeting.

Member, Staff and Public Comment

None

Adjournment

Murphy made a motion to adjourn the meeting. Mendenhall seconded the motion. All in favor. Meeting adjourned 4:31pm

**Downtown Community Improvement District
Economic Development Committee Meeting
11 S. Tenth St.
Tuesday March 21, 2023
3:30 pm**

Present

Nickie Davis-CID
Kathy Becker-CID
Nikki Reese-CID
Mike Nolan-The Blue Note
Deb Rust-Tellers/Sake
Russell Boyt-Russell Boyt Real Estate
Kathy Murphy-Commerce Bank
Dimetrious Woods-Essentialz
Adam Dushoff-Addisons

Guest

Ria Beeson-Miconex via Zoom

Not Present

Mikel Fields-Cracked Up Mobile

Nolan called the meeting to order at 3:30pm.

Approval of the Agenda

Dushoff made a motion to approve the agenda. Nolan seconded the motion. All in favor. Motion carried.

Downtown Gift Cards

Davis introduced the guest speaker Ria Beeson with Miconex who joined us in Zoom. Beeson gave a detailed overview of Miconex and how their Visa gift card program would be beneficial for The District and its business owners. After the presentation the committee had questions:

- 1) Dushoff asked if the card was only a handheld card or can it be used digitally or on paper?
Beeson answered, physical card only.
- 2) Dushoff asked, if there was an actual number or do you have to be present to use it? Beeson answered, cardholders do not have to be present to use, or to purchase cards.
- 3) Dushoff asked, if The District is selling the cards or are the businesses selling the cards? Beeson answered, The District can or the businesses can sell the cards.
- 4) Nolan asked, how do you close the loop to only The District businesses? Beeson answered, the cards will have a merchant ID that will only allow it to be used within The District.
- 5) Nolan asked, does The District pay the fees? Davis stated that Beeson will go over fees later.

- 6) Murphy asked, are there two ways to load the card? Your website, our website, then the cards will have to be mailed? Beeson answered, yes that is correct and yes they will be mailed. Beeson added that the cards will have a website/page that the seller(s) will log in to, scan the card, load it and hand it over if done in person.
- 7) Murphy asked, what is the turnaround time for a mailed card? Beeson answered two to three days.
- 8) Dushoff asked, is there ever a reduction of value? Beeson answered, there is no expiration date and never a reduction or loss of value.
- 9) Nolan asked, can it be re-loaded. Beeson answered, no that it costs too much. We don't charge businesses, the businesses may be charged up to 5% with their card provider, it will all depend on the business owners plan with their card provider.
- 10) Murphy asked, if Miconex could please help us with the wording for merchant/terminal providers. Beeson answered, yes.

Davis will cover details with Caldera. She will also send out a doodle poll to the board. Follow up in two weeks.

Wayfinding Sign Update

Davis reported that we walked with the CVB and looked at the Wayfinding Signage that was put up.. The city installed it, we helped pay for it, it needs replacing. We are looking at painting and new vinyl for the signage. There will be some that will be removed and some new ones will be added. Becker reported that we are waiting on a final quote. Davis also reported that we are also looking at our maps and what needs to be done with them. We currently have funding to replace the Wayfinding Signage this year. Potential money for replacing the maps with digital in the future.

FY 2024 Budget

Becker reviewed the budget and discussed the board's requests and will bring results to the next meeting.

Update on Minority Business Grants

Davis reported that all but two checks have been given. One has not found a brick and mortar yet and the other is leaving The District. Davis reported that October starts our new year and we are asking for another match grant. Does the board want to start looking for new applications? Nolan said, why don't we start earlier in September and that way we have a couple months to make the decision before the holidays.

Board, Public, Staff Comment

None

Adjournment

Dushoff made a motion to adjourn. Boyt seconded the motion. All in favor. Meeting adjourned 4:40pm.

Downtown Community Improvement District

The District Marketing Committee

Tuesday March 28, 2023

**11 S. Tenth St.
3:30 pm**

Present

Nickie Davis-CID
Kathy Becker-CID
Nikki Reese-CID
Brandon Rettke-CID
Deb Rust-Tellers/Sake
Charles Bruce-Como Magazine
Mark Sultropp-At Large
Rachael Norden-MOSY
Sarah Johnson-The Basement Reef
Matt Bear-At Large
Christine Kelley-Makes Scents

Not Present

Lara Pieper

Introductions

Rust called the meeting to order at 3:30. Introductions were made by all.

Approval of the Agenda

Sultropp made a motion to approve the agenda. Norden seconded the motion. All in favor.
Motion carried.

Committee Chair

Davis discussed voting in a new Committee Chair, stated that Norden had mentioned interest. Norden agreed. Bear made a motion to elect Norden as the Committee Chair. Kelley seconded the motion. All in favor. Motion carried.

Marketing Review

Rettke reported that the numbers are going up slightly on social media and blogs are getting viewed and shared. Johnson asked if we could spread the blogs out over the month instead of releasing them all at once. Rettke said yes.

Wedding Stroll Review

Davis reported that the Wedding Stroll was successful. We had a surprising increase in interest this year. 90 people signed up and 60 of them showed up to registration. She reported that the surveys from the businesses gave good feedback for future events.

Andrea Lynn Events

Davis reported that she received the proposal for Andrea Lynn Events and would like the committee to look at the proposal and entertain the idea of utilizing her in the future.

Magic Tree

Davis reported that Randall, the creator of the Magic Tree in Columbia, has asked us to not use the name “Magic Tree”. She spoke with Jose Caldera and he said we need to stop using it. Davis reported that the tree is dying and that we need to look at either replacing it with another tree or some type of sculpture/art piece. The committee agreed to stop calling it the “Magic Tree” and just come up with a different name for this upcoming season. They will entertain news ideas for next year. Rust asked if we need to talk to Commerce about the removal and agreed to do it.

Spring Shop Hop

Davis reported that the posters will be out soon.

Restaurant Month

Davis reported that our graphic designer doesn’t like having the Drinks in The District and Restaurant Month together; it is too difficult to brand that way. The committee discussed options that would give the best outcome to the business owners as well as the passport holders. Committee agreed that on the passports, they could use a passport that was for Restaurant Month with an option to get a stamp for a drink as well.

Media Buy Day

Davis reported that we need to set a date for the 15 minute pitch sessions. Will send a Doodle Poll to see which dates work best for the group. Looking at end of April to mid May.

Member, Staff and Public Comment

Davis reported that she was approached about the Rainbow Ride 2023. Committee discussed supporting Pride instead and agreed to table the Rainbow Ride 2023 at this time. Davis also asked about Wellness Dates in September, she will get back with the committee to set a date. Becker reported that the budget was in the drop box if anyone wanted to look at it before the next meeting.

Adjournment

Norden made a motion to adjourn. Bear seconded the motion. All in favor. Motion passed
4:33pm