

**Downtown Community Improvement District
Search and Review Meeting
Tuesday, May 3rd, 2022
11 S 10th Street**

Present

Kenny Greene
Mike McClung
Deb Rust
Aric Jarvis
Kathy Murphy

Guests

None

Absent

None

Approval of Agenda

Mike McClung made a motion to approve the agenda. Aric Jarvis seconded all in favor.

Adjournment

Mike made a motion to adjourn the meeting. Deb seconded. Approved.

**Downtown Community Improvement District
Executive Committee Meeting
Tuesday, May 3rd, 2022
11 S 10th Street**

Present

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

Guests

None

Absent

Van Hawxby
Lara Pieper

Approval of Agenda

Deb made a motion to approve the agenda at 2:46 pm. Aric seconded. All in favor.

Possible Unsheltered and Panhandler Action

Nickie shared with the committee that she believes immediate action needs to be taken to aid our unsheltered population. She shared that she would like to apply pressure on City Council, but would like the committee and the board to narrow down an ask (or list of asks) they can present to the Council. Deb asked about ARPA funds, Nickie recapped how the funds have already been allocated to the unsheltered. Chatted about the proposed sites for a new city-run shelter and methods that have worked in the past. Kathy brought up John from 4AChange's report and let the board know that he feels that the policy on open camping being allowed in The District is not effective.

Banking Reassessment

Kathy filled in the committee on our current bank. Would like to move back to a bank that is located within The District. She is going to get rates from the banks within the CID and bring them back to the board.

The Committee heard from 2 representatives from Commerce Bank on what they offer compared to what we currently have. Mike filled the committee in on some banking logistics the CID did with Commerce and a previous Director. Kathy asked what information Commerce would need from us in order to receive a rate quote.

May Board Agenda Creation

- Budget FY22
- Presentation from City on ARPA Funds
- Presentation from Local Motion
- Permanent Curbside Parking Update

Member, Staff, and Public Comment

Emily from Alpine Shop stopped by for the meeting, committee asked her if she had any concerns or anything to share - nothing this week. Invited her to the full board meeting next week.

Adjournment

Mike made a motion to adjourn at 3:29 pm. Aric seconded. All in favor.

**Downtown Community Improvement District
Board of Directors Meeting
Tuesday, May 10th, 2022
11 S 10th Street**

Present

Kathy Becker - CID
Hannah Bilau - CID
Nickie Davis - CID
Dani Little
Rachael Norden
Sarah Johnson
Mikel Fields
Van Hawxby
Kathy Murphy
Lara Pieper
Mike McClung
Aric Jarvis
Kenny Greene
Camellia Cosgrey
Deb Rust

Guests

Emily - Alpine Shop
Lisa Drisckel Hawxby
Connor Stewart
Chief Jones
Pat Fowler
Tom Mendenhall
Amy Schneider
Matthew Lue

Absent

Russell Boyt
Heather McGee

Approval of Agenda

Aric made a motion to approve the agenda at 3:32 pm, and Lara seconded. Approved.

Approval of Minutes

Rachael made a motion to approve the minutes. Mikel seconded. All in favor.

Approval of Financials

Lara went over the previous month's financials. April was the 7th month of the fiscal year, and expenses are on track. Mike made a motion to approve the financials. Van seconded. All in favor.

Police Report

CPD went over the past month. Bit of an uptick in calls with the warmer weather. Bicycle patrol is getting back up and running. Chief Jones let the board know some updates regarding the unsheltered being dropped off downtown from Missouri Psychiatric Center. Also provided his perspective on the FUSUS system and let the board know when the company will be in town for a demo presentation. Aric asked about the urgency/timeline regarding the system. Chief Jones said it is dependent on the council. Could be set up within 30 to 60 days after receiving council approval. Aric asked another question regarding the maintenance and long-term upkeep of the system. Chief Jones said that if the equipment given to the businesses to hook their cameras into the system breaks, the company will replace it free of charge. At least a 3-year contract if we sign-on. Sarah asked about the security camera audit - still ongoing.

City Report

Carol is out sick - had nothing specific to report.

REDI Report

Lisa passed out a copy of REDI's strategic plan to the board and filled them in on what services she and REDI provide.

CVB Report

.Amy filled the board in on what the CVB is working on. Filled them in on the process they go through to bring things like FFA and State Music to town. Asking for community sponsorship and involvement to secure RFPs for state Wrestling and Basketball competitions. Both competitions being in town would bring 3 million dollars in revenue to Columbia. Need an answer on sponsorships by Memorial Day.

New Business

- ARPA Presentation

- The Finance Director for the City presented on the ARPA, the state of small businesses, and the CID's sales tax collection compared to the City as a whole. Boone County and the City of Columbia are still collecting letters of interest from people who have ideas on how the ARPA funds should be utilized or businesses who would like to receive funds. Nickie asked about a timeline for ARPA funds being released. Matthew shared that the Council wanted to allocate 12 million to unsheltered, mental health, and community violence initiatives. Will be introducing a small business forgivable loan soon. Kenny asked about marketing efforts for the loan and other available resources - will be working with the CID and Chamber to get the word out. Allocation of future funds will go through a public process. Aric asked about infrastructure and the funds - must be water or broadband related. Matthew recommended the board look at Tacoma, Washington, and Denver for examples of how other cities are using their ARPA funds. Nickie asked about funds being allocated for downtown curbs and sidewalks - Matthew knew funds have been allocated for curbs, but does not know if it is specific to downtown.

- Local Motion Presentation

- did not happen due to the presenter being sick.

Old Business

- Curbside Spots Update

- Looking at moving them to the end of the blocks instead of the middle. Spots will be moving back to being paid 15-minute spots. The number on the signs for complaints will be changed to the City's number.

- **Convention Center Feasibility Study**
 - In process. The company will be in town next week to do some interviews & research.
- **Budget FY23**
 - Everything from the retreat has been addressed but is mostly good to go. Each committee needs to take a second look at it, and a few things need to be added. Will begin saving for our next big project.

Committee Reports

- **Operations**
 - Met after the alley walk. Would like to hire an additional BBB ambassador to specifically cover the alleys that would be funded by The City and not the CID. Went over 4AChange report - Aric recommended the Board take a look at it when they get a chance.
- **Economic Development**
 - Chatted about their perspective on the Alley Walk. Talked about alternate locations for compactors and recycling bins. Talked more about Minority Business Grant. Decided to do 4 more alley doors.
- **Marketing**
 - Adding holiday decor, horse-drawn carriage plans are going well - raised that budget slightly, chatted about pop-up ice rink but needs to be put on hold due to Ameren lot process. Chatted about Wedding Stroll and Spring Shop Hop. Gearing up for Restaurant Week. Sponsored Art in the Park.
- **Gateway**
 - Met this month for the first time since the Plaza was completed. Talked about the remaining 2 letters. Giving one to Commerce and having the other be in the recognition for the CID and past and present board members. Worked on finalizing the sponsorship plaque. Chatted about paying off the line of credit. Will need to meet one more time.
- **DLC report**
 - Did not meet
- **Parking Commission Report**
 - Did not meet

- **Staff Report**

- Search and Review met last week. Nickie went over the results of the survey that was sent out. Chatted about addressing City Council about panhandling and the unsheltered population. Working on events, Broadway planters, and the alley gallery project.

Board, Staff, and Public Comment

Emily asked about the Broadway Planters - confirmed the city is taking back the planting. Also asked for a timeline on the convention center - many years down the road.

Van made a motion to adjourn at 4:42 pm. Lara seconded. Approved.

**Downtown Community Improvement District
Economic Development Committee Meeting
Tuesday, May 17th, 2022
11 S 10th Street**

Present

Kathy Becker - CID
Nickie Davis - CID
Hannah Bilau - CID
Kathy Murphy
Rachael Norden
Deb Rust
Russell Boyt
Lara Pieper

Guests

Lisa Drisckel Hawxby
Charles Bruce

Absent

Mikel Fields

Approval of Agenda

Rachael made a motion to approve the agenda at 3:32pm. Lara seconded. Approved.

FY2023 Economic Development Committee Budget

Kathy Becker went over the proposed budget for the upcoming fiscal year. Nickie introduced a potential idea for a mural on the side of Lakota in a location that gets frequently tagged. Would like to add money to the budget for the project. Asked committee members if they would support the idea and how they would like to tackle it financially. Lara asked a question about the "Business Marketing" line item - which includes the ecocounters that gauge foot traffic, Mailchimp, and items that are used to recruit businesses to The District. Would like to hire a company to create some economic benchmarking measures and general statistics for the CID. Committee decided to change the name of the line item to Business Recruitment and Retention to better reflect what the money is allocated for. Decided to add

\$8,000 to the budget for the proposed mural. Lara made a motion to approve the budget. Russell seconded. Approved.

District Business Update

Krustecans will be opening this Friday.

Alley Doors - Next Location

Chatted about potential Alley door gallery locations. Nickie asked the committee to scout out potential locations. Committee approved putting murals on doors by Sake, Tiger Hotel, and Tiger Barbershop.

Update on Current Projects

- **Convention Center Feasibility Study**
 - They are in town this week. Will be interviewing individuals and gathering data. Seems to be going well. Should be done by the end of this fiscal year.

- **In-the-District Gift Cards**
 - Will be buying another round of \$10,000 worth of gift cards from various Gift Cards from District Businesses at \$500 per business. Will buy them in July. The application will go out in June.

- **Minority Business Grants**
 - Still looking for a location for Typsy Treats. Next month, Nickie will be bringing updated guidelines for this next round. Asked the committee to be thinking about what they would like to see in the next round.

Public/Staff Comment

None

Adjournment

Russell made a motion to adjourn at 3:56pm. Lara seconded the motion. Approved.

**Downtown Community Improvement District
Operations Committee Meeting
Thursday, May 19th, 2022
11 S 10th Street**

Present

Kathy Becker - CID
Nickie Davis - CID
Hannah Bilau - CID
Tom Mendenhall
Kathy Murphy
Kenny Greene
Aric Greene
Camellia Cosgray
John Ott

Guests

Lisa Hawxby
Emmett Jameson - The Missourian

Absent

Van Hawxby
Chris Kelley

Approval of Agenda

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

Alley Master Plan

Nickie went over the previous master plan from 2017. At this point, it sounds like we will be waiting around another year for the Wabash Compactor to be moved. Aric asked a question about how student housing complexes are being billed - Kathy does not believe the billing is correct. She has reached out to the city with multiple issues she has noticed and is working on getting it resolved. Aric asked the committee to keep looking for alternate locations for trash receptacles.

Cameras in The District

- Grant
 - Nickie feels like there are 2 separate grants we could do. 1 for providing our businesses with external cameras, and the other for the \$200 piece that links into the FUSUS system. Aric mentioned that we could get started on the camera grant now and set our businesses up to be prepared for when the software is purchased by the City. Aric would like to start preparing the application for the camera grant. Tom suggested modeling it after the Grease Grant. Would like to provide a list of suggested cameras to grant recipients that work within the FUSUS system. Committee chatted about the logistics of awarding the grants and application parameters. Kathy Murphy asked if we could get a list of private external camera locations downtown from CPD.
- CPD & FUSUS
 - Kathy shared her perspective and takeaways from the demo yesterday. Tom shared that he was very impressed by the software. Committee shared some concerns regarding the next steps and what needs to be done next. Nickie let the committee know that she has received multiple positive comments since the demo. Kathy Murphy asked if we could write a letter of support to the City in favor of the FUSUS system - Aric mentioned we should wait until Chief Jones presents to City Council. Nickie would like to invite the company to the June Board meeting.

Free Newspaper/Pamphlet Boxes

Nickie would like to track down who owns the free Newspaper boxes around The District, to either ask them to maintain them or remove them. Nickie would like to see a map of where they are installed - going to ask City about it.

Updates

- **4AChange**
 - Kathy went over John Trapp's report from 4AChange and the advocacy work he has been doing. He did a lot of coaching with the unsheltered population last month. Also has been working with the City to come up with solutions. Nickie has a meeting with a local group to hear their perspective before submitting a letter to the City. John shared his perspective from an action

meeting he attended recently - he did not feel like The District's unsheltered population was given enough attention.

- **Block by Block**

- Added an employee - but have been down 1 or 2 people most of May due to illness, so total banked hours stayed consistent.

- **Planters on Broadway Update**

- Received a quote from a mason. Nickie sent it to the City, but the amount we pay for the brickwork would need to be deducted from what we pay Parks and Rec to do the planting. They have started some of the beds, but want to wait until repairs are made before planting the rest. Aric would like to apply pressure to the City to make a decision by the next meeting. Kathy Becker asked if we could reach out to the mason to see if working on planted beds would affect his brickwork.

- **Sidewalks and Curbs**

- Confirmed that the City will pay half of the price of any sidewalk that is being repaired. Have not been able to get an answer on how much money is allocated for this program. The City has adopted the new curb width standard we set last year. Lisa reminded the committee that part of her position is helping businesses out with these repairs. Seems like a great opportunity to set aside some of our extra funds to help businesses/property owners out with making these repairs. John raised concerns regarding curbs that are crumbling next to a sidewalk that is fine. Tom asked if we could bring this to Council. Nickie believes a letter might create more action than a public comment. Aric thinks we should take this to the board, and if we write a letter the curb inventory should be included in it.

FY2023 Operations Budget

Kathy Becker went over the proposed budget for the next fiscal year. She asked if we wanted to create a sidewalk repair grant. Aric and John had questions about the logistics of that program - would have sq footage requirements and stipulations that prevent 1 property owner using all the funds. Committee agreed to add it. Also added funds for the FUSUS hardware grant.

Other Discussion Items

None

Public Comment

None

Adjournment

Camellia made a motion to adjourn the meeting at 4:27 pm. Tom seconded.
Approved.

**Downtown Community Improvement District
Marketing Committee Meeting
Tuesday, May 31st, 2022
11 S 10th Street**

Present

Nickie Davis - CID
Kathy Becker - CID
Hannah Bilau - CID
Dani Little
Deb Rust
Sarah Johnson
Kenny Greene
Mark Shellstrop

Guests

Matt Bear

Absent

Christina Kelley
Heather McGee

Approval of Agenda

Sarah made a motion to approve the agenda at 3:34pm. Kenny seconded.
Approved.

Media Buy Day Review

Deb went over her suggestions for this year's media buy. Vox, CVB cover, Ad Sheet, KMIZ, Como Mag, Missouri Life, KBIA - \$36,000 total + MOSY and Jazz Series sponsorship, which would be allocated under Events Sponsorship.

Sarah voiced support for Deb's plan.

Chatted about using on media to buy ad spots on LMN and Freeform during the holidays - \$750 for 90 commercials.

Added keeping Karl on retainer as a videographer.

Final tally -
KBIA - \$10,800
MO Life - \$6,000
CVB Mag - \$3,500
KMIZ - \$5,000
Ad sheet - \$6,500
On Media Holiday Spots - \$750
Vox - \$2,000
Como Mag - \$3,000
MOSY & Jazz Series - \$2,000
Karl Bussen - \$2,400
Feast - \$400
Misc - \$1,670

Other events - Art in the Park, T/F, Caffeine Crawl.

Discussed the pros/cons of MSHAA sponsorship. Mark mentioned that 44 Stone on the southside sees an increase during MSHAA events and not so much at 44 Canteen.

Deb made a motion to approve the new amended budget along with the media buy. Sarah seconded. All in favor.

Chatted about ideas for The Ad Sheet. Want to ask Brandon to group The District businesses together.

Member, Staff, Public, Comment

Sarah made a motion to adjourn at 4:05pm. Mark seconded the motion. Approved.