

**Community Improvement District
Board of Directors Meeting
August 8, 2017
11 S. Tenth Street**

Present:

Tom Mendenhall, The Lofts at 308 Ninth
Nickie Davis, Muse
Blake Danuser, Bingham's
Mike Wagner, Central Bank of Boone County
Ben Wade, Guitarfinder
Kenny Greene, Monarch Jewelry

Marti Waigandt, 808 Cherry St.
Mike McClung, Dungarees/ Resident
Tony Grove, Grove Construction, LLC
Deb Sheals, Historic Preservationist
David Parmley, The Broadway Hotel

Absent:

Andy Waters, 100 North Providence
Steve Guthrie, Landmark Bank

Adam Dushoff, Addison's
Kevin Czaicki, Centurylink

Guests:

Eric Hughes, CPD
John Trapp, 4-A-Change
Dave Nichols, City of Columbia
Allan Moore, Moore & Shryock

Val DeBrunce, Citizen
Michael Trapp, 4-A-Change
Megan Favignano, Columbia Tribune

Meeting called to order at 3:30 pm by Mike McClung, Chair.

Introductions were provided around the table of board members and guests.

Approval of Minutes

Motion by Mendenhall, second by Danuser, all approved.

Approval of Financials

Essing provided an overview of the July's financial packet. Motion to approve financials was made by Waigandt, seconded by Davis, and all approved.

Police Report

Hughes provided an overview of an online site tracking CPD crime statistics. He shared information on the LexisNexis program (communitycrimemap.com) and described how to use it. He provided an example showing 10th and Broadway indicating the highest concentration of crime. Sheals asked if there is a way to combat this problem. Hughes stated that there are more police officers stationed at that location, but due to sheer business density and foot traffic in the area, it is going to remain of higher crime concentration.

City Report

Rhodes was absent so there was no report.

New Business

Proposed Parking Garage Rate Increase – Guest Dave Nichols, City of Columbia

Dave Nichols shared that there will be a proposed 2018FY City parking rate increase in the downtown's two oldest garages in order to fund garage updates and upkeep. He also shared that all garages would be moving to a gate arm system to ensure better payment compliance. Mendenhall suggested raising rates on all garages by a minimal amount to speed up the building of a new garage downtown. Nichols stated that there needs to be a permanent parking commission and consultant to review need for an additional garage.

Approve 2018FY Budget

Danuser motioned to approve the 2018FY budget, Waigandt seconded and all were in favor.

Board and Committee Application Process

Essing shared that there are five Board members with terms ending in February 2018: Mike McClung, Andy Waters, Steve Guthrie, Tony Grove, and Blake Danuser. The terms last for three years and begin in February of 2018. Applicants for board positions, alternates and committees open and accepted through November 3, 2017.

Public Hearing for 2017 Property Assessment

McClung opened the public hearing for the 2017 Property Assessment, with no comments by the public received. Essing provided an overview that the downtown CID property assessment rate was recommended to be kept the same, with no increase. Sheals motioned to maintain the current rate, Waigandt seconded and all were in favor.

Set SBD Tax Rate to \$0.00

Essing recommended that the SBD tax rate remain at \$0.00. Mendenhall motioned to approve that rate, Waigandt seconded and all were in favor.

2018FY Assertive Outreach and Detoxification Program Services – Proposal

Essing received and discussed the two proposals received in response to the RFP for the 2018FY outreach and detoxification program. McClung turned the floor over to Michael Trapp with 4-A-Change to discuss his proposal and ideas on positive change to improve the success of outreach. Trapp described his approach being about non-judgmental solutions and following a self-help empowerment model vs. a social service model. Waigandt motioned to hire 4-A-Change for 2018FY, Sheals seconded and all were in favor.

2018FY Resolutions and Contracts

Essing and McClung went over the resolutions for the CID's 2018FY standing contracts. Mendenhall motioned to approve all resolutions, Danuser seconded and all were in favor.

Committee Reports

Operations

The committee did not meet due to lack of quorum therefore there was no report.

Economic Development & Solid Waste

Moore shared that there were no motions at the committee level. The food truck location decisions have been sent back to the vendors, and there has been no further discussion in that regard. Parmley asked if anyone had taken advantage of the grease grant provided by the CID. Essing confirmed that no one had.

Marketing

Wade discussed that the lights would be on downtown during the Solar Eclipse. He also shared that The District is hosting social media learning workshops in the weeks to come. He asked for the support of spending \$15k on new holiday banners. Mendenhall believes that the holiday spending budget needs to be higher. McClung agrees that it's a great way to show the downtown's sense of community. Mendenhall motioned to approve spending \$15k on new holiday banners, Sheals seconded and all were in favor.

Search and Review

There was no meeting.

Gateways

Waigandt provided an overview of discussions held at the committee level regarding the goals of the Gateway Plaza and events surrounding Columbia, Boone County, and Missouri's bicentennials. She shared the memorandum of understanding between the CID and the City of Columbia that is still a work in progress. Sheals added that all goals would be set in phases for fundraising and construction.

DLC Report

Essing provided an update that the DLC sent a letter and asked the city to do a study on downtown traffic patterns to make recommendations on delivery trucks.

Staff Report

Essing recognized and thanked all of the members of the board for all of their hard work, singling each person out for their outstanding volunteerism and participation in the CID. She announced that the TIF commission would meet Thursday, August 10 at City Hall. She also mentioned that there will be a City Council local use tax public hearing on September 21st. There was much confusion about how the local use tax was used. McClung explained to the best of his ability. He suggested that it would be beneficial to get public comment at City Council for clarification of the tax and whether or not it benefits small business.

Public Comment

There was no public comment.

Adjournment

Meeting adjourned at 5:04 pm. Waigandt motioned to adjourn, Wagner seconded and none were opposed.

The next meeting is **Tuesday, August 12**, at 3:30 p.m.

**Community Improvement District
Economic Development and Solid Waste Meeting
August 15, 2017
11 S. Tenth Street**

Present:

Mike Wagner, Central Bank of Boone County
Allan Moore, Moore & Shyrock Appraisals

Andy Waters, 100 North Providence
Tony Grove, Grove Construction, LLC

Absent:

Blake Danuser, Bingham's

Adam Dushoff, Addison's

Guests:

Steve Hunt, City of Columbia
John Ott, Alley A Realty

Val DeBrunce, Citizen
Fred DeMarco, Property Owner

Meeting called to order at 3:30 pm by Allan Moore, Chair.

Solid Waste District

Trash and Dumpster Compactors – Proposed Master Plan (Steve Hunt)

Moore began by introducing DeMarco to the committee. DeMarco addressed the ongoing garbage problem downtown. He suggested that instead of the city managing all of the trash clean up in The District, contracting out to private companies. He stated that the trash problem is escalating and he has spoken to other property owners that would like to see more response from the city. He also wishes to see a Solid Waste District where all constituents band together to get things done, especially regarding trash receptacle pickup and cleanliness. Ott agrees that the CID is a Solid Waste District, yet has no authority and pointed out that other cities bid out to private companies for trash pickup. He also made mention that Hunt is doing a great job in his efforts to find solutions to such large issues.

Hunt said that the city is willing to work with the CID with amount of trash pickup, yet it could add to costs. He admitted that the dumpsters and areas around them haven't been kept as clean as they should be, but they are coming up with solutions to that too. He discussed proposed changes that he hopes will be in place within the year in order to keep the mess to a minimum. He also stated that in time, ordinances could be changed to allow for more weekend pick-ups. Ott is hopeful that there will be better service to the dumpsters near DeMarco's property once the construction on Elm comes to a finish, however, there are many new businesses downtown which will only add to the waste and need for pickup. Essing shared that the CID has placed 20 new trash cans throughout downtown.

Moore mentioned that in order to place compactors on private property, the city needs to make it worth the property owner's while financially. There was discussion on what amount would be appropriate to offer for housing a compactor, but nothing was decided. Hunt would like to make time in the coming months to discuss trash enclosures.

Economic Development

Food Trucks

Essing provided an update that the local food truck vendors were asked to find 6 or more locations to conduct business. They have not gotten back to the CID at this time.

Ameren Lot Redevelopment

There is also no update on the Ameren lot.

Adjournment

Meeting adjourned at 5:01 pm. Waters motioned to adjourn, Grove seconded and none were opposed.

The next meeting is **Tuesday, September 19**, at 3:30 p.m.

**Community Improvement District
Operations Committee Meeting
August 17, 2017
11 S. Tenth Street**

Present:

Deb Sheals, Historic Preservation
Kevin Czaicki, Centurylink
Tom Mendenhall, The Lofts at 308 Ninth
David Parmley, The Broadway Hotel

John Ott, Alley A Realty
Andy Waters, 100 North Providence
Kenny Greene, Monarch

Guests:

Ryan Williams, City of Columbia
Tony Grove, Grove Construction, LLC

Val DeBrunce, Citizen

Meeting called to order at 3:30 pm by Andy Waters, Chair.

Updates and Discussion

Downtown Lighting Update – Ryan Williams, City of Columbia

Waters introduced Williams and requested an update on the downtown lighting program. Williams said that the new test lights were installed on August 15th and are set to be programmed within the week. He would like feedback by way of interested parties meeting. Essing is to send out an e-meeting invitation to view the streetlight at a time when people can see it change in brightness.

Waters inquired with Williams regarding the proposed utility extension ordinance. Williams stated that this ordinance will be on a future city agenda. He explained that there will possibly be a change to electric and water system policies and the change in pricing to undeveloped areas. The goal of the ordinance change is to set the price to benefit existing customers in the long run. Grove inquired as to who will set the costs? Williams answered that they would be decided on a historic model of costs. Waters added that the problem with charging more for undeveloped area is that it could deter development in new places. The ordinance would essentially penalize the first person to begin development in an area. He believes that development helps the whole community, so everyone should chip in. Parmley asked if the ordinance was intended to contain development. There was no further discussion at this time.

Sidewalk Cafes

Essing provided a history of the letter of support from the CID for the Room 38 sidewalk café. She explained that the City shared that this project is a pilot for an extension of sidewalk dining for Avenue of The Columns. She distributed the original renderings of Room 38's original plan. Over time and after the CID's involvement, the plans had changed drastically.

Sheals thinks that sidewalk cafes are positive for downtown but should be removable structures, with patio tables and umbrellas. Ott pointed out that the patio at the Tiger Hotel is in compliance, but the Room 38 Pilot program trumped the ordinance of having removable materials. Mendenhall would like Essing to speak with the owners of Room 38 and the City of Columbia on clarification on why the sidewalk café is a permanent structure that people can't walk through. This will be discussed at the next meeting.

Grease Storage Tank Program

Essing shared that there was no update on storage tanks and that no one had taken advantage of the grant program. Mendenhall made a motion for the CID to begin a pilot program to completely fund the applicant's interior grease tank installation, not to exceed \$10,000 of the project's budget. Parmley seconded the motion and all were in favor.

Other Discussion Items

Essing shared that there is \$5,000 in the CID's budget allocated for new police equipment. Sgt. Gooch expressed interest in spending a portion of that money on new whistles. Ott motioned to approve the purchase of whistles for downtown officers, Mendenhall seconded and all were in favor.

Essing distributed and discussed a proposed City Council ordinance to raise parking rates in two downtown garages. Parmley further explained the language of the ordinance. Ott pointed out that there should be differing fee structures for different kinds of parkers. For instance, students who house their cars overnight should pay more for a parking pass than people who only park during the day. Sheals suggested amending the ordinance so that spaces in garages don't get sold as residential and to push selling to businesses. Mendenhall motioned to form a parking facility committee within the CID and Greene seconded. There was discussion and the motion did not pass. Sheals would like to see a joint committee between the CID and DLC. Essing mentioned that the CID is already at capacity for new projects and that an existing committee could handle parking. Ott agreed and suggested spending 15 minutes at the beginning of each operations committee meeting on parking. Nothing was decided at this time.

Adjournment

Meeting adjourned at 5:00 pm. Sheals motioned to adjourn, Mendenhall seconded and none were opposed.

The next meeting is **Thursday, September 21**, at 3:30 p.m.

**Community Improvement District
Marketing Committee Meeting
August 22, 2017
11 S. Tenth Street**

Present:

Ben Wade, Guitarfinder
Van Hawxby, Dogmaster Distillery
Steve Guthrie, Landmark Bank

Lisa Klenke, Calhoun's
Nickie Davis, Muse Clothing

Absent:

None

Guests:

Christina Kelley, Makes Scents
Deborah Marshall, Columbia Tribune
Danielle Stone, Columbia Tribune

Lisa Wells, Tribune Targeted
Ryan Platt, Maply

Meeting called to order at 8:32 am by Chair, Wade.

Updates and Discussion

Tribune Targeted – Media Overview

There was further discussion about possible billboard placement at a cost of \$4,000/month plus production, which is larger than the CID advertising budget allows.

Wade inquired with Wells about how to increase online engagement. She shared that upping animated creative will increase the number of clicks. Davis asked if more money should be spent on Facebook. A Tribune representative explained that Facebook is expensive and should be integrated into an overall plan. Kelley wants to increase social media to span a further distance and increase reach (further than Boone County). This would result in a higher media buy rate, but would be more effective than a billboard. Wells mentioned that a benefit to allocating more funds toward digital marketing is that it can continuously be changed, and performance can be tracked. Guthrie would like to see how beneficial it would be to run ads in Feast Magazine. Bus wraps were also inquired about but put off for discussion at a later date.

Wells discussed that the pricing for prime time television advertisement is three times the price of regular ad space. She also shared that Pandora and Hulu were expensive avenues as well. Wade stated that the CID needs more time to discuss marketing budget allocation. To allow for further discussion, a special Marketing Committee meeting has been set for Thursday, August 31st at 8:30am.

Maply Presentation

Platt with Maply gave an overview of the program and provided a demo of instruction. He explained that the app can be downloaded for free and that push notifications will be available soon. He is working with current community events and intends to keep in touch with the CID via email with updates as they arise.

Dog Days – July 27 – 30 Look Back

Cutrera discussed the Dog Days survey results. Klenke would like to survey the public in the future by stopping people on the street and asking face-to-face questions.

Learning Workshops

Because of the success of the social media learning workshops, there is interest for future CID seminars to benefit the downtown business owners. Potential topics include credit card systems, insurance, and payment options.

Roots N Blues – Discover the District

Essing shared that the event is in its 11th year and is held at Stephens Park, with a kickoff event in The District (Discover Your Roots), which takes place on the Thursday, September 28th.

Make a Difference Day

This year's national Make a Difference Day is Saturday, October 28th. Kelley thinks it is a good idea for the CID to participate as it is free and if individual businesses promote it, business could increase in The District. It will be promoted in the CID's newsletter.

Children's Grove Organization

Klenke was approached to participate in the organization's goal to make Columbia the kindest community in the world. The CID's outreach staff will inquire for further information.

Eclipse Banners

The CID is gifting it's downtown Solar Eclipse Banners in exchange for \$100 donations to The Gateways Fund.

Upcoming Events

- Not So Frightening Friday – October 27, 2017
- Holiday Shop Hop – November 4, 2017
- Shop Small Saturday – November 25, 2017
- Living Windows – December 1, 2017
- Restaurant Week – January 2018
- Wedding Stroll with American Heart Association – Feb 24, 2018

Adjournment

Meeting adjourned at 9:59 am. Motion by Klenke, second by Davis, all approved.

The next meeting is **Tuesday, September 26** at 8:30 am

**Community Improvement District
Gateways Committee Meeting
August 24th, 2017
11 S. Tenth Street**

Present:

Marti Waigandt, 808 Cherry St.
Deb Sheals, Historic Preservation
JJ Musgrove, City of Columbia
Amy Schneider, CVB

Tony Grove, Grove Construction, LLC
Tootie Burns, NVAD
Christina Kelley, Makes Scents
Blake Danuser, Bingham

Absent:

Clyde Ruffin, Second Baptist Church
John Glascock, City of Columbia

Heidi Davis, University of Missouri
Cliff Jarvis, Columbia College

Guests:

Mike Snyder, Parks and Rec
Mike Griggs, Parks and Rec

Russ Volmert, Arcturis (phone)

Meeting called to order at 3:33 pm by Chair, Waigandt.

Updates and Discussion

Gateways Plaza and Founders Park Planning

-MOU with City

Essing distributed the proposed memorandum of understanding between the CID and the City regarding its joint efforts toward building Gateways Plaza. Musgrove was able to elaborate on the process. Burns made a motion to approve the memo and bring before the Board of Directors. Kelley seconded and all were in favor. Additional discussion by committee regarding Phase One budget expenses, with questions on utility and roadwork that would potentially be paid by City or MoDot. Burns withdrew motion in order to allow a meeting with City to discuss funding before presenting the MOU, with discussion to continue during the September meeting.

-Draft Letter of Support from CID

Essing gave a brief explanation of a drafted letter to show the CID's support for the aforementioned MOU. Burns asked if the letter would be submitted with the MOU. Waigandt asked if it would include renderings. Essing confirmed yes to both questions.

-Phasing and Pricing Estimate - Arcturis

Volmert discussed the Gateway Plaza renderings and provided an overview of a pricing estimate. He shared that the plan could be revised if necessary and gave recommendations. Essing suggested enlisting the expertise of consultant, Eric Staley, when capital campaign begins. Sheals wants to do what is necessary for the City to help submit for this year's Tap 21 grant. Essing stated that the plans will need to be refined and discussed in September.

-Our Town 2018 Grant Cycle with NEA

Essing shared that it is currently time to apply for the 2018 Our Town grant. Sheals motioned to apply for the grant, Danuser seconded and all were in favor. Essing and Volmert to submit application by September 11, 2017.

Capital Campaign

Essing reminded the committee that the year 2021 marks three important bicentennials: the city of Columbia, Boone County, and the state of Missouri. She inquired with the committee if there were any organizations already formed to plan celebrations for these momentous events. Kelly shared that there needs to be momentum from the entire community and not just downtown. Everyone agreed and looks forward to future planning.

Adjournment

Meeting adjourned at 4:25 pm. Motion by Sheals, second by Danuser, all approved.

The next meeting is **Tuesday, September 28** at 3:30 pm

**Community Improvement District
Marketing Committee Special Meeting
August 31, 2017
11 S. Tenth Street**

Present:

Ben Wade, Guitarfinder
Van Hawxby, Dogmaster Distillery

Lisa Klenke, Calhoun's
Nickie Davis, Muse Clothing

Absent:

Steve Guthrie, Landmark Bank

Guests:

Christina Kelley, Makes Scents
Danielle, Tribune

Lisa Wells, Tribune Targeted

Meeting called to order at 8:30 am by Chair, Wade.

Updates and Discussion

Media Buy

An additional meeting has been called to further discuss budget allocation for The District's media buys. Kelley would like some money spend on television advertisements. She finds value in The District Minute. Wade added that TV habits have changed and he personally watches prerecorded shows and skips commercials. Klenke discussed the importance of good production and inquired about using archived footage. She also doesn't want to see any one business highlighted in The District's ads.

Wade inquired with Wells as to using archived footage and tweaking for the holidays. She said she would ask about pricing. Davis shared that the most memorable advertisements can be short and repetitive. Wade again stated that to move forward, the CID would need a presentation of production costs. He wants to keep the budget for media buys the same, but possibly change how it is spread out. Davis would like to target radio listeners. Wells discussed Thrive Hive and how it works with social media and retargeting. Wade agreed that the CID was behind on digital advertising last year and that Thrive Hive is necessary.

Print ads were discussed. The CID would like to keeps ads running in CoMo Living Magazine but no longer run them in the Columbia Business Times. Kelley shared that the CID needs to take more advantage of promotions in CoMo Living magazine's newsletter. Klenke stated that downtown businesses need to better cross-promote each other and asked for guidelines to do so. Kelley agreed and said that businesses Facebook pages need to "like" each other rather than liking from their personal pages. Hawxby would also like to see businesses in The District engage with each other more. Kelley would like to know about how to better engage with people. For example, it would help to have a better understanding of where people gained knowledge of the social media seminars.

Davis motioned to approve changes to the marketing budget but to keep the budget amount the same. Klenke seconded and all were in favor.

We Always Swing Jazz Series

The Jazz Series approached the CID and inquired about advertising with them. The concert book was distributed and discussed. Davis motioned to run a 1/8 page ad in this season's Jazz Series concert book. Klenke seconded the motion and all were in favor.

Adjournment

Meeting adjourned at 9:31 am. Motion by Wade, second by Davis, all approved.

The next meeting is **Tuesday, September 26** at 8:30 am

**Community Improvement District
Executive Committee Meeting
September 5, 2017
11 S. Tenth Street**

Present:

Mike Wagner, Central Bank of Boone County
Ben Wade, Guitarfinder

Mike McClung, Dungarees/ Resident
Marti Waigandt, 808 Cherry St.

Absent:

Adam Dushoff, Addison's

Guests:

Jonathan Steffens, Delta Systems

Meeting called to order at 3:26 pm by chair, Mike McClung.

September Board Meeting Agenda

Essing distributed the drafted September Board of Directors agenda, which was discussed and approved by the group.

Stakeholder Research and Communication Systems

Essing provided and explained a revised proposal from Delta Systems to improve outreach to the CID's constituents. Steffens explained the revisions he made to his proposal to the CID. McClung, who originally asked for clarification of the proposal, agreed to the revised proposal, which will be reviewed by the full board.

Board Recruitment

Essing discussed Board of Directors recruitment and provided an overview of current board member terms. She and McClung discussed asking Board Members recruit potential candidates who fall within the guidelines of Board of Director or voting Committee positions.

Adjournment

Meeting adjourned at 3:57 pm with motion by Wagner, second by Waigandt and all approved.

The next meeting is **Tuesday, October 3** at 3:30 p.m.