

**Community Improvement District
Board of Directors Meeting
October 12, 2015
11 S. Tenth Street**

Present:

Marti Waigandt, 808 Cherry St.
Skip Walther, Walther, Antel, Stamper &
Fischer
Tom Mendenhall, The Lofts at 308 Ninth
Mike Wagner, Central Bank of Boone
County

Andy Waters, Columbia Tribune
Deb Sheals, Historic Preservation
Ben Wade, Guitarfinder
Mike McClung, Carhart's
Allan Moore, Moore & Shryock Appraisals
Tony Grove, Grove Construction, L

Absent:

Christina Kelley, Makes Scents
Adam Dushoff, Addison's
John Ott, Alley A Realty

Blake Danuser, Bingham's
Tom Schwarz, Landmark Bank

Guests:

Carol Rhodes, City of Columbia
Toni Messina, City of Columbia

Krista Shouse-Jones, CPD
Cory Hadopp

Approval of Minutes

Waigandt motioned to approve the minutes, McClung seconded and none were opposed.

Financial Report

80% of the budget for the fiscal year was spent. We were on par for our recurring expenses; the attorney fees were not in the budget. The non-recurring expenses is where the bulk of the budget was unspent, mainly gateways. Waigandt motioned to approve the financials, McClung seconded and none were opposed.

City Report

Rhodes overviewed year three of the city's five year strategic plan which is located on their website. They are looking for people to partner with the city and would like the CID to partner on one or more of the priorities. Messina overviewed one of the priorities focusing on Social Equality in Columbia.

Police Report

CPD overviewed Homecoming and gave a general report from the 14th of September to the 11th of October.

New Business

CID Positions

Five positions are open and there are six applicants. While the voting ballots were handed out for vote, the meeting continued.

Taxi stand location on 10th

The taxi stand location was moved across the street from our offices while construction was occurring north of Broadway. It is on the council agenda to either leave it where it is or move it back to its original location. They have asked for our feedback. McClung motioned to support the police department's recommendation, Waigandt seconded and none were opposed.

Committee Reports

Operations

Alley Lighting: There are several abandoned lights/electrical wires along the alleyways. 25 of our alley lights will be provided along with \$2500 for installation, which will also include 10 lights installed on the Eighth and Cherry parking garage.

Economic

RHI: The report that RHI has provided will be reviewed by the Board over the next month and will come back in November for approval.

Sustainability: The CID has provided \$2500 to Barbara Buffaloe to support her sustainability project.

Marketing

The weekly videos are getting great reach on Facebook.

Gateway Committee

The proposal from Community Foundation of Central Missouri was presented and discussed. They are a 501c3, and we could open up an account with them for fundraising; hopefully making this project more of a community project. Waigandt moves to open an account with CFCM, Walther seconds and none were opposed.

The hope is to install 3 of the light hubs by next spring. The office has received five artist RFQs for review. The committee has applied for the Our Town Grant, which would match our \$200K, and hopefully the city will match in infrastructure; will not find out until April of next year.

Infrastructure Task Force

Grove provided an update from the last three task force meetings, which are currently focused on storm water.

Staff Report

Block-by-Block is in town interviewing and the plan is to be launched by November 1st.

Holiday décor install starts next week and the Magic Tree Lighting will take place during Shop Hop, November 7th at 5:30pm.

The Sustainable Tree project should start their install next month.

Ballot Results:

The slate remains the same.

Closed Meeting

Closed session to discuss employee FY16 goals.

Adjournment

The next meeting is **Tuesday November 10**, at 3:30 p.m.

**Community Improvement District
Economic Development Meeting
October 20, 2015
11S. Tenth Street**

Present:

Mike Wagner, Central Bank of Boone
County

Allan Moore, Moore & Shryock Appraisals
Marti Waigandt, 808 Cherry St.

Christina Kelley, Makes Scents
John Ott, Alley A Realty

Absent:

Tony Grove, Grove Construction, LLC
Tom Schwarz, Landmark Bank

Blake Danuser, Bingham's

RHI

RHI has put together a draft of recommendations and the Board has a month to review and make edits for the November meeting.

Solid Waste

Cynthia Mitchell attended the meeting to discuss issues with solid waste (including recycling) around The District. The committee was very concerned that the compactor was removed from the alley behind Broadway Brewery. Mitchell stated that it had been removed due to it being a risk management. Several options were discussed about ways to be able to keep the compactor in the alley.

Issues regarding illegal dumping were also discussed; there is a lack of enforcement.

Recycling

Global Marketing would like a recycling bin placed on their parking lot. The City will work with them to make that happen.

Adjournment

The next meeting is **Tuesday, November 17**, at 4:00 p.m.

**Community Improvement District
Operations Committee Meeting
October 17, 2015
11 S. Tenth Street**

Present:

Adam Dushoff, Addison's
Deb Sheals, Historic Preservation

Tom Mendenhall, The Lofts at 308 Ninth

Absent:

John Ott, Alley A Realty
Andy Waters, Columbia Tribune
Mike Wagner, Central Bank of Boone County

Ben Wade, Guitarfinder
Mike McClung, Carhart's

No Quorum: updates provided.

Guests:

Mike Heimos, City of Columbia
Sara Humm, SpeakUp CoMo

Dr. Ennis, MU

Storm Water Tree

There has been a slow down due to a pipe issue discovery. The city is looking at possibly fixing it at the same time as the installation. There was discussion on potential for a FY16 grant to help install on Broadway and Ninth. The grant is due November 15th and will be trying for 60K but would not be able to use until FY17. This will be taken to the Board asking for a letter of support for the grant application.

It was also discussed having signage to educate about storm water.

SpeakUp CoMo

Humm passed out information regarding the program. The parklet would have to be built in the winter. Would like to generate more ideas on what people would like to see downtown. Options regarding the parklet were discussed, including encouraging Parks and Rec to refurbish the existing parklet. Would like to see 10K set aside for this project in FY17.

Cigarette Urns

Options were discussed on the type of urns they would like to see downtown. Options included installing on poles instead of stand alones. With the 3K already budgeted, we could purchase about 60 urns.

Lighting

Will follow up with Ryan from the city regarding pricing of the light poles and cost saving ideas. Essing will invite Ryan to the November meeting do discuss options in more detail.

Adjournment

The next meeting is **November 19**, at 4:00 p.m.

**Community Improvement District
Marketing Committee Meeting
October 27, 2015
11 S. Tenth Street**

Present:

Christina Kelley, Makes Scents
Jennifer Erikson, CAT TV
Andy Waters, Tribune

Lisa Klenke, Calhoun's
Corissa Ray, Bluestem

Absent:

Ben Wade, Guitarfinder
Lili Johnson, Poppy
Mike Wagner, Central Bank of Boone
County

Kaley Gann, Kaldi's

Guests:

True Media: Stephanie, Michelle and Jeremy

No Quorum: updates provided.

True Media Update

True Media presented the Marketing Plan to the committee. Afterwards, there was discussion including how to maximize the budget, media reach, Pandora, network reach and demographics. The team plans to present the updated plan at the Special Marketing Committee meeting Friday.

Adjournment

The next meeting is **October 30**, at 8:30 a.m.

**Community Improvement District
Marketing Committee Meeting
October 30, 2015
11 S. Tenth Street**

Present:

Christina Kelley, Makes Scents
Andy Waters, Tribune
Lisa Klenke, Calhoun's
Corissa Ray, Bluestem

Ben Wade, Guitarfinder

Absent:

Lili Johnson, Poppy
Jennifer Erikson, CAT TV

Kaley Gann, Kaldi's

Guests:

True Media: Stephanie, Michelle and Jeremy

True Media Update

True Media presented the updated Marketing Plan to the committee, which included: Objectives, Timing/Budget/Creative, Target Audience, Target Geography, Media Strategy, Recommended Tactics and Benefits. They stated that most of their reporting will be monthly and will attend the monthly marketing meetings as well.

True Media then presented the Holiday Media Plan and Budget. Wade motioned to support the Media budget for November and December, Kelley seconded. None were opposed; Waters abstained. The Marketing meeting in January will be to follow up about the success of the holidays.

Adjournment

The next meeting is **November 18**, at 8:30 a.m.

**Community Improvement District
Executive Committee Meeting
November 3, 2015
11 S. Tenth Street**

Present:

Mike Wagner, Central Bank of Boone
County
Marti Waigandt, 808 Cherry St.
Christina Kelley, Makes Scents

Adam Dushoff, Addison's
Mike McClung, Carhart's

Agenda Items

Search and Review Committee Process

Committee slates need to be determined and approved as well as Chairs. A meeting will need to be set up in order to discuss this.

Gateway

An advisory board, of at least 5 members, will need to be created for the Gateway account with/ CFCM.

Closed meeting

CID Employee Discussion

Adjournment

The next meeting is **Tuesday, December 1**, at 4:00 p.m.