

**Downtown Community Improvement District
Executive Committee Meeting
Tuesday November 1, 2022
11 S 10th Street**

No meeting held

**Downtown Community Improvement District
Board of Directors Meeting
Tuesday, November 8, 2022
11 S 10th Street**

Present

Nickie Davis, CID
Kathy Becker, CID
Kenny Greene
Kathy Murphy
Russell Boyt
Sarah Johnson
Lara Pieper
Rachel Norden
Heather McGee
Aric Jarvis
Charles Bruce
Van Hawxby
Mikel Fields
Dani Little
Mike Nolan

Absent

Mike McClung

Guests

Officer Wright
Officer Anderson
Carol Rhodes City of Columbia
Nikki Evans -HEWN
Jose Caldera - WEWN
Christina Kelley – Makes Sense
Demetrius Woods -Essentialz Bodega
Morgan Wright – Gunter Hans

Approval of the Agenda

Pieper moved to approve the agenda. Jarvis seconded. Motion passed.

Approval of the Minutes

Johnson pointed out errors in the October minutes. Corrections made. Jarvis moved to approve the minutes; Murphy seconded. Motion passed

Approval of the Financials

Pieper presented the financials to the Board. We are one month into the new fiscal year. Income is coming in as expected. Sales tax for the sales tax year is up \$72,000. Motion to approve the financials made by Jarvis, Rust seconded. Motion passes.

City Report

Rhodes discussed the upcoming Council meeting. Rhodes talked about the November 9, 2022, meeting on FUSUS and policy the procedures meeting the would be held at the Molly Bowden Neighborhood Policing Station. She encourages all to attend. Rhodes also mentioned that FUSUS would be on the City Council Agenda on November 22, 2022

REDI Report

Driskell-Hawby is out of town but sent an update. REDI's annual meeting is next week. REDI will be launching a new campaign on the importance of Economic Development

CVB Report

Schneider stated that the NCAA Cross Country Regionals are in Columbia this week. Columbia will host this even for two years. MSHA Class 6 football will be in Columbia November 6th. The CVB is working with a new PR company. They currently are focused on media opportunities and pitches. Send in industry partner pitches to her via e-mail. Davis will forward the e-mail to the board. The pitches go directly to the PR company.

Police Report

Officer Wright discussed parking garages and the fact that they are still a top concern. They have received lots of e-mails and text on this issue. If someone calls or texts their cell and the do not hear back, then call 411 or if necessary 911.

The shooting that occurred during Homecoming weekend was discussed. While they are not able to talk much they will get back to the board once an arrest is made. They did state that some businesses in the area also received damage.

New Business

Board Member Slate 2023

The Board discussed the board member slate for 2023. Applications and other information on each applicant are in each board members drop box.

Those applicants that were at the board meeting were asked to introduce themselves. In person introductions were made by Christian Kelley, Makes Sense, . Nikolas Wood - Deline Holdings – Alpha Real Estate, Morgan Wright – Gunter Hans, Demetrious Woods – Essentialz, Deb Rust – Tellers and Sake, Mikel Fields – Cracked Up Mobile, Heather McGee – On the Rocks and Lara Pieper – Bloom Bookkeeping all introduced themselves. Ballots were passed out and new owner, Demetrius Woods – Essentials next door, Deb Rust Tellers and Sake, Mikel Fields Cracked up Mobile Branco Field, Heather McGee, On the Rocks, Lara Pieper – Bloom Bookkeeping.

Davis passed out ballots. Members voted b paper ballot. Results of the election will be tallied after the meeting.

Old Business

ARPA funds Discussion

Davis discussed the letter the CID sent to the City this past spring regarding the CID's request for use of ARPA funds. Davis also mention that a request for funds is also available and the due date to turn in request is this Friday. All the items requested in the letter no longer line up with the results of the community wide survey. Jarvis agreed the letter was outdated and that we apply for funds for those that match using the cities website. The board discussed the best way to determine what funds to apply for with the short turn around period.

Murphy moved to have the Executive Committee and the Committee Chairs meet to decide on what items should be submitted by the CID for funding and that the Executive Committee has the authority to make decisions for submission. McGee seconded. Motion passed.

Committee Reposts

Operations

Jarvis stated the meeting was not held due to lack of quorum

Economic Development – Fields stated meeting was not held due to lack of quorum.

Marketing – Rust went over the highlights of the Marketing Committee Meeting. Past events have been successful and have had a good turnout. Holiday Decorations are up and Horse Drawn carriages started November 5th. The same day as the Magic Tree Lighting.

Living Windows is December 2nd. And the WE Project is being finalizes and should be up on the Blue Note soon.

DLC- Did not meet

Parking Commission Report – The Parking Director is requesting a change in the ordinance so that parking meters can be changed without going to the Council. PAC would like to see 1-, 3- and 10-hour meters along with some 15 minute meters for pick-ups etc.

Orr Street Park Committee – Greene discussed the three designs. The committee is working to finalize the design. Parks and Recreation is shepherding this effort. They will be looking to fundraise extra funds. The is \$200,000 to begin with. There is anther meeting on the 18th of November.

Staff Report

Davis mentioned that Search and Review will be meeting in the next few months.

Comments from Board, Staff and Public

Pat Fowler – Ward 1 Councilperson apologized for being late. Fowler talked about FUSUS and discuss her stand on the issue.

Johnson mentioned the trash at Walbash and the need for a new design due to all bids coming in over budget.

Adjournment

Johnson moved to Adjourn, Pieper Seconded. Motion carried.

**Downtown Community Improvement District
Economic Development Committee Meeting
Tuesday, October 18, 2022
11 S 10th Street and Zoom**

Meeting Canceled

**Downtown Community Improvement District
Operations Committee Meeting
Tuesday, October 20, 2022
11 S 10th Street and Zoom**

Meeting Canceled

**Downtown Community Improvement District
Marketing Committee Meeting
Tuesday, November 22, 2022
11 S 10th Street and Zoom**

Present:

Nickie Davis- CID
Kathy Becker – CID
Brandon Rettke-CID
Deb Rust
Sarah Johnson
Heather McGee
Danielle Little

Guest:

Matt Bear

Call to Order

The Meeting was called to order at 3:35 p.m. McGee moved to approve the agenda; Johnson seconded. Motion passed.

New at Large Member:

Johnson moved to make Baur a member of the Marketing Committee, McGee seconded. Motion passed.

Blogs – Writers Block

Nickie met with Writers Block. Writers Block is a company that does blogs and other writings. Mikel Fields currently uses this company for writing blogs. They will guarantee at least two blog per month. The blogs will be between 300-700 words. The price for this is \$1,200 for six months. The committee discussed having guest bloggers. Having links etc. to like stories would also be good.

Johnson moved to enter a contract Writers Block for a period of six months at the price of \$1,200. McGee seconded. Discussion on the need to specific on topics of the blogs occurred. Also need to review in six months to see if we want to continue. Motion pass

Marketing Review

Rettke presented the marketing review that was provided to the committee members. Facebook and Instagram were both up mainly due to horse drawn carriage post. Rettke is working on doing more Reels on weekend events. The most popular post are those restaurants. More posts on night light to come. Rettke also wants to interview owners in The District.

Rettke discussed the possibility of doing podcast weekly or bi-weekly. Minutes in the District kind of podcast that would be used to help meet businesses in The District. Each would be given an established set of questions in advance. The committee could help with these questions. Brandon will work on it and draft some questions to get it started.

Halloweenie Review

Halloweenie has a good turnout and went very well. The City of Columbia reported over 2000 kids participated. Truman from MU was out again this year. The main corridors were busy. The outskirts were not as busy. Johnson suggested sending out a listing telling business to think about certain things like how to attract people to your business, etc.

First Friday, Magic Tree Lighting, and Horse Drawn Carriage Review

The Magic Tree Lighting went well. Rust spoke and we received TV coverage. The Horse Drawn Carriage rides have gone very well. They are very well organized, and the tickets are working. There have been some complaints, but most have been dealt with when they sat down with the company and understood how well the horses were cared for. The videos on the rides are great. Next year considering doing special rides for our PIE school, etc.

Holiday Décor Update

The décor is up. The District would like to pay for the remainder of the decorations and stop using Artistic. Becker will make sure we can get out of the agreement. She will also get a cost to purchase the remaining decorations outright and the cost to store them. Luke Gieschen of Integrity Softwash currently is installing the decorations for Artistic. If it is within 20% of current cost the committee thinks we should no longer use Artistic. The decision to change installation and storage company needs to be done before they are taken down. This decision will be made at the December Marketing meeting after all information is gathered.

Small Business Saturday

Small Business Saturday is this Saturday. No items were received from American Express. We will promote Small Business Saturday on social media

Living Windows

Living Windows is December 2nd. Currently have numerous businesses participating. Judges are Erica Neville, the Mayor (if makes it back in time), Amy Schneider, and Deb Rust. A group will go out a record the windows. The judges will then review the videos and decide the winners at The District's offices.

We Project update

The posters are up at the Blue Note. Three are up. One more at Blue Note will go up and one will go up at Rose Music Hall. Another dedication will be held in the Spring. Seems very positive. We will help with dedication in the spring.

Event Dates for 2023.

Nickie presented a list of dates. The Committee talked about Restaurant Week and Drinks in The District. The committee liked the bingo card used for restaurant week. A month-long bingo card was suggested.

The Committee discussed doing one event versus two. Doing one versus two events. Maybe restaurant month with a Drinks in the District within this month. Staff will rework and come back to the committee.

McGee still would like to see a pub crawl. Maybe just a Facebook event. Need to have it before Halloween. This was tabled and will try to do something next year.

Bandwango

Davis and Rettke sat in on a zoom call with Bandwango. It is not an App but a company that host a digital passport for the area. Give us back data on those that participate after the event. The cost is \$10,000 one passport. Committee will look up and return it to marketing if wanted.

Zou Jam Tournament Pack

Their proposal is in Dropbox with sponsorship levels. McGee asked if it would be exclusive. Davis will check. MU currently does this. One time event for the tournament. No decision to purchase was made.

Member, Staff and Public Comment

The next meeting cannot be held at its regular time. Davis will send out Doodle poll to help determine new date.

Meeting adjournment

Johnson moved to adjourn; McGee seconded. Motion carried. Meeting was adjourned at 4:45 p.m.