

**Downtown Community Improvement District
Executive Committee Meeting
Tuesday, October 5th 2021
ZOOM & 11 S 10th St**

Present

Nickie Davis - CID
Kathy Becker - CID
Hannah Bilau - CID
Kenny Greene
Van Hawxby
Mikel Fields
Mike McClung

Guests

Approval of Agenda

Kenny called the meeting to order at 3:33 pm. Mike made a motion to approve the agenda. Mikel seconded. All in favor.

Gun Violence Issues

Nickie introduced the issue related to increased gun violence on 5th street. Also brought to the committee's attention an increase in drinks being drugged at various bars. Wants to hold a meeting with several bar owners and CPD in town to combat the issue. Van said he would be happy to host the conversation at DogMaster. Planning to set it up for next Tuesday.

I-70 Ramp Project/MO-DOT

Kenny wanted to gauge the committee to see their thoughts on how the CID receives the information regarding the potential ramp closure. Aric mentioned the conversation the Operations Committee had about it. Operations was largely in favor of keeping it. The executive committee decided not to take an official stance on it unless directly asked.

Search and Review Committee Setup

Kenny introduced the Search and Review Committee. Asked the Executive Committee to be thinking about potential new board members. Let the

committee know that the Search and Review Committee meeting will be TBA.

October Board Agenda Creation

- **Sunshine Law Refresh**
- **Anthony Stanton/Events in The District**
- **Curb Standards**
- **Garage Plan**
- **Convention Center Update**
- **Board Member Applications**
- **Gateway Plaza Unveiling**

Nickie reviewed the potential agenda items with the committee. Let them know that Jose would like to do a refresher on Sunshine laws and Rule of Order. Mike voiced that he thinks a Rule of Order refresher would be extremely helpful. Mentioned that he does not think a breakdown of the rules has happened since the CID was founded. Kenny and Van voiced that Anthony Stanton's conversation regarding events would be best served by the Econ Committee vs the full board.

Member/Staff/Public Comment

Mikel mentioned an idea he had for a link or qr code that lists all of the spaces available in the District. Might add to the Economic Committee's agenda.

Adjournment

Van made a motion to adjourn at 4:02. Mike seconded. All in favor.

**Downtown Community Improvement District
Board of Directors Meeting
Tuesday, October 12th, 2021
ZOOM & 11 S 10th St**

Present

Nickie Davis - CID
Kathy Becker - CID
Hannah Bilau - CID
Tom Mendenhall
Deb Rust
Van Hawxby
Kenny Greene
Aric Jarvis
Jose Caldara
Auben Galloway
Kalle LeMone
Adam Dushoff
Munir Mohammad
Lara Pieper

Guests

John - Block by Block
Bill - Block by Block
Barbara Buffaloe
Carol Rhodes
Pat Fowler
Jordan - The Missourian
KOMU 8
Kathy - Commerce Bank
Sarah - Basement Reef
Jeff Jones - CPD
Todd and Dan - CPD

Approval of Agenda

Nickie made a recommendation to amend the agenda to push Jose Caldera's sunshine refresh to next month. Tom endorsed the recommendation and moved to accept the agenda as amended. Lara seconded. All in favor. Passed.

Approval of Minutes

Tom moved to accept the minutes. Van seconded. All in favor. Passed.

Approval of Financials

Kathy went over the financials. Sales tax is higher than expected. Fiscal year 2021 ended on September 30th. Came in at 92% of the budget. All committees, operations, and projects came in under budget as well. Fundraising for Gateway has gone exceptionally well. Looking to finish the plaza within/at budget. Will talk about revising the Gateway budget at next month's meeting. Tom moved to approve the financials. Deb seconded. All in favor. Passed.

Police Report

CPD went over the incidents where shots have been fired downtown. The owner of VibeZ has been cooperating with police to offer up camera footage and work with their investigations. The owner of Silverball where the second incident was this past weekend has been working with them as well. CPD asked for us to let business owners know that if they think they have any usable footage to help with the investigations for these incidents to share that with the police. Tom asked if the video would be made publicly available. Jeff said the video is not publicly available yet so the detectives can follow the evidence and leads first. Jeff also reiterated that it appears to be a targeted shooting and not a random incident.

City Report

Assistant Manager Carol Rhodes did not have anything new to report but is available to answer any questions. No questions asked.

REDI Report

Jay could not make the meeting. Nickie provided an overview of some of the events they are running.

CVB Report

Mostly sports activities coming up in town soon. SEC and Missouri State Cross Country events happening. Monday, December 13th destinations from across Missouri will be in town for a conference.

New Business

- **Block by Block Report**

- John is visiting from Houston and is joined our meeting to recap what Block by Block has been doing in town. Typically BBB sees high turnover in their ambassadors, but all of ours have been serving Columbia for over a year or longer. Overlooked the amount of graffiti,

weeds, and trash they have cleared from The District in the past year. Mentioned that weeds have been worse across the country this year, but praised his team for their work pulling the weeds by hand. Mentioned the flame torch they have been testing. Ambassadors have been removing snow by hand in the past, but they have purchased a snow blower for this season. Have also purchased a battery-operated low presser washer to clean small stains off the streets and sidewalks. John also thanked the board for their continued support.

- Auben asked about their agreements with other cities to go into the streets and alleys. John mentioned special contracts they have to clean bus shelters in San Antonio. Mentioned that with the 3 staff they have they are unable to do extra cleaning in the alleys, but would need to hire additional help to offer that service on a regular basis.
- **Sunshine and RRO Refresh**
 - Amended to move to next month.
- **Search and Review Committee**
 - Nickie let the board know that the committee will be meeting in November to review the new board applications. Asked the board to reach out to contacts they have to see if they would be interested in applying. Went over qualifications to be a board member.
- **Gateway Plaza Final Unveiling**
 - Installation for the sculpture will begin the week of October 18th. The plaza will remain covered until November 4th when we will have a public grand unveiling of the completed project. There will also be an invite-only reception at The Roof.

Old Business

Tom asked Jose to look into a $\frac{1}{8}$ cent sales tax increase to fund further police officers downtown. Let the board know he asked that. Jose will be looking into the legality/feasibility of that.

- **Convention Center**
 - Kathy went over the quotes we have received from research firms related to a feasibility study for the center.
- **Board Applications**
 - **Due October 29th. 2 applications received so far.**
- **Curb Standards**
 - The city told us that now is the time to make changes to our curb standard if that is something we were interested in. The proposed change is altering the curb standard to 6' to 12'. This would only apply to new/replaced curbs within the CID. Tom made a motion to propose a letter to the city that the curb standard change from 6' to 12' on new

developments and replacements. Van seconded the motion. All in favor. Motion passed.

- **Garage/Parking Update**

- There have been updates for safety barriers being installed at the 6th and Walnut garage. Pat Fowler did not know the amount of the price quote for the project. Looks like it will take a bit of time before we see anything permanently up on that garage.
- Nickie and Kathy met with a few businesses related to the curbside parking spots. There are a few businesses that have seen an increase in business due to those spots. Some have seen no impact, but there were no negative comments related to the spots. Might change to paid 15 min parking spots, but nothing is set in stone yet.
- Will be waiting until we get a final consensus on the Convention Center feasibility study before acting on a separate parking garage study.

- **ARAPA Funds Update**

- Nickie provided an update on the ARAPA funds. No movement to speak of. Have spoken at City Council a few times and submitted a letter of recommendation for the fund usage.
- Pat Fowler let the board know to pay attention to conversations regarding residual funds that will be happening at the city during their budget discussions. May be a valid source of funding for some of the CID's needs/projects.

Committee Reports

- **Operations**

- Talked about planters, the greyhound bus station at Wabash, the I-70 ramp closing, and more. No action items from the Operations meeting, but good discussion. Auben asked about future plans for the planters. Parks and Rec have no intention to take them back. Will be mulching them on November 1st. Might reach out to Helmis to create a bid for future planters. Nickie let the board know that Jose did some research and found that our foundation paperwork states that the city cannot decide to stop doing things and expect us to do them. CID will be having a meeting with Parks and Rec soon to discuss more and hopefully reach a compromise.

- **Economic Development**

- Discussed the Convention Center, Business Gift Card Program (applications opening soon), Minority-Owned Business Grant opened on October 1st. 3 applications have been submitted so far. Nickie overviewed her idea of painting the District tree grates. Alley Gallery door project applications have closed. Updated the board on our

Economic Benchmarking project with Kyle who is building a database for us.

- **Marketing**

- Caffeine Crawl and Halloweenie are coming up. Halloweenie posters have been handed out with a sheet that includes tips on how to keep the event COVID safe. We are also working on getting highway signs. Might be on either the Blue or Brown DOT signs. Looking to get them on both 63 and 70.

- **Gateway**

- Meets this Thursday. Lots to finalize and wrap up before our unveiling. Just a bit more fundraising to complete. Will most likely be finalizing our final budget. B and U are still available to sponsor. B is close to being taken. U is still available. Nickie asked the board to continue reaching out to any

DLC Report

Did not meet.

COMO 200 Report

Amy let everyone know about the History Minutes that are playing locally. Working on ways to preserve the work that has been done for the Bicentennial with the Historical Society. Mainly working on wrapping everything up.

Parking Commission Report

Revenue is up from last year but down from 2019 and 2018. Ticketing is down from last year as well.

Staff Report

No staff comment

Board, Staff, Public Comment

None.

Adjournment

Tom made a motion to adjourn at 4:21 pm. Van seconded. Approved.

**Downtown Community Improvement District
Gateway Committee Meeting
Thursday, October 14th 2021
ZOOM & 11 S 10th St**

Present

Nickie Davis - CID
Kathy Becker - CID
Christina Kelley
Aric Jarvis
Tootie Burns
Tom Mendenhall
Deb Sheals

Guests

none

Approval of Agenda

Tom moved to approve the agenda at 3:30 pm. Christina seconded. All in favor.

Construction Update

Deb shared a few photos with the committee from the tour cid staff and Deb took of Emmett's shop. Shared photos of the globe progress at the shop and some reviews of the past year of construction. Deb feels great about everything - looks amazing so far.

- **Lighting of the Plaza**
- Committee decided on the following for the lighting schedule -
 - Red and Green for Christmas
 - Red White + Blue for the 4th
 - Green for St.Patrick's Day
 - Gold and White for MU
 - Blue and White for CC, Hanukkah, and City of Columbia
 - Maroon (red) and White for Stephens

- Pink for Breast Cancer Awareness & Valentine's Day
- Rainbow for Pride
- Orange and Blue for The CID
- Red and White for T/F
- sometimes where only the globe is internally lit

Tootie asked if we are going to recognize T/F are we going to light it up for other events. Committee said we are not going to open it up to events and just change it ourselves. Committee decided that any time the light color is changed it should be up for at least a week to avoid the colors changing too frequently/reducing overlap.

Deb mentioned that CID staff will have to take a laptop down to the site to change colors, so that also ensures colors won't change too frequently.

Construction begins next week. Grove is setting up a GoPro to do a timelapse of the install. Planning to play at the party. Will be including a sponsor slide and construction progress videos Emmett took while building the sculpture.

Large fences are currently up at the plaza, and each piece of the sculpture will be covered with a tarp to keep the plaza a surprise for the unveiling.

Fundraising

Deb recognized Nickie's effort in fundraising. She's currently working on the B (for banks). So far 2 banks have said yes. Would like to get 3 more signed on so they can split the donation to 5k each. First State is open if there are 5 total signed on. Might be able to get them with 4 banks. Still working on the banks we haven't heard a yes or no yet. Tom Mendenhall had a contact at Hawthorn he shared and will talk to him on Saturday at the MU game. Also working on First Midwest. EquipmentShare reached out to Nickie about the B, and seemed very interested. Tootie brought up reaching out to investment/wealth management institutions if we continue not getting any traction with Banks.

Commerce already gave 15k over 3 years, which is why they said no. Committee thinks that's reasonable, and thinks they should be recognized somehow.

Deb asked Nickie to have the committee help where they can.

Stephens and Columbia College have their paperwork in. Just waiting on Mizzou.

Tootie mentioned that Mizzou is planning a 6-foot-tall letter MIZ sculpture near the alumni center. Tootie doesn't think it will affect anything, just a general FYI.

Tootie knows a few influential women educators in town. Going to shoot them an email to see if they would be willing to go in on the U together. Going to work with Nickie to create an email pitch. The committee really loved the idea.

Tom mentioned reaching out to Dave Knight.

Marketing/Public Relations

- **Final Ribbon Cutting**

- Invitations are going out. Nickie asked the committee to let us know asap if there is anyone they would like to invite. Went over the current guest list for vip reception and public invites. Emmett wants to talk at the final event. Want to make sure his kids are recognized for their help as well. Deb asked if Pat Fowler should speak, in July she said the Mayor should speak instead. Will check back in. Tootie thinks Kenny, Deb, Nickie, The Mayor, and Emmett should be the only ones making remarks. John Glascock was also brought up as an option. Want to keep it short and mostly thank yous. Deb suggested the lineup be - Kenny, then Deb, then Emmett, and then end with Nickie. Committee liked that suggestion. Need to work on speaker/microphone placement to reduce feedback. Going to plan on getting there early and doing a sound check or two. Planning on arriving at 4. Nickie mentioned getting a professional photographer. Deb would like a nice photo of the sculpture by itself at dusk to give to sponsors as a framed photo or paperweight. Tom asked if we should trademark the sculpture-like the university has with the columns. Going to check with Jose, but Deb and Christina would like to keep it as public and fair use as possible.
- **After Party**

- Deb asked if we need to make the event private. The concern is having enough food for everyone. Christina thinks the part about the private event should be removed from the Facebook event. Went over +1 policy for invitees. CVB might sponsor the party for \$2,500, but none of that money can be used on alcohol. Going to up our food budget and use it for the photographer. Committee wants to book a photographer for 5-7. Hannah will be editing the sponsor video.
- Deb is going to make an 8-page booklet to give at the party

Plaza Maintenance and Upkeep

Atkins has been the best option for maintenance currently. If we get a landscape sponsor we can do more with planting annuals, etc. Nickie has talked to a few places. GKC sounds interested. Landscape sponsorship is 3k a year for 3 years.

Gateway Budget Update

Kathy went over where we are at in the budget. 98,914 remaining in the budget. Had a small overage in construction due to a site work issue - it's just a little over 9k, but we spent less in other areas which made up for it. Committee noted that it is amazing and a great feat that we were able to stay within budget - especially during a pandemic and when costs of construction materials have risen so sharply. In fact, we will be 31,000 ahead of where we thought we would be with 50k in sponsorships on top of that. The project is set to finish with the CID spending less than it originally committed. Deb mentioned that we should bring that fact up at the unveiling.

Public Comment

Adjournment

Aric made a motion to adjourn at 4:42 pm. Christina seconded the motion. All in favor.

**Downtown Community Improvement District
Economic Development Committee Meeting
Monday, October 18th 2021
ZOOM & 11 S 10th St**

Present

Nickie Davis - CID
Kathy Becker - CID
Lydia Melton
Lara Pieper
Adam Dushoff
Deb Rust
Mikel Fields

Guests

Anthony Stanton - Den of Kings
TK - Den of Kings
Jamie Fitzpatrick - Field House
Bryan Miller - GM of Field House
Haley Clark - Safe Bar Network CEO

Approval of Agenda

Lara made a motion to approve the agenda at 3:31 pm. Adam seconded. All in favor.

Events in The District

Anthony Stanton introduced himself and his company, Den of Kings to the committee. It is his personal experience that Downtown Columbia hasn't been a place for community fellowship among Black Columbians. This mainly has to do with not feeling comfortable in certain spaces downtown due to Columbia's history of racial segregation. He shared a story of his Grandma having to enter Ernie's through the back door because she wasn't allowed to

use the front. Mentioned that there are people still alive who had to experience these prejudiced policies. Shared that Black students today, and when he was at MU and CC, feel like they need to assimilate into white spaces instead of feeling like there are spaces made specifically with them in mind in town. Mentioned some historic Black-owned clubs in town that have since shut down. He brought up the point that when you are the only place designed for a specific community, your clientele becomes broader and from all walks of life which can create conflict. Seeing this niche available in Columbia, Anthony and his business partners created Den of Kings. Their company specializes in mature and classy events for African Americans 30 and up to network and have a good time. They host themed events in unique venues that are not normally patronized by Black Columbians. These venues have then seen an increase in African American clientele after Den of Kings hosts an event there. Their events are business formal dress as an homage to Columbia's Sharp End district "You didn't go there unless you were sharp". Their goal is to create a high standard, but in doing that they have run into some obstacles. African Americans make up 12% of the population in Columbia. Anthony let the committee know that the buying power of Black Colombians isn't utilized within Downtown Columbia. Den of Kings can/has shared bar and door sales with the bars they work with. Anthony believes there are opportunities available to make The District more inclusive, to bring in more Black Businesses, and to build back trust with Black Columbians. Mentioned the business mixer they are holding at Orr st Studios on October 29th. They are also having a Harlem Nights event in November at the Country Club.

Safe Bar Network

Jamie Fitzpatrick introduced himself and his team. Had Haley come to Field House in 2018 to do some safety training with their staff. From there they hired Haley on full-time and created The Safe Bar Network traveling to other college towns and conducting these trainings on how to keep their clientele safe. This Sunday they are having Haley come into town and open up her trainings to as many people. MU Greek houses and staff members' friends have all been invited. They will be having 4 training sessions from 11 to 3. Would love for all their training sessions to be available to every District Bar/club. They are waiving the first year of training free for every bar because of the need.

Lydia mentioned that 51% of bars and restaurants in the US are behind on rent this year, so the cost might be an eventual issue. Also asked about a digital option.

Nickie asked how often they do training. Haley let the committee know most bars do 2 a year. They also work with local trainers/instructors when possible. Their training is 1 hour, collaborative, and practical. They teach how to have a conversation and all of the ways to interrupt a potentially unsafe situation. She describes it as more of a conversation than a workshop.

Haley described the training fee as a secondary priority. They are a non-profit, and some bars pay more than the suggested fee and some bars pay none at all. They also believe that the fee might increase owner buy-in/involvement with the conversation.

Alley Doors

Nickie introduced the Alley Door applications to the board. Showed the application to the committee and then walked through all 4 submissions. Thought Adrienne Luther's felt "in brand" and utilized some of the CID's existing branding. Concerns regarding using someone else's logo on Ken Nichol's piece, but voiced that if we liked his submission we might be able to ask him to remove that part of it/make it more generic. Adam liked the logos, and thinks it adds character and a nice slice of history as long as we get permission from the businesses. Went over all 3 of Wildy Self's submissions. Lydia asked if we will have a plaque next to each artwork explaining the piece and the artist. Nickie didn't have a plan for that currently but mentioned we might post their name and a QR Code to an artist statement. Went over Lisa Bartlett's 2 submissions. Nickie asked the committee to keep in mind the location when selecting their top piece. This is just the first round, and we are planning on doing more in the future. Going to give the committee a month to think about it, and then reconvene in November to make a selection.

Minority-Owned Business Grant Update

Grant officially started on October 1st. Received 3 applications. 1 of the applicants reached out to the Women's Business Center for counseling and the person he met with did not know about the grant. Nickie will be reaching out to WBC to make sure that does not happen again. Mikel asked if we can create a liaison for the grant with WBC so there is a point person for all the

grant questions. Guests from Den of Kings asked more about the grant and Nickie went over the specifics with them. The current 3 applications are excited about the opportunity, just need to make sure WBC and the CID are playing their part. Adam asked if the signed lease condition is a set rule, might be an access issue & the grant money could help with down payments. Board agreed with his concern. Mikel mentioned the thought process behind the condition was to recruit established businesses downtown, but we can definitely look into this requirement to see if it is too much of a gatekeeping measure. Going to bring the suggestion up to WBC to see what they think. Mikel asked for another social post. Went over more about the thought process behind the grant. TK from Den of Kings described it as “minor leagues getting ready for the big leagues”.

Economic Development 2022 Budget

Kathy went over the '22 Budget. Want to make sure things that didn't get finished last year get added to this year's budget. Want to add another alley door and look into the convention center feasibility study (which will cost about 40-60k). Asked if we want to take that to the board/add it as a placeholder in the budget. Mikel asked for clarification regarding the doors. Would have enough money for 1 more door location on top of the 2 already approved.

Public/Staff Comment

None.

Adjournment

Laura made a motion to adjourn at 4:35 pm. Deb seconded. So moved.

**Downtown Community Improvement District
Marketing Committee Meeting
Tuesday, November 2nd 2021
ZOOM & 11 S 10th St**

Present

Nickie Davis - CID
Kathy Becker - CID
Hannah Bilau - CID
Christina Kelley
Kalle Lemone
Mark
Munir Mohammad
Deb Rust

Guests

Sarah Johnson - The Basement Reef

Approval of Agenda

Mark made a motion to approve the agenda at 2:04 pm. Munir seconded.
Approved.

Highway Signage

Kathy overviewed the option of signage off of the highways. We qualify for a brown sign since we have historical status. Currently have green ones on the exit ramps, but the brown sign would be before the exit. Plenty of billboard space on 70 available, but it would be more expensive. Brown sign is a minimal yearly expense. Kathy needs to get the commitment still. Committee thinks 70 is preferable over 63. Will move forward with the process.

Caffeine Crawl Review

Nickie was out of town for the Caffeine Crawl. Kathy went to route 1. Hannah went to route 2. Munir went over his experience. Overwhelmingly positive in his experience. Jason shared his highlights. The event was sold out and people were still asking for tickets after they sold out. Nickie sent out a survey to participants to gauge if we want to do it again. The question is if we want

to go through the company again or run it ourselves. Nickie doesn't know if we have the capacity to run it ourselves. Munir has a question regarding the cost. Thinks Jason could charge more for the event and profit-share with the participants more - at least for the cost of the samples. Nickie will chat with Jason about the price and inquire why the tea places didn't participate. Munir also had some suggestions about the standardization of the tour guides.

Halloweenie Review

It was cold and rainy, but participation was good. Most businesses ran out of candy. Truman, MU cheer, and CPD all had a presence. Sarah shared that a lot of families didn't go to NVAD. She had 5 kids total. Mark shared that 44 canteen wasn't packed, but was pretty low on candy at the end of the night. Munir commented that he liked the 4-6 time period. Mark agreed that having it early was nice too. Christina heard from Skylark that they handed out 2,000 pieces of candy. Nickie mentioned that hopefully, Zombie Crawl will be back in the future. Mentioned that several people reached out regarding a list of participating businesses. Committee things that are logistically difficult. The staff is going to look into getting some reusable sandwich boards to direct traffic. Nice because we can use them other times in the year

Holiday Shop Hop and Magic Tree Lighting Update

Shop hop and lighting are this Saturday. Decorations are currently being installed. Shop Hop is all day long. Retailers will have discounts, displays of new items, refreshments, etc. Magic Tree lighting is at 7 pm. Christina asked that the Shop Hop posters remove shopping hour times because it feels like it pressures her to open early. Asked for it to just be the tree lighting time.

Small Business Saturday

Saturday after Black Friday. Should be getting some fun things in the mail to hand out to businesses. Have FB event pages made for all upcoming events.

Holiday Passport Program

Nickie asked the committee if we want to do the Holiday Passport again. It was a shopping guide that listed all the deals and special holiday items going on. Like RW customers could get a stamp for spending x amount of dollars. Received 30 back. Committee didn't remember doing it. Munir asked where they were distributed - at the CID, participating businesses, and the City. Last year's guide was quite expensive. Committee brainstormed ways to cut costs

and allow restaurants to participate. Kalle mentioned a way to cross promote it with Restaurant Week. Committee thinks an aggregate of deals would be logistically difficult this year, especially with such limited time. Thinks next year we should probably start in July/before the holiday season.

Living Windows

Sign up opens today. Some businesses/groups that don't have a location downtown have reached out about participating/pairing with an existing business. Nickie asked if we want to handle pairing these groups with businesses or ask them to do it on their own. Christina asked about hayrides. The company we were talking to is still working on their insurance/business model. Nickie asked if we should reach out to other companies. Committee likes the idea of having them. CID staff will research companies and get that booked if it is reasonable. Asked the committee about where to place Santa. Landmark use to do it, but asked if we want to change location now that they have been bought out. Missouri Theatre has inquired about it. Other banks are interested as well. Need to get a list of judges. 1st prize is an email blast through the district newsletter list. Mark suggested using an MU golf cart to move the judges.

Member, Staff, Public Comment

Mark made a motion to adjourn at 2:58. Munir seconded. Approved.