


RESOLUTION NO. 2020-24

**A RESOLUTION OF THE DOWNTOWN COMMUNITY
IMPROVEMENT DISTRICT APPROVING MINUTES OF
THE BOARD OF DIRECTORS MEETING HELD
JANUARY 2020.**

**BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE DOWNTOWN
COMMUNITY IMPROVEMENT DISTRICT AS FOLLOWS:**

The Downtown Community Improvement District (the "District") hereby approves of the meeting minutes for the meeting of the Directors held January 2020.

Passed this 11th day of February 2020



_____, Chairman of the Board of
Directors

(SEAL)

Attest:



_____, Secretary of the Board of Directors

**Downtown Community Improvement District
Board Meeting
January 14, 2020
11 S 10th Street**

Present:

Kenny Greene
Tom Mendenhall
Deb Rust
Deb Sheals
Dave Parmely
Kevin Czaicki
Adam Dushoff
Munir Mohammad
Kalle LeMone
Auben Galloway
Jesse Garcia
Van Hawxby

Absent:

Mike McClung
Logan Dale

Guests:

Robert Hollis
Carol Rhodes

Sheals called the meeting to order at 3:31pm.

Mendenhall moved to approve the agenda, Czaicki seconded, all were in favor.

Tom moved to approve the minutes, Garcia seconded, all approved. Sheals pointed out that they were amended for voting confusion, Tom moved, Parmely seconded, all approved.

Financials

Becker summarized the CID financials for the previous month, highlighting that revenues were coming in higher than expected. She pointed out that sales tax was \$11,000 up from last November. Expenses that were higher than planned were internet/phone, the printer, and that holiday décor would even out the surplus. Taxes were up \$18,000 from last year. She pointed out that the late Thanksgiving may make effect revenues. The group discussed the printer lease including a recommendation from Dushoff to use refurbished toner. Mendenhall moved to approve the financials, Galloway seconded, all approved.

Police Report

Tate stated that the area has been quiet but the schedule shift was occurring this month so we would see new faces downtown as our CPD officers. Sheals asked him what the CID could do to help officers want to stay on the downtown shift. Tate told her that the majority of the issues lies in that dealing with intoxicated students tends to get monotonous. He encouraged the group to let the officers know that they are appreciated downtown and be friendly. They are hoping to have a new full-time officer downtown during the daytime to help with community policing. Parmley asked Davis if the CID had received a response for the request for more officers, there was no response. Garcia asked if we could do a meet and greet for the new officers. Sheals would like to see a social media post to welcome the new officers. Tate is working Monday-Friday during the day. Downtown will still have eight officers throughout the day on two different squads.

City Report

Rhodes stated that things are getting back to normal after the holidays. Council had a two-hour workshop on short-term rentals and that will be voted on during the February 3rd meeting.

New Business

Visioning: Public Art

Davis showed a presentation on public art that is currently downtown and ideas for what could come to the CID. The City pays about 1% of the budget for public art. She pointed out that Sheals is hoping to see public art (sculptures) rotate in and out of the Flat Branch Park extension. This could change the appearance of the park about once a year and would be managed by the Office of Cultural Affairs. Davis really likes Alley galleries where the doors in alleys are painted to make them brighter, prettier, and prevent graffiti. This program could be similar to the traffic boxes and a cheaper option. She also pointed out that some cities like to project onto buildings, she showed the example that Tiny Attic did on a church in the District. The group discussed if this would need to go through signage rules. The group would like to send the alley doors and projections to marketing to discuss with Sarah Dresser.

Ratify Slate

Birk reiterated that the slate selected in the December Meeting by the board consisted of Deb Rust, Deb Sheals, Kenny Greene, Toby Epstein, Josh Safranski, and Mark Sulltrop. Parmley moved to discuss the One Year Seat before the ratification is complete, Mendenhall seconded, all approved. The board came back after discussing the one-year seat and the alternative slate. Mendenhall moved to ratify the original slate, Parmley seconded, all approved.

One Year Board Seat

The board filled out voting sheets for one of the already selected board slate for the one year slate. The selected votes were the last six on the sheet. The board discussed how they should best send the alternates to the Mayor because he must deny specific candidates or the full slate, neither of which he did. Hollis explained how he wrote the rules. The Major did not specifically say that he rejected the slate but that is how he would proceed. The Major does not that the authority to ask for specific types of people like he did. Hollis recommended having a specific alternative for each candidate.

Alternative Slate

The board would like for the Mayor to clarify which people in the slate he rejects before the CID sends alternates. Parmley moved to ask the Mayor to clarify who he is rejecting. The board decided to vote for six members and then have Davis decide which board member would be the alternate for each based on the potential make up for the board so that the board has the diversity the board would like. Dushoff moved to clarify who the major rejects as well as select a new slate that Davis or a smaller group matches to each specific candidate, Mendenhall seconded, all approved. Dave moved that they vote for six people on the slip and whoever has the lowest vote received the one-year term. The group filled out their slips and tallies were taken. The results were announced, Chris Kelly, Aric Jarvis, Heather McGee, Mikel Fields, Joanna Greenlee. There was a tie between Danielle Little and Amy Courtney, so the board voted between the two. Amy Courtney won the alternate spot.

Inclusion and Diversity Policy

Sheals summarized that organizations downtown have run into issues because they did not have blanket diversity and inclusion statements to respond to the press if any issues occur. Hollis reviewed while the board moved ahead for legal. Hollis would like to review further so that it was less binding. The board tabled the issue. Parmley moved, Czaicki seconded.

5 Year Strategic Plan Review

The five-year plan crafted based on the board retreat was presented to and reviewed by the board. Sheals would like to see what is discussed during the visioning section of the meetings added to the plan and then have a more attractive, visually interesting version to show to the public. Davis will use the plan to create mission statements for committees.

SBDC Classes

Davis met with Mark Christiansen from the Small Business Development Center about getting 5-6 classes together for struggling businesses on specific points that tend to be an issue for businesses downtown. The CID would help him create the criteria for the classes, he would need help finding "full-time" teachers for the classes. The SBDC would fund the classes and everything.

Drink Specials Ordinance

Garcia summarized a meeting that was held between the CID, CPD, and bar owners to find helpful solutions for CPD to keep the area safe downtown. He would like to see those hired as door people to go through formal security training with a license that can be revoked if the door person knowingly lets in underaged patrons. Chef Jones would like to meet with the group monthly. The group also would like to try out different methods for parking to move sober rides through downtown safer and easier with designated pick up spots. The board would like to move the issues to economic development. They would also like to help market that having a fake ID is a crime and the one possessing the fake is not the victim, the bar is.

Old Business

Audit

Becker had two companies send back audit estimates and three companies reject the audit. Wades Stables, CPA has experience with CIDs and had a set bid price rather than the other which provided a price range and was not known for experience with CIDs. Parmley moved to go with the company that had experience, Mendenhall seconded, all approved.

Gateway Update

Stevenson is still not coming to an agreement on the compromise and continues to push back dates. Sheals would like to push forward, give him a deadline, so that CoMo 200 does not run behind on fundraising and the building schedule. Mendenhall pushed to give Stevenson a more generous deadline. Parmley pointed out that it may not be the CID's decision to make, it would lay with the City in the end because what Stevenson agrees with gets changed in City legal. The group discussed the different options of the compromise or lack of compromise. Hollis pointed out that the CID was not "in the fight" because the negotiation is completely through the City since the compromise would need to be approved. However, if they no longer want to do the compromise, the original plan was approved by council. Hollis laid out the current idea that if Stevenson does not sign an agreement by the 22nd, then the board is in favor of the uncompromised plan. Mendenhall expressed concerns with the 11 businesses next to the park that would be affected. Dushoff and Hawxby voiced discomfort with the idea of agreeing to something that could negatively impact businesses when they do not fully understand what the City is asking of their landlord. The board generally agreed that while it was frustrating, they did not believe it was right or they had enough information to make a decision.

CID Expansion

Lucky's Market has a strong desire to be part of the CID, they have met with their landlord, TKG, and TKG is preliminarily on board. The CID has not yet met with them but look forward to. Hollis said he was surprised if it had gone completely through TKG. The board has sent the idea back to Economic Development.

Committee Reports

Operations

Shortest meeting to date for operations and nothing needed to move through the board.

Economic Development

Meeting Canceled due to lack of quorum

Marketing

Rust summarized that large portions of the meeting were spent discussing CID sponsorship for True/False and True/Love. Wedding Stroll will be taken over more by Adonica Coleman. Drinks in the District and Restaurant Week are coming up. Sheals pointed out that El Oso gave her a passport while she was eating dinner and recommended it to the board.

DLC

Prioritized 4-5 projects quarterly. Mendenhall would like to prioritize parking. There are about 12 issues that they will be deciding between. The DLC is having issues keeping members.

Bicentennial

Sheals presented the agreement with the City and how the gift from CID would be made with the City. The CID would pay for the fabricator for the globe and letters to have them by the bicentennial because the City is behind the preferred deadlines. This agreement is a combination of gifts, cash and matches. Hollis stated that we would need to double check our bylaws but if it checks out there then we can do it as long as it goes through competitive bidding process. Czaicki moved to approve allocating funding based on a timeline provided the potential agreement. The CID would own the globe and letters. The MOU will include a right of use to the plaza in case the park goes belly up but the CID does not want to end up owning the park. The CID would not spend the money without the contract signed from the City. Hollis would like to change the wording from up to one million to one million. He would also like the CID to have the ability to say yes or no to any changes by saying reasonable changes that do not affect the main plan. Sheals would like the CID to hire Emmett Russell for \$850 to serve as a technical advisor for the architects. Parmely moved, Czaicki seconded, all approved.

Parking

Meeting was cancelled

Staff Report

Nothing extra to report

Public Comment

The group thanked Parmley and Czaicki for their service.

Parmley moved to adjourn the meeting at 5:25pm. Parmley seconded and all approved.

**Downtown Community Improvement District
Economic Development Committee**

January 21, 2020

11 S 10th Street

Present:

Auben Galloway

Jesse Garcia

Adam Dushoff

Absent:

Deb Rust

Garcia called the meeting to order at 3:32pm

Dushoff moved to approve the agenda, Galloway seconded, all were in favor.

Marketing Research Update

ESRI basic information reports are 50 dollars a category, these would boost and update information on the website. Springboard is currently a company Davis is trying to get more information with. They send daily updates with pedestrian traffic and other trends for the area. She estimates it will be the most complete but expensive research probably around \$13,000. They include leakage and competition and benchmarking to other CIDs and Cities. Columbia has not had one of these analyses done. Looking for data more than descriptions of downtown, descriptions can be done more in house. Garcia asked how to justify the cost. Davis explained that it would be on the site and given to relators, future and current business owners. She wants more details on what Springboard actually does. Galloway pointed out that we could fill more information in on the annual report with ESRI but is not sure if that would be enough information. Davis would be curious to see where people around the city shop, how downtown compares to the rest of the City as the economic hub. There is also the option to buy Eco-Counters to do the tracking in house with the counters. She would like to table the topic to compare and get full quotes from Springboard, ESRI, and Eco-Counters. Garcia would like to have a plan on what to do after the information is received as well.

Drink Special Ordinance/Underage Drinking

Garcia summarized his meeting with Chief Jones about policing bars. Davis said that the meeting was in an effort to get in front of any future proposed drinking ordinances. Initially, CPD did not react well to the CID requesting more officers downtown even though many problems could be solved with more policing. The goal of the meeting was to find solutions to the specific issues cited to be solved by the ordinance. The chief would like to ease his resources to make policing more effective, he was prepared to launch sting operations and take away liquor licenses before the meeting. These meetings were a happy medium to prevent extreme decisions from the City effecting businesses. The reasons cited for the ordinance is

underaged drinking and overconsumption mainly. Chief Jones asked for the CID to get involved by the end of that meeting. Many of the data used to back the ordinance were created from information by MU Wellness, headed by Kim Dude, who was strongly against drinking. The solutions in the first meeting included, having door staff that is licensed and can have that licensed revoked and fined. They would also like to fine the minors that are drinking and committing fraud. The group discussed the expectations of enforcement on bars and that CPD is then assuming that business owners are willingly and knowingly breaking the law. Garcia pointed to an ordinance in Colorado that he likes.

Panhandling

Becker did some research on panhandling and said that the information is outdated. Businesses are frustrated that nothing is happening. She would like to entertain the idea of having a task force behind PR, education, and ordinance changes. She would also like to survey stakeholders specifically about panhandling and would like to see a big report. Davis believes Sapp with the City would also have good resources. Hand the most concerned citizens and most effected businesses the survey to get information. Becker will begin to work on the survey but wants the committee to see it before it is sent out. Garcia would like to look more into giving 4AChange more resources to keep doing what they are doing and hopefully do more.

Replacement of Trash Cans

Davis went through the recommended list that Operations and Adam White compiled of where to place the eight trashcans for downtown that the City currently has in storage. The City would like them all approved so they can install them all at once. The group discussed problem areas and where a can could improve the situation and still be ADA compliant.

Wayfinding

CID needs a clear vision on what they want to do to replace wayfinding signs. They need updated badly but we need to decide what to replace them with because they are not the board and staff favorite. The economic committee would like to work with marketing with this topic. Dushoff pointed out that he does not notice the current signs for parking but also pointed out that this group may not be the most aware of what is missing. The group would like to see more clear signage for where and how to park. Davis would also like to see historic downtown signage on the highway. Glascock gave her a number for MODOT for that and she would like to lump that signage in with the signage that exists downtown.

Dushoff moved to adjourn the meeting at 4:40pm, Galloway seconded, all were in favor.

**Downtown Community Improvement District
Marketing Committee
January 28, 2020
11 S 10th Street**

Present:

Christina Kelley
Jesse Garcia
Deb Rust
Kalle LeMone
Munir Mohammad
Mark Sulltrop

Absent:

Van Hawxby

Guests:

Sarah Dresser
Kelly with Vantage on the phone
Adonica Coleman

Rust called the meeting to order at 3:31pm.

Garcia moved to approve the agenda, Kelley seconded, all approved.

Vantage

Kelly went over the statistics for December digital marketing campaigns. Geofencing the mall resulted in almost 87,000 impressions. She went into details on overall click through rates across all forms of media. Surprisingly, men clicked through ads more than women. Frequency of views between all platforms was 1.36 this month. Facebook and Instagram ads are all in one cost pool. November statistics were very similar. The group would like to even out impressions between Facebook and Instagram (44,000 vs 5,000). Kelly stated that she can tweak that but it won't show up until the February statistics. Remarketing is more interacted with by women between 18-34. They will geofence the wedding show for wedding stroll ads, one MU game, MSSHA wrestling, True/False locations and hotels, she may set up a geofence for hotels during the wrestling championship. She asked about a few events in Hermann and the group liked Oktoberfest. She also asked about Les Bourgeoise for geo-fencing, but the group was not majorly interested. She then went over ad carousels for Drinks in the District, Wedding Stroll, and a generic image to promote the District during football games that says "We have lots of seating and you don't need a ticket".

The group discussed the organic vs inorganic reach on Restaurant Week and were trying to gauge the success of that and the method of sharing the event vs a post about the event. They discussed exposure versus interaction and how the ways people use social media. The mix is

interesting. They would like to see what the results are quarterly based on what is happening in Columbia.

Wedding Stroll

Coleman passed around lists of participating businesses and where they were placed. This included a couple maybes and she went over the sponsors which included Hawthorn, Herlife and probably KOPN. She believes Rose is in. Everyone that she has talked to has been excited for the changes, only a couple were concerned about outside vendors but she is giving preference to District businesses and not charging the fee to District businesses to participate. She would like to post to right before and after Valentine's Day for those engagements. She is having a hard time finding florists to participate. She would like to have a maximum of 10 stops and this stroll will be guided and as long as the stroll isn't too big in a large group. It will be broken up if it needs to be. The plan is for the stroll to start at noon. The afterparty at the Broadway will probably be around 4:30pm or 5pm. Mohammad would like to advertise how many vendors there are. Kelley asked what the max amount of tickets were so that she knew how many items to order to stuff bags.

Gallery in the Alley

Sarah Dresser caught the committee up on the relationship between the District and the Office of cultural affairs as well as the idea of artwork on the doors of allies to prevent tagging. Three large cities have done this idea, Louisiana is the largest with 47 and a guided tour. Davis blames this will encourage our local artists. Dresser explained the process they go through for the traffic boxes, which there are only 3 left of. The boxes are very focused on elements of history and downtown but she would like to see artists have more free reign. There is an option for artists to hand paint the box or submit digitally to print a vinyl wrap. The reason it is one per year is budget and submission related. There are usually only about 15 applicants because they have to design before they submit. She has worked with Ott for murals on his private property. Dresser feels that the paint is a bit more durable than the vinyl. Mohammad pointed out that there needs to be an amount of time in contracts with property owners about painting their private doors. The owners should be part of the selection process. The doors would be about \$1500 a door, the CID would just need a couple of property owners to buy in so that others would buy in as well. Dresser pointed out that the painting doesn't set well under about 45 degrees. The committee discussed potential processes so that the District was not overwhelmed, there is a budget, and to avoid competition. Davis asked if we would be eligible for grant money, Dresser said that she would check sponsorship options. Dresser will send Davis a few of the contracts they use, the guidelines need to make sure that the art is not a sign and not related to the business in the building. Davis offered the option to have a theme. The group would like differences and unique art.

Restaurant Week

Staff is still collecting passports and the survey is out for business owners and managers. The group discussed any logistics on how to save on passports or be able to reuse the passport. They were not sure there was a good alternate option. The issue may be that staff is not great at handing out passports, special menus need to have a note to ask about passport stamps. It was also pointed out that some locations don't even do passports or incentivize people to do Restaurant Week. We could put out more information about the prize. This led to a discussion about the gift card account with the CCA.

Drinks in the District

February 3rd-9th is the event. Mohammad in the future would like to put something on the front of the passport about the prize. 17 businesses are participating. Davis will email participants for drink menus and pictures.

Wayfinding

Garcia would like for marketing to work with econ to decide what is needed for wayfinding signage. He would like people to look around and bring ideas to the next meeting. Content and location is important for the signs.

Public Comment

Davis asked if Shop Hop should be the 18th or 25th. Kelley encouraged the 25th because two weeks before Mother's Day is usually best. Earth Day is the 22nd she is not sure when it will be celebrated, Mohammad said the 26th. Garcia says "YEAHHH" Everyone was in favor of this date.

Garcia moved to adjourn at 5:02pm, LeMone seconded, all approved.

Downtown Community Improvement District
Executive Committee
February 4, 2020
11 S 10th St

Present:

Logan Dale
Jesse Garcia
Deb Sheals
Kenny Greene

Absent:

Mike McClung

Sheals called the meeting to order at 3:30pm.

Greene moved to approve the agenda, Garcia seconded it, all were in favor.

Office Lease

Scott Schultz, the new landlord, sat down with Davis to discuss the lease. He would like to renew us at the same rate we are currently paying locked in for three years. The only difference would be that we would have to make any repairs or replace anything that breaks. We are not paying taxes and insurance in this lease, he would. The committee does like the area and believes it is a good deal if they could negotiate expenses over a certain amount being shared. The committee would like to have Mendenhall meet with Davis and the landlord again.

Signer for CD

CD for the utilities are currently in the SBD's name which we are matching up and transferring over to the CID and adding three hundred dollars. Sheals would like Greene or Dale to sign, whichever will be on the board longer. Becker will also get it on the record as an asset. She would like to see whoever signs in the minutes. They would like to add a guide to signers and TIFs in the operations manual.

Procedure Update for Board Elections

Staff is putting together a procedure manual so it is easier to train new board members and to decide what happens when a director would like to resign and what to do with that vacancy. It was put together using the bylaws. They would potentially like legal to look at the vacancy part. Sheals would like to make specific alternates clearer to the mayor in the future. The bylaws state that we submit the original slate, then alternates only in the number requested. This will help speed up the process so that the CID board will not be in the current situation that the Mayor has placed us in with his delays and the council not having a voting quorum.

Search and Review Agenda

Meeting is on Thursday to decide committees for board members and elect officers. They would like to change the policy and procedures to include up to 3 at large members on each committee. They will take it to the board and ask Hollis.

February Agenda

- Wayfinding
- Conflict of Interest
- Close CCA Account Discussion, the group discussed the legality of closing the CCA account as well as operations with GKC, the group would like to make it a project
- Gateway, architects are rolling forward, Stevenson refuses to sign any contract with the City and now would like to sell his building, Nickie had a good conversation with Mike Griggs about the legal agreement for the CID to give the City money. The District will be handling everything plaza related, City will do the groundwork for it. The CID will only fund the globe and the letters. They need to clarify electric work and storm water. They will be meeting on Wednesday. Group discussed the contract and any concerns. Public Meeting for CoMo 200 will be tomorrow or next week if the storm gets bad.
- Sunshine Refresher and training for new board members will likely be the 18th and 20th
- Davis would like to set up a CTA training for everyone in the District and Board Members as an option
- Parking
- Cherry Street Hotel
- Audit needs to be signed, it has already been approved
- Insurance needs to go on the agenda as a resolution
- 5 Year Planning update will go into the board folder for review and the cover it in March and have an interested parties meeting.

No comment

Greene moved to adjourn the meeting at 4:51pm, Garcia seconded, all were in favor.

Downtown Community Improvement District
Search and Review Committee
February 6, 2020
11 S 10th Street

Present:

Adam Dushoff
Kenny Greene
Deb Sheals
Mike McClung
Munir Mohammad

Sheals called the meeting to order at 3:30pm.

Greene moved to approve the agenda, McClung seconded, all were in favor.

Selection of Committees

Davis passed around the chart compiled of everyone's responses to which committees they were interested in being in. The committee discussed how the mayor selected the slate and alternates and who was now anticipated to be on the board pending council approval. They discussed who should be the at-large member on the executive committee, they would like a strong future leader. They will leave Garcia on as the at-large member of executive committee. McClung pointed out that the chair has been for years that the chair of search and review because he had happened to chair both at the time. They would like to make vice chair the chair of search and review. They selected search and review based off of the previous year. The group discussed and chose the group for operations after discussing that a couple board members were interested in it but could not make the time. They will have Mendenhall, Sheals, Safranski, and Dale on operations. For economic development, they selected Dushoff, Garcia, Rust, Hawxby, Galloway, and Fields as well as recruit at large members interested in panhandling. Marketing will remain the same with the addition of McGee and at-large members remaining the same. They discussed if a board member needed to be present at a committee meeting to constituent a quorum, the committee liked this idea but wanted to change it to having a board member present for a recommendation to the board.

Selection of Officers

Greene will become the president, as he has been training as vice chair. Dale is planning to stay on as the treasurer, he has been instrumental in organizing and fully understanding the financials. Davis asked Mohammad if he would be interested in the position as secretary, described the role to him, he accepted. The committee will name McClung vice chair and hopefully Dale will become the next president, but they would like to keep him as treasurer for the time being. Sheals would like to make executive committee meetings much shorter. They also discussed future planning so that they have officers ready to go for next year as well. They

would like to see Rust move up. The group discussed potentially trying to recruit a lawyer next year as well.

Dushoff moved to adjourn the meeting at 4:27pm, Greene seconded, all were in favor.