


**RESOLUTION NO. 2016-37**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT APPROVING MINUTES OF  
THE BOARD OF DIRECTORS MEETING HELD AUGUST  
2016**

**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 August 2016.

Passed this 13th day of September 2016.

  
\_\_\_\_\_, Chairman of the Board of  
Directors

(SEAL)

Attest:

  
\_\_\_\_\_, Secretary of the Board of Directors

**EXHIBIT A  
TO RESOLUTION NO. 2016-37**

**August 2016 Meeting Minutes**



**Community Improvement District  
Board of Directors Meeting  
August 9, 2016  
11 S. Tenth Street**

**Present:**

Adam Dushoff, Addison's  
Tom Mendenhall, The Lofts at 308 Ninth  
Allan Moore, Moore & Shyock Appraisals  
Deb Sheals, Historic Preservation  
Mike Wagner, Central Bank of Boone County  
Mike McClung, Carharts  
John Ott, Alley A Realty  
Marti Waigandt, 808 Cherry St.  
Ben Wade, Guitarfinder  
Tony Grove, Grove Construction, LLC

Blake Danuser, Bingham's  
Steve Guthrie, Landmark Bank  
Christina Kelley, Makes Scents

**Absent:**

Skip Walther, Walther, Antel, Stamper & Fischer

Andy Waters, Columbia Tribune

**Guests:**

Chad Gooch, CPD  
Val DeBruce, Citizen

Jodie Jackson, Tribune  
Tracy Lane, Ragtag

**Approval of Minutes**

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

**Financial Report**

Essing provided an overview of financials and current budget status. Spending is on track for 2016. McClung motioned to approve the financials, Dushoff seconded and none were opposed.

**Police Report - Gooch**

Sgt. Gooch provided update that highest volume of police issues is due to unattended property being lost or stolen. He shared that several downtown officers have be reassigned, and staffing changes are underway. The CPD power squad is assisting with coverage during this transition. Moore shared concern of First Presbyterian Church having parking lot gate vandalized by pedestrians cutting through lot at night. Gooch will assign additional police patrols to area to help with issues. Essing will follow up with City Power and Light to investigate additional lighting for area.

**City Report**

Rhodes unable to attend meeting.

**New Business**

**2016 Property Assessment Rate – Public Hearing and Vote**

Discussion of maintaining Downtown CID Property Assessment rate at 0.4778 cents per \$100 assessed valuation. Opened meeting for public comments, none received. Danuser motioned to approve proposed rate, Waigandt seconded and all approved.

**2016 SBD Property Tax Rate Set at \$0.00 – Public Hearing and Vote**

Discussion of maintaining SBD Property Tax Rate at \$0.00. Opened meeting for public comments, none received. Sheals motioned to approve proposed rate, Kelley seconded and all approved.

### 2017FY Budget Vote

Essing provided update of 2017FY Budget presentation to Mayor and City Council, including feedback that additional spending would be recommended in public safety and infrastructure. Danuser motioned to approve budget, Waigandt seconded and all approved

### Independent Testing of Code Update

Proposed Development Code updates discussed. Planning and Zoning is continuing to review code during normally scheduled meetings and work sessions. A tracking spreadsheet has been created by City Staff to document public comments on the proposed new code and provide responses.

### Conflict of Interest Policy

The conflict of interest policy for The Downtown CID was approved during the July meeting. All directors to sign acknowledgment form to show that they have received this policy.

### Janitorial Contract

Discussion of one janitorial proposal received by Block By Block, in response to Request for Proposals. Dushoff motioned to approve proposal, Mendenhall seconded and all approved.

### Holiday Décor Contract

Discussion of one décor vendor proposal received by Winterland, in response to Request for Proposals. Discussion regarding placement of expanded décor elements. Waigandt motioned to approve proposal, Danuser seconded and all approved.

### Media Buying Contract

Discussion of media buying proposals received by Tribune Publishing and True Media, in response to Request for Proposals. Discussion regarding difference in rates between two proposals. Waters provided Conflict of Interest statement and abstained from voting. Danuser motioned to approve proposal for Tribune Publishing, Mendenhall seconded and all approved. Waters not present during vote.

### Panhandling Campaign Update

Essing provided update that “Big Hearts, Real Change” campaign launched on August 1, with social media, website and collateral distributed to businesses. Phoenix Outreach team continuing to work several times per week in reaching out and working with downtown homeless/panhandling individuals to connect them with resources.

## **Committee Reports**

### Operations

Sheals provided report that August meeting cancelled due to lack of quorum.

### Economics

Allan provided update that the City is continuing to work on solution for compactor location behind Broadway Brewery.

### Marketing

Wade shared recap of Dog Days Sidewalk Sale.

### Search and Review

Board and Committee application process is now open, with application due by Noon on October 14. Board Member elections will be held during November Board Meeting, and Committee elections held during December Meeting.

### Gateway

Kelley provided update that The Gateways Fund is part of the annual CoMoGives fundraising event in December, through the Community Foundation.

Review of one proposal received from Grove Construction for the Request For Proposals process for the construction of the first three light hubs. Grove provided Conflict of Interest letter and abstained from vote. Sheals motioned to approve Grove proposal, Mendenhall seconded and all approved.

#### DLC-Wade

Wade provided update that DLC heard a presentation on The Gateways by Essing during last meeting. In addition, group is discussing the proposed development code.

#### Infrastructure Task Force – Grove

Grove provided update that group is finalizing report for Mayor, and is currently meeting weekly.

#### Parking Task Force Update – Sheals and McClung

Sheals and McClung provided update that Task Force is currently focusing on MD-T parking language, due to the timing of the Proposed Development Code review. Ott expressed concern that all parking garages currently have a waiting list of over a year, which is difficult for retailers and business owners. He commented that the City should give priority for parking passes to business owners, over residents that use garages to house cars. Moore agreed that long before residential growth in downtown, businesses and offices have thrived and need employee parking. Mendenhall commented that City should provide update on when and where the next parking garage would be built. Sheals also noted that parking shortage negatively impacts the downtown church community.

Essing provided update that City Council will review an amendment to the proposed City 2017FY Budget, which would increase metered parking by \$.10 per hour in order to fund a neighborhood enforcement program. Board discussed concern of pricing and enforcement changes occurring before the Parking Task Force has made recommendations, as well as concern of money being used for areas outside of parking meter area. Dushoff motioned for Essing to send letter in opposition to amendment to Mayor Treece and Council, Mendenhall seconded and all approved.

#### Staff Report

Essing provided update that a presentation on Sunshine Law policy will occur at September Board of Directors meeting.

#### CLOSED MEETING

Discussion regarding annual performance reviews for Essing and Coffman.

#### Adjournment

The next meeting is **Tuesday, September 13**, at 3:30 p.m.

**Community Improvement District  
Economic Development Meeting  
August 16, 2016  
11 S. Tenth Street**

**Present:**

Marti Waigandt, 808 Cherry St  
Allan Moore, Moore & Shyrock Appraisals  
Christina Kelley, Makes Scents  
John Ott, Alley A Realty  
Blake Danuser, Bingham

**Absent:**

Tony Grove, Grove Construction, LLC

**Guests:**

Val DeBrunce, Citizen  
Dan Rader, My House  
Dave Sorrell, City of Columbia

**Agenda:**

**Solid Waste Committee – Trash Compactors**

**My House Compactor Request**

Dan Rader provided update on new entertainment venue to open in September, My House. He explained the high volume of trash/recycling anticipated and requested a compactor be placed nearby. He recommended for the open top dumpster at 700 Cherry Street (near Lees Market) to be converted to a compactor. He also provided alternative ideas such as closing the 6<sup>th</sup> Street Alley or placing a compactor on Columbia College property. Group asked if My House would incorporate a trash compactor at the back of their property, and Rader responded that this area will be an outdoor patio area for customers. Additional discussion from committee that blocking an alley is not ideal. Committee expressed concerns in regards to high volume of solid waste from venue, and the issue of asking another property owner to take on potential burden.

Ott motioned that My House place a compactor on the rear of their parcel, using an attractive enclosure to block the view from guests. This location would also provide necessary access for the City to service the location. Ott recommends review of Wabash Station compactor location as example of best practice. Second by Moore, all approved.

**Broadway Brewery Alley**

Dave Sorrell provided an update that the City is still working on solutions to return the compactor to the alley behind Broadway Brewery. An automated dolly system was tested however was determined to not be a viable solution. The City is currently working to create hydraulic wheels that would allow the compactor to be driven in and out of stub alley.

Committee discussed concept to relocate existing dumpsters and create a temporary, pop-up park and pedestrian walkway during the interim. The area is heavily used by pedestrians, due to the City Garage entrance and several retailer/ restaurant doors opening to the alleyway. Group talked about idea of blocking part of the alley, adding seating/art/lighting/planters and allowing deliveries to continue on either end. The committee recommends requesting that the Operations Committee fund \$7500 for the beautification effort, from the 2016FY Special Streetscape Project fund. If funding approved, staff will apply for special event alley closure and secure business/owner approvals.

**Revised Ordinance for Solid Waste Planning with Downtown Development**

Sorrell provided update that Steve Sapp, City of Columbia, will schedule the Interested Parties meeting to discussed the proposed revisions to the solid waste ordinance, which include planning for solid waste needs

based upon the size of developments. After the Interested Parties meeting, the revised ordinance will go to City Council for approval.

#### Other Discussion

Ott shared concern that trash dumpsters in the alley between Missouri Theatre and Brookside/Shakespeares development are all placed at the west end of alley. The previously approved plan showed that the dumpsters would be adjacent to the new development. Sorrell to follow up to ensure dumpsters placed correctly.

Ott voiced concern that northern edge of Downtown CID (Park Street/ Columbia College) is currently proposed to be townhome/residential in the draft Development Code. He recommends that this area be rezoned to allow for mixed use/commercial growth, and downtown could continue to grow in this direction. Danuser motioned that Downtown CID Board provide letter of support to City for review of this rezoning, Kelley seconded and all approved.

#### **Adjournment**

The next meeting is **September 20**, at 4:00 p.m.

**Community Improvement District  
Operations Committee Meeting  
August 18, 2016  
11 S. Tenth Street**

**Present**

Ben Wade, Guitarfinder  
Deb Sheals, Historic Preservation  
John Ott, Alley A Realty  
Tom Mendenhall, The Lofts at 308 Ninth  
Andy Waters, Columbia Tribune

**Absent:**

Mike McClung, Carharts  
Adam Dushoff, Addison's

**Guests:**

Richard Stone, City of Columbia  
Chad Warren, Ameren  
Lt. Shouse-Jones, CPD  
Mark Neckerman, City of Columbia

**Discussion**

Ameren Gas Meter Relocation – Chad Warren, Ameren

Warren provided an update on gas meter locations throughout the downtown in need of being relocated from underground vaults. He explained that moisture issues are causing corrosion of gas pipes, a potential safety concern. Group reviewed seven locations and discussed potential options. Warren to work with individual property owners on a case-by-case basis. Ameren will be funding this work.

Power and Light Project Update

Essing provided an update from Ryan Williams, City of Columbia that the downtown streetlight project is still awaiting testing by the City IT department. The \$100k in City streetlight funding is to roll into 2017, when another \$100k is available.

Stormwater Tree Project Update

Essing provided an update from Mike Heimos, City of Columbia, that the tree planter has been successfully installed at 10<sup>th</sup> and Broadway. The tree will be planted when the weather cools this fall. Group discussed funding \$20k for additional trees in 2016 and 2017, which would be matched by trees from the City. Ott noted that a tree master plan for downtown should be developed first, before funding trees that could be very large and potentially block storefronts.

Pilot Parking Program Incentives – Richard Stone, City of Columbia

Stone provided an update that 130 of the 200 Pilot 10-Hour Parking Permits have been sold. Sales have increased due to busier fall season. Committee had previously discussed offering an incentive program, such as "Buy 3 Months, Get One Free" to boost sales. Given the momentum in sales, the group opted to not move forward with an incentive program.

Discussion regarding City enforcement of 2-hour parking limits, and if tickets are being given to cars parked in the locations for over the permitted time frame. Stone affirmed that this enforcement is in place.

Stone provided update that City is installing updated meters downtown, which will continue to accept an EZ Card option. Credit/Debit Cards will no longer be accepted, due to high cost of transaction fees and low customer usage. Parkmobile app has been successful, and will now be available throughout downtown.

Group commended Stone and City on the recent repainting of the downtown street light poles.

2016 Streetscape Projects



Group discussed potential funding options for \$13k in remaining Streetscape Project Fund. \$6k previously approved for fence at Blind Boone Home and \$6k previously approved for Magic Tree.

Discussion of Economic Development/Solid Waste committee recommendation for \$7500 to fund beautification project of alley behind Broadway Brewery, with pop up park/art/lighting/seating. Sheals expressed concern of removing trash dumpsters from alley, which would redirect trash to other dumpster/compactor locations in area. Discussion that this might be unfair burden to other parts of downtown. Group also shared concern that alleys should remain available for trash/delivery/back of house options. Concept will continue to be evaluated. Committee talked about options to purchase additional street trash cans, to be placed in growing parts of downtown. Wade motioned to approve order of 10 additional cans at \$8000, Ott seconded and all approved.

### 2016 Sustainability Projects

Committee continues to work on effort of relocating exterior grease bins from alleys, which are harmful to storm water system, pose potential safety hazards and have unpleasant odors. Sheals provided update on informational meeting with Jeff Colborn of FiltaFry. FiltaFry is the only local grease company, and currently works with 18 of the approximately 50 downtown restaurants with grease output.

This company provides two options for grease removal that do not require exterior storage of oil. The first option is a FiltaFry service, in which the company cleans/maintains/filters/refills restaurant fryers. Typically, restaurants save money due to using less oil. Example: Existing restaurant was using 300 pounds of oil per week. When changing to FiltaFry service, oil usage was reduced to 150 pounds. Overall, restaurant saved money and reduced risk to employees from handling hot grease. The second option is for restaurants to place tanks within kitchen, which are piped to exterior wall for grease removal. The cost is estimated to be \$1200 per tank if the restaurant purchases, or free if FiltaFry retrieves the used oil.

Essing will work with City to update ordinance to not allow exterior grease bins, requesting period of 6 months for restaurants to find alternative solution. Downtown CID could potentially offer grant program for interior oil systems.

### CPD Downtown Camera System – Mark Neckerman, City of Columbia IT and Lt. Krista Shouse-Jones, CPD

Neckerman and Shouse-Jones provided historical update on the Downtown Camera System. Up until May, the system was hosted and maintained by a single company. There was discussion of stopping the program however this direction has changed, as the camera system was implemented as a ballot initiative. The previous company will still host the system however no longer provides camera maintenance. The City has obtained a bid of approximately \$7k from Kenton Brothers to replace two broken cameras (Hitt and Broadway, 10<sup>th</sup> and Cherry). They also have an estimate of monthly hosting fees of \$13,000 annually.

Shouse-Jones shared that CPD finds the camera system valuable for police work. Mendenhall voiced support for the CID paying for the cameras and system, as this is an important part CPD efforts. Group discussed Downtown CID funding not being able to be used for police officers however could be used for public safety equipment. The two expenses are currently proposed in the City's 2017 drafted budget, therefore the Downtown CID funding could help free up funds in the City Budget for personnel.

Ott motioned that Downtown CID fund up to \$7000 for two camera replacements, Waters seconded and all approved. (The Operations Committee has approval authority of up to \$10,000). Waters motioned that Committee recommend that Downtown CID Board approve up to \$13,000 for downtown camera hosting service, Wade seconded and all approved.

The next meeting is **September 15** at 3:30 p.m.

**Community Improvement District  
Marketing Committee Meeting  
August 23, 2016  
11 S. Tenth Street**

**Present:**

Christina Kelley, Makes Scents  
Ben Wade, Guitarfinder  
Andy Waters, Tribune  
Van Hawxby, Dogmaster Distillery  
Steve Guthrie, Landmark Bank  
Lisa Klenke, Calhoun's

**Guest:**

Sophia Lauriello, Downtown CID Fall Intern

**Agenda**

**Dog Days Review**

Coffman shared results of 2016 Dog Days Survey, cautioning that only 11 constituents provided feedback, thus the results may not capture complete feedback. Klenke recommended that we do not include a final event date in the future, due to varying Sunday operating hours. She advised that the Dog Days beginning date be stated, then "thru the weekend". Kelley shared that the event was good for Makes Scents however sales were down. Wade agreed that the event was well organized and promoted. Klenke commented that the sidewalk event sales have declined every year, due to changing shopper expectations and use of online shopping.

Committee discussed future advertising reaching more non-traditional shoppers. Group also discussed concern of bad publicity for downtown due to summer construction, with closed streets and sidewalks. Future work needs to promote positive aspects of downtown, due to strong local retailers and restaurants.

Coffman provided recap of paid and unpaid media for Dog Days Event, including successful use of social media.

**2017FY Media Planning**

Essing provided update on CID Board approving 2017FY contract with Tribune Targeted. True Media has been advised of change, to occur on October 1. Coffman provided recap of initial planning meeting with Tribune Targeted.

Committee discussion on broadening external media reach and desire to evaluate many forms of media, including television, radio, magazine, print, direct mail and billboard. Kelley recommended gathering feedback from Bluestem, who recently placed billboards on I-70. Wade expressed concern that too much of budget is being allocated to TV, which is expensive and difficult to measure. Group discussed that optimal television placement would be on local outlets (NBC and ABC) during the news hour, after the election period. Calhoun recommended that rural print publications also be explored, such as Boone Electric Cooperative paper. Many customers travel from the surrounding communities to shop downtown.

Discussion of October magazine deadlines occurring prior to the September Marketing Committee meeting. This advertising would promote holiday shopping for downtown. Group discussed that Inside Columbia and Columbia Living are similar magazines and we do not need to have ads in both. Wade commented that he would prefer for Coffman to research the best option for pricing and reach and make a decision on behalf of the group. Waters recommended that Coffman request a duplicate reach report from True Media before their contract expires however cautioned that the results are likely dated.

Kelley motioned for Coffman to be authorized to spend up to \$1000 for October magazine placement, Calhoun seconded and all approved.

A draft 2017FY media plan will be presented during the September Marketing Committee meeting.

#### Roots N Blues N BBQ “Discover the District” Promotion

Coffman provided an update on partnership with Roots N Blues N BBQ for “Discover the District” kick-off event on Thursday, September 29 from 5 – 9 pm. The event will be part of the overall partnership with District businesses, to cross promote and provide a tent at the event. The kick-off event will feature 4 – 5 restaurants/bars hosting live bands, which will be coordinated by Roots N Blues. The District will then coordinate 4 – 5 sidewalk buskers, to create an event throughout downtown.

Kelley suggested that downtown businesses be encouraged to stay open later on this date, to encourage shopping.

#### Busking

Coffman shared that two busking events are being tests this fall, to see how the logistics of providing more organization to downtown busking will work. The first event will be the “Discover the District” Roots N Blues Kick Off event, and a second event will be scheduled during a non-event weekend.

#### Holiday Décor Update

Essing provided report that the CID Board approved the décor budget of \$40,000, which will allow the décor to be expanded. Currently working to secure approval to place snowflakes on the Broadway Hotel, the City Parking Garage at 5<sup>th</sup> and Walnut, Wabash Station and the Ninth and Elm Brookside project.

Magic Tree Lighting will be on Saturday, November 5 at 5:30 pm. Calhoun recommends encouraging stores to extend shopping hours, due to tree lighting and holiday shop hop.

#### Adjournment

The next meeting is **September 27** at 8:30 a.m.

**Community Improvement District  
Gateways Committee Meeting  
August 25, 2016  
11 S. Tenth Street**

**Members:**

Richard Perkins, Stephens  
Tooti Burns, NVAD  
JJ Musgrove, OCA  
John Glascock, City  
Christina Kelley, Makes Scents  
Clyde Ruffin, Second Baptist Church  
Cliff Jarvis, Columbia College  
Amy Schneider, CVB  
Heiddi Davis, MU  
Deb Sheals, Historic Consultant  
Blake Danuser, Bingham

CANCELLED DUE TO LACK OF QUORUM

**Adjournment**

The next meeting is **September 29** at 3:00 p.m.

**Community Improvement District  
Search and Review Committee Meeting  
August 24, 2016  
11 S. Tenth Street**

**Present:**

Deb Sheals, Historic Preservationist Blake  
Mike McClung, Dungarees/Resident

**Absent:**

Blake Danuser, Bingham  
Skip Walther, Walther, Antel, Stamper and Fischer

**Agenda Items**

**Audit Presentation – Heiddi Ross, Gerding, Korte & Chitwood, PC, CPA's**

Ross presented information on types of audits to be considered by Downtown CID Board. Gerding, Korte & Chitwood would not be able to perform actual audit due to providing accounting services. Board should hire an independent.

Ross described four types of audit engagements: compilation, review, audit and agreed upon procedures. She provided examples and explained the process and what to expect with each type of review. Estimated pricing ranged from \$1,500 to \$5,000. Recommended timing is at the end of our fiscal year, and it typically takes 6 – 8 weeks to schedule and 4 – 6 weeks to receive report. The Board should receive a letter of engagement to detail pricing and process before beginning process.

**Agenda Items – CLOSED MEETING**

**Annual Employee Reviews**

Discussion of employee review process.

**Adjournment**

The next meeting is not yet scheduled.

**Community Improvement District  
Executive Committee Meeting  
September 6, 2016  
11 S. Tenth Street**

**Present:**

Mike Wagner, Central Bank of Boone County  
Mike McClung, Dungarees/Resident

Marti Waigandt, 808 Cherry St.  
Adam Dushoff, Addison's

**Absent:**

None

**Agenda Items**

Discussion of September 13 Board Meeting agenda.

**Adjournment**

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