RESOLUTION NO. 2017-26

A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING MINUTES OF THE BOARD OF DIRECTORS MEETING HELD JULY 2017

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 July 2017.

Passed this 8th day of August 2017.



_____, Chairman of the Board of Directors

(SEAL)

Attest:



_____, Secretary of the Board of Directors

EXHIBIT A
TO RESOLUTION NO. 2017-26

July 2017 Meeting Minutes

Community Improvement District
Board of Directors Meeting
July 11, 2017
11 S. Tenth Street

Present:
Steve Guthrie, Landmark Bank
Nickie Davis, Muse
Blake Danuser, Binghams
Andy Waters, 100 North Providence
Ben Wade, Guitarfinder
Kenny Greene, Monarch Jewelry
Kevin Czaicki, Centurylink
Mike McClung, Dungarees/ Resident
Tony Grove, Grove Construction, LLC
Adam Dushoff, Addison's
David Parmley, The Broadway Hotel

Absent:
Tom Mendenhall, The Lofts at 308 Ninth
Mike Wagner, Central Bank of Boone County
Marti Waigandt, 808 Cherry St.
Deb Sheals, Historic Preservationist

Guests:
Scott Chartan, Yes for Good Roads
Fred Parry, Yes for Good Roads
Eric Hughes, CPD
Katie Burnham-Wilkins, VA
Heather Jacobson, Phoenix Health Programs
Roger Wilson, Yes for Good Roads
Carol Rhodes, City of Columbia
Val DeBrunce, Citizen
Steve Hollis, City of Columbia
Yolanda Davis, Phoenix Health Programs

Meeting called to order at 3:31 pm by Mike McClung, Chair.

Introductions were provided around the table of board members and guests.

Approval of Minutes
Motion by Danuser, second by Wade, all approved.

Approval of Financials
Essing provided an overview of the June's financial packet and shared that there are 19 new businesses in The District. Motion to approve financials was made by Waters, seconded by Dushoff, and all approved.

Police Report
Hughes shared there has been a rise in assaults including aggravated assaults in recent months. Dushoff inquired as to what kind of assaults are occurring. Hughes answered that the incidents are spread out among bar fights, random occurrences, as well as some domestic fights.

City Report
Rhodes said that the City is working on the annual budget process, sharing the timeline for public input.

New Business

Boone County Road and Bridge Tax – Guests: Fred Parry and Roger Wilson
Parry and Wilson provided an overview of the Yes for Good Roads campaign (Proposition One), which is a renewal of the county's half-cent tax for roads and bridges. They explained that the tax provides over 80 percent of the money to maintain Boone County's 771-mile network of roads and bridges. They asked for the CID's support with the initiative. A motion to provide support was made by Waters, seconded by Danuser and none were opposed.

Columbia Homeless Outreach Team, Guests Steve Hollis, Katie Wilkins, Heather Jacobson, and Yolanda Davis

Hollis provided a general overview of how homelessness is addressed in the US. He described the challenges of handling chronic homelessness in Missouri. Burnham-Wilkins shared her extensive research over national homelessness and provided her ideas on new things for the Midwest to try regarding addressing homelessness. She stated that resources are scarce and that community outreach is paramount in engaging with the homeless and building rapport. The outreach task force has compiled outreach kits. Greene inquired as to what was in the kits. Burnham said they were full of necessities most take for granted such as sleeping bags, bug spray, and feminine hygiene items. She stated that there has been a lot of collaboration with the community, law enforcement, and other homeless projects to get people housed. Unfortunately it is still challenging as many homeless struggle with addiction and mental issues.

Heather Jacobson introduced Yolanda Davis as The District's front line staff. She is responsible for identifying people who are obviously homeless, those who are publicly intoxicated, and panhandlers. Jacobson provided an overview of the statistics of the downtown homeless and panhandlers, without releasing any names or personal information. She suggested that a needs assessment including simple questions regarding substance abuse and mental illness. Wade inquired about how the CID could best help with the homeless and panhandling efforts. Davis shared that funding to help acquire proper identification for those in need would help a lot. Hollis added that there was some community push back for low-income housing and that converting old hotels for the purpose of housing homeless would be beneficial.

Revision to Employee Manual – PTO Policy

Essing shared that the CID's review of procedures consultant, Jack Beard, proposed that the employee manual be changed to reflect a consistent calculation of staff paid time off based on annual calendar year versus start date. Danuser motioned to edit the manual, Davis seconded and all were in favor.

Set Annual Meeting for Tuesday, August 8 at 3:30

Essing requested date/time to be determined for the annual Board of Directors meeting, which is open to the public. She suggested setting the date to August 8 at 3:30. Greene made a motion to set the meeting to that date and time, Dushoff seconded and all approved.

Set Public Hearing for 2017 Property Assessment for Tuesday, August 8 at 3:30

Essing distributed a draft of the CID's Notice of Public Hearing regarding the 2017 Property Assessment Rate and explained the formal process. The proposed rate would remain the same. The motion to approve the notice was made by Waters, seconded by Dushoff and all were in favor.

Committee Reports

Operations

Waters discussed the committee's motion to buy trashcans for the city for high traffic areas. These would be maintained by the City of Columbia. Parmley seconded and all were in favor.

Waters provided an update that the downtown lighting increase at bar close has proven to be effective so the plan would continue. There will be no July Meeting.

Economic Development

Essing discussed that food truck vendor locations were still being discussed. There will be no July meeting.

Marketing

Wade discussed the success of Restaurant Week and what changes will be made to the event in years to come. He shared that there is still discussion regarding the possible purchase of holiday banners.

Search and Review

There was no meeting.

Gateways
Essing shared the updated light hub signage and information about Founder's Park. She stated the committee is working on a memo of understanding between the Downtown CID and the City of Columbia.

DLC Report
The DLC has voted in new officers.

Staff Report
Essing shared that there is a TIF Commission meeting to be held on July 20 at 3:00pm. She shared that the Parking Task Force report will be on the next City Council work session agenda.

Public Comment
DeBrunce shared that there are 1200 people on waiting lists for parking garages.

Adjournment
Meeting adjourned at 5:00 pm. Danuser motioned to adjourn, Greene seconded and none were opposed.

The next meeting is **Tuesday, August 8,** at 3:30 p.m.

Community Improvement District
Economic Development and Solid Waste Meeting
July 18, 2017
11 S. Tenth Street

Members:

Blake Danuser, Binghams
Allan Moore, Moore & Shyrock Appraisals
Tony Grove, Grove Construction, LLC
Mike Wagner, Central Bank of Boone County
Adam Dushoff, Addison's
Andy Waters, 100 North Providence

MEETING CANCELLED DUE TO LACK OF QUORUM

The next meeting is **Tuesday, August 15,** at 3:30 p.m.

Community Improvement District
Operations Committee Meeting
July 20, 2017
11 S. Tenth Street

Members:

Deb Sheals, Historic Preservation
Kevin Czaicki, Centurylink
Tom Mendenhall, The Lofts at 308 Ninth
David Parmley, The Broadway Hotel
John Ott, Alley A Realty
Andy Waters, 100 North Providence
Kenny Greene, Monarch

MEETING CANCELLED DUE TO LACK OF QUORUM

The next meeting is **Thursday, August 17** at 3:30 p.m.

Community Improvement District
Marketing Committee Meeting
July 25, 2017
11 S. Tenth Street

Present:
Steve Guthrie, Landmark Bank
Van Hawxby, Dogmaster Distillery
Lisa Klenke, Calhoun's
Nickie Davis, Muse Clothing

Absent:
Ben Wade, Guitarfinder

Guests:
Christina Kelley, Makes Scents
Lisa Wells, Tribune Targeted

Meeting called to order at 8:32 am by Executive Director, Essing.

Updates and Discussion

Tribune Targeted – Media Overview
Wells discussed that Tribune Targeted is now a part of Gatehouse Media. She shared that they are now able to place ads regionally and digitally. They use Thrive Hive as a digital buying arm and a premier Google and Facebook partner. Wells also brought information on two billboard companies, as Klenke recently requested it. She then distributed the CID's media buy spreadsheet through July of 2017. Essing shared that there is $5,000 less in the CID budget than last year for marketing. Wells proposed her ideas on how to best allocate funds. Essing asked the committee for feedback. Klenke still likes the idea of a digital "Look Book." Davis wants a more digital/ social media presence. Kelley agrees. Wells described how digital targeting works. Kelley stated that she favors reaching customers via Facebook. Davis agreed that there is an audience that could be targeted with podcasts and better visibility on Facebook.

Klenke inquired about buying a billboard for football season. Hawxby stated that billboards are good for bringing awareness to people out of town about football games and it also reminds people that The District is still around. Davis agreed that it would be an eye catcher for people who just need a break from driving on the highway, and that it could lead to further business downtown. Essing asked if the CID wants to do a three-month billboard test at the beginning of 2018FY. No motion was made at this time. The committee discussed other avenues for advertising The District. Klenke has volunteered to do community outreach to get feedback and will bring her research to the next Marketing Committee meeting.

Dog Days July 27-30
Essing reminded the committee that the annual Dog Days shopping event would take place this week. Klenke suggested adding a downtown-wide presale to early summer next year, similar to Amazon's online "Prime Days" promotions. Kelley suggested that the Dog Days event was late in the month. Davis shared that a lot of stores do a pre-Dog Days sale throughout the week. Essing will make a note to discuss timing at a later date. Klenke wishes to change the sign to rework verbiage so patrons know that it goes on through the entire weekend. This will be discussed next year as 2018 collateral is created.

Look Book Idea
Essing discussed that the previously discussed Look Book idea is a strong marketing concept yet too expensive and time consuming for the CID staff to undertake, due to the need to represent all downtown stakeholders. In addition, there is concern that businesses would be unfairly treated if their ad appeared low in the viewing list, resulting in less views than others. She said that a possible Instagram feed on the

website may be doable which would allow the businesses to continuously update and feature their products and specials. Hawxby would like to see the entire Downtown CID represented. Guthrie introduced the idea of holding focus groups regarding the matter. Hawxby suggested asking businesses about Instagram during The Districts social media workshops.

Learning Workshops

Essing shared that she would hold three social media learning workshops on August 29 with special guest speakers: Teah Hopper at 8:30am, Monica Pitts at Noon, and Mikel Fields at 4:00pm.

Parking Day – September 15

Essing discussed the national event in which anyone can rent a meter hood for a parking spot and turn it into a parklet. She requested feedback on whether or not the CID should promote the event, as last year only a few businesses participated. There was no motion; therefore there will be no action from the CID this year.

Roots N Blues – Discover the District

Essing shared that the event is in its 11th year and is held at Stephens Park, with a change to using a cashless system this year. The kickoff event in The District (Discover Your Roots) takes place on the Thursday, September 28th, with Roots N Blues staff securing involvement from downtown businesses. Kelley explained that the kickoff is a concert at Rose Music Hall. Hawxby suggested doing individual music events at drinking establishments.

Upcoming Events

-Eclipse – August 21, 2017

-Not So Frightening Friday – October 27, 2017

-Holiday Shop Hop – November 4, 2017

-Shop Small Saturday – November 25, 2017

-Living Windows – December 1, 2017

-Wedding Stroll with American Heart Association – Feb 24, 2018

Adjournment

Meeting adjourned at 9:59 am. Motion by Klenke, second by Davis, all approved.

The next meeting is **Tuesday, August 22** at 8:30 am

Community Improvement District
Gateways Committee Meeting
July 27, 2017
11 S. Tenth Street

Present:
Marti Waigandt, 808 Cherry St.
Deb Sheals, Historic Preservation
JJ Musgrove, City of Columbia
Tony Grove, Grove Construction, LLC
Tootie Burns, NVAD
Christina Kelley, Makes Scents

Absent:
Amy Schneider, CVB
Heidi Davis, University of Missouri
Blake Danuser, Binghams
Clyde Ruffin, Second Baptist Church
John Glascock, City of Columbia
Cliff Jarvis, Columbia College

Guests:
Mike Snyder, Parks and Rec
Russ Volmert, Arcturis

Meeting called to order at 3:31 pm by Chair, Waigandt.

Updates and Discussion

First Three Light Hubs - Interpretive Signage
Essing shared that the light hub signage verbiage was decided upon and set to be installed in August by Fast Signs.

Gateway Plaza and Founders Park Planning

Essing shared that Boone County's bicentennial takes place 6 months before the City of Columbia, with discussions underway in the community on celebrations. Volmert stated that The District could serve as a leader with city and countywide events to showcase the downtown. Burns believes it's important to be sensitive to all areas of the city and embrace all areas that wish to celebrate. Musgrove expressed the importance to have a written memorandum of understanding (MOU) between the CID and the City of Columbia to show prospective donors the intent of the projects.

After review of the drafted MOU, Burns requested that a simple rendering of the plaza be submitted with the MOU to showcase important bullet points. Waigandt requested a cover letter be drafted from the CID to support the project. Sheals wants to include that the CID has donated significant funds toward the project already. Volmert discussed how it is important to celebrate the history at Founder's Park. The three columns signify the three colleges and serve to promote Columbia as a hub for education. The illuminated signatures are to be of names from famous people in education, especially people from Missouri such as Mark Twain. He also would like to incorporate people from Columbia as well. Waigandt referred to the rendering and asked if some of the work could be broken into phases. Volmert suggested the following: Phase 1: letters of Columbia, Phase 2: the sphere, and 3: the three columns. Burns wants to continue to include focus on the other side of Broadway as well. Volmert said that because of money constraints, it is important to focus on the park first.

-Pricing Estimate – Arcturis
Volmert discussed the Founder's Park and Gateway Plaza renderings and provided an overview of a pricing estimate. The committee discussed the proposal however did not take action at this time, and requested that Volmert use existing documents and designs to create the MOU rendering.

(Musgrove excused himself at 4:33)

There was discussion regarding how to best allocate funds for park completion in order to make the space most desirable to possible donors. Waigandt likes the idea of the corner being leveled off and becoming green space until the CID can afford to finish the project. Essing pointed out that it might be best to hire capital campaign consultant, Eric Staley, to assist in the initial campaign. Sheals believes it is important to have something to show to donors before too long or they will lose interest. Volmert compared the project to the STL Arch and reminded the committee that large art installations take time and Master Plans change over time. Sheals would like a scope of phase one to be discussed at the next meeting.

Meeting adjourned at 4:59 pm. Motion by Sheals, second by Grove, all approved.

Adjournment

The next meeting is **Tuesday, August 24** at 3:30 pm

Community Improvement District
Executive Committee Meeting
August 1, 2017
11 S. Tenth Street

Present:
Mike Wagner, Central Bank of Boone County
Ben Wade, Guitarfinder
Marti Waigandt, 808 Cherry St.
Mike McClung, Dungarees/ Resident
Adam Dushoff, Addison's

Meeting called to order at 3:32 pm by chair, Mike McClung.

August Board Meeting Agenda
Essing distributed the drafted July Board of Directors agenda which was approved by the group.

Stakeholder Research and Communication Systems
Essing provided and explained a proposal from Delta Systems to improve outreach to the CID's constituents. The goal is to have more interactive communication system with targeted lists based on type of stakeholder. After review of the document, McClung requested a meeting with Katie and Delta Systems to fine-tune the proposal.

Board Recruitment
Essing discussed Board of Directors recruitment and provided an overview of current board member terms.

Adjournment

Meeting adjourned at 4:23 pm with motion by Waigandt, second by Wagner and all approved.

The next meeting is **Tuesday, September 5** at 3:30 p.m.