RESOLUTION NO. 2017-07

A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING MINUTES OF THE BOARD OF DIRECTORS MEETING HELD NOVEMBER 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 November 2016.

Passed this 13th day of December 2016.

12-13-16, Chairman of the Board of Directors

(SEAL)

Attest:

12-13-16, Secretary of the Board of Directors

EXHIBIT A
TO RESOLUTION NO. 2017-07

November 2016 Meeting Minutes

Community Improvement District
Board of Directors Meeting
November 8, 2016
11 S. Tenth Street

Present:

Adam Dushoff, Addison's
Allan Moore, Moore & Shryock Appraisals
Blake Danuser, Bingham's
Marti Waigandt, 808 Cherry St.
Ben Wade, Guitarfinder
John Ott, Alley A Realty
Skip Walther, Walther, Antel, Stamper & Fischer
Tom Mendenhall, The Lofts at 308 Ninth
Deb Sheals, Historic Preservation
Christina Kelley, Makes Scents
Andy Waters, 100 N. Providence
Mike Wagner, Central Bank of Boone County
Mike McClung, Dungarees/ Resident

Absent:

Tony Grove, Grove Construction, LLC
Steve Guthrie, Landmark Bank

Guests:

Val DeBrunce, Citizen
Carol Rhodes, City of Columbia
Tanner Morrell, City of Columbia
Drew Brooks, City of Columbia
Chad Gooch, CPD
Krista Shouse-Jones, CPD
Shay Jasper, City of Columbia
Nickie Davis, Muse
Lisa Klenke, Calhouns
Jodie Jackson, Columbia Daily Tribune

Approval of Minutes
Wade motioned to approve the minutes, Moore seconded and none were opposed.

Financial Report
Essing provided an overview of financials and current budget status. Wade asked if number of businesses reporting could be tracked. McClung motioned to approve the financials, Sheals seconded and none were opposed.

Police Report - Gooch
Sgt. Gooch provided update that violent crime was down, but that burglary and theft has picked up due to the high traffic from home football games and MU Homecoming. Walther inquired as to downtown trends compared to city. Shouse-Jones responded that comparison is skewed due to different reporting metrics. Waters inquired as to investigation on recent incident in Flatbranch Park, which Shouse-Jones answered was still ongoing.

City Report
Rhodes introduced Brooks, Morrell and Jasper to provide overview on parking meter replacement project to be completed the first two weeks of January, before MU begins classes. If weather conditions are not favorable, the alternative date is over Spring Break.

1500 meters will be changed out with newer technology, updated signage and a new pay by card system. All meters will continue to accept coins, and some meters will also still accept credit cards. The new preloaded card payment option will be communicated to cardholders in December. The new card will require users to

"clock in" and "clock out" in order to deduct payment for time used. Ott expressed concern that users will not remember to "clock out". Waigandt pointed out that EZ Card users are already used to clocking out to refund cards presently. All users will have to exchange old EZ Cards for new cards the first two weeks of January. The location to reload the new card has not yet been determined. Walther inquired as to if the new card could be used in the credit card meter heads. Brooks responded that it might be possibly however the City is investigating the expense. Brooks added that credit card payment option has historically worked well only around University.

Parkmobile payment app has also already been expanded to the entire City due to increase in usage. A special promotion of $2 off parking with Parkmobile is being offered through December 31 (one discount per user). There are currently 83 spaces with "Parkmobile" only payment option however these are being reviewed due to complaints.

Sheals inquired as to if the new meter units could be reprogrammed in the future, if the times were changed at different locations. Brooks replied that all locations could be changed with the new units. Brooks added that the new meters would provide more robust data on usage per location, to help make recommendations for time limits and occupancy rates.

New Business

Board Member Elections

Potential candidates Nickie Davis, Lisa Klenke, Christina Kelley, John Ott, Deb Sheals spoke as to their interest in serving on board for 3-year term of February 2017 – 2020. David Parmley also applied for board.

Ballots distributed and board members cast votes. Wagner provided update that the results would be shared the following day. Essing added that the slate of board members would then be sent to the Mayor and Council for approval.

*November 9 Update: Results of voting determined slate to include Nickie Davis, David Parmley, Christina Kelley, John Ott and Deb Sheals.

2017 Committee Selections

McClung shared that the Search and Review committee would be meeting to determine the 2017 CID Committee slates. He asked that Board Members indicated preferred committees and if they were interested in serving on the Executive Committee.

McClung also provided update the Search and Review committee has discussed overall director attendance at board and committee meetings, with a goal of increased participation and engagement. The committee will continue to discuss a minimum participation expectation, potentially revising the bylaws. Dushoff noted that the board should be supportive of events that might hinder attendance.

Audit Firm Proposal Update

Essing provided update that accounting firm selected by Board during October meeting does not have appropriate credentials for governmental audit. Treasurer McClung and Essing will meet with other firms submitting proposals and bring recommendation back to the board during a future meeting.

Proposed Public Inconvenience Fee (PIF)

Essing and Wade provided update on public hearing on proposed PIF being held by the DLC. Motion by Sheals and second by Waigandt to re-send the Downtown CID PIF comments, previously submitted to the Mayor and Council, to the DLC for consideration. Motion passed unanimously.

Proposed Development Code Update

Essing provided update of P&Z hearings for proposed development code, with public hearing schedule on December 15 for comments on entire code. Motion by Mendenhall for board to resend June letter to P&Z with comments on MD-T, second by Moore. Discussion that more amendments may be needed to address 24-foot setback concern and alleys. Ott expressed that overall code is still confusing, specifically noting that it is unclear as to if landscaping would be permitted rather than street walls. Ott shared concern that the form-based code could results in a "cookie-cutter" downtown appearance. Walther proposed that Mendenhall amend his motion to state that letter should be updated to reflect P&Z amendments, which will be reviewed during a Downtown CID meeting on December 6. Drafted letter to be reviewed by board during December 13 Board Meeting and submitted to P&Z during December 15 Public Hearing. Mendenhall agreed to amended motion, Danuser seconded and all approved.

Downtown Bench Sponsorships

Essing reported that City Parks and Recreation department has inquired if the Downtown CID Board would support the addition of memorial plaques on downtown benches. Benches are the property of Parks and Recreation, and they would implement program. McClung noted that the property owner should still have the opportunity to ask that a bench be relocated from in front of a building, and that the program placement should be flexible. McClung motioned to support the program with flexibility, Waignadt seconded and all approved.

Committee Reports

Operations

Sheals reported that there was not an October meeting due to lack of quorum.

Economic Development

Moore provided update on current trash compactor/dumpster issues that the committee is working to resolve with the City. The Orr Street Studios Board has advocated relocating the dumpster in the alley between their building and the Orr Street Lofts. A recent stakeholder meeting was held, in which the parties agreed that a good location to relocate the dumpster would be across Orr Street in the Wabash Parking Lot. Steve Hunt, City of Columbia, will check with the City Parking Utility office.

Ott suggested that signage be posted at all trash locations, with fines imposed for improperly disposed trash. Concern that no responsibility is being taken to keep areas maintained for all to use.

Marketing

Wade shared updates on recent Holiday Shop Hop, Magic Tree Lighting, Snowflakes on Broadway décor installation and holiday advertising. Kelley asked that décor not be lit during installation in the future, as this occurs before Halloween and is too early.

Gateway

Kelley provided an update of the Gateways project, with the first three light hubs to be installed by year-end. The Gateways will also have a fund during this year's CoMoGives campaign, which runs from December 1 – 31.

Discussion of 2017FY contract with Arcturis for Gateways program management. Waigandt motioned to approve contract, Ott seconded and all approved.

Infrastructure Task Force – Grove

Grove was absent and nothing was discussed at this time.

DLC Report

Wade provided update that DLC is currently discussing the proposed public inconvenience fee.

Parking Task Force Update

Sheals and McClung reported that Parking Task Force is finalizing recommendations to Council for parking requirements in the proposed development code. The Task Force is also in favor of the creation of a long term parking commission, due to complex downtown parking issues. The next issue to discuss is the management of parking permits, which may need limits and requirements. Fee in lieu has been discussed however is not currently feasible due to lack of parking availability.

Ott commented that student housing permits should pay a different rate than business owners downtown, with a goal of pushing business first in order to protect vital downtown economy. Lack of parking could result in businesses relocating out of downtown.

Public Comment

No public comment received.

Closed Session

McClung motioned for closed session, second by Sheals and all approved. Discussion of candidates for open Assistant Director of Outreach position.

Adjournment

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

Community Improvement District
Economic Development Meeting
November 15, 2016
11 S. Tenth Street

Present:
Marti Waigandt, 808 Cherry St.
Christina Kelley, Makes Scents
Blake Danuser, Binghams
John Ott, Alley A Realty
Mike Wagner, Central Bank of Boone County
Allan Moore, Moore & Shryock Appraisals
Tony Grove, Grove Construction, LLC

Absent:

Guests:
Val DeBrunce, Citizen
Dave Sorrell, City of Columbia – Public Waste
Steve Hunt, City of Columbia – Solid Waste

Trash and Dumpster Compactors
Essing introduced Dave Sorrell with City of Columbia.

Broadway Brewery Location
Steve Hunt provided an update that the City is unlikely to return a compactor to this location, given the risk to employees and property damage. Several solutions have been attempted without success.

Orr Street Studios
Essing provided update that interested parties met to discuss relocating dumpster to Wabash Parking Lot. Orr Street Studios Board and Orr Street Lofts Management in agreement for new location. Steve Hunt is currently working with the City Parking Utility to determine if parking spaces available, as this is a city lot.

Methodist Church Recycling Request
Essing passed along United Methodist Church's request for some small recycling bins behind their building. This has been taken into consideration.

Revised Ordinance Update
Dave Sorrell shared that the City legal department has reviewed the revised ordinance proposal, which will go to City Council in December.

Orr Street Studios
Sorrell confirmed that the agreement discrepancy of the dumpster placement has been solved at Orr St and that the dumpster would be removed. He confirmed that the decision between all involved parties was unanimous.

Downtown Delivery Trucks
Essing provided a recap of a previous meeting where she offered to hold listening sessions with the community regarding delivery truck parking. She suggested fusing the discussions with the grease vault sessions. The CID is brainstorming questions to lead these sessions. Essing will schedule times for said listening sessions.

MDT Zoning
Initial discussions are currently taking place. There is nothing new to report at this time.

2017 Committee Slate
Moore has agreed to continue as committee chair.

Adjournment
The next meeting is **Tuesday, December 20,** at 4:00 p.m.

Community Improvement District
Operations Committee Meeting
November 17, 2016
11 S. Tenth Street

Members:

Ben Wade, Guitarfinder
Deb Sheals, Historic Preservation
John Ott, Alley A Realty
Mike McClung, Dungarees/ Resident
Adam Dushoff, Addison's

Absent:
Tom Mendenhall, The Lofts at 308 Ninth
Andy Waters, 100 N. Providence

Guests:
Val DeBruce, Citizen
Drew Brooks, City of Columbia- Parking
Tiffany Heibel, City of Columbia- Parking
Tanner Morrell, City of Columbia- Parking

Horticulture
Essing provided an update on the downtown planters. She had a discussion with Gabe Huffington of Parks and Recreation and how the Downtown CID would like to see more colorful plants. He assured her that what was planted a few years ago is just now reaching its full potential and to give it time. Many committee members would like more involvement from P&R pertaining to the maintenance of the planters. Ott stated that P&R should treat the downtown as one large park and offer more upkeep. No voting was done at this time.

Grease Bins – Listening Sessions
Essing shared that Downtown CID will host several listening sessions regarding grease bins and downtown delivery truck parking. The specific topics are as follows:

- Grease bins in public alleys pose an environmental and safety hazard, as well as reduce the appearance of the locations.
- Delivery trucks parking in the middle of downtown streets cause traffic congestion during busy timeframes and block customers into metered parking spaces.

Essing passed around her proposed discussion points to be shared at the listening sessions and asked for committee recommendations. The listening sessions will be held from November – January.

Parking Meter Discussion
Brooks and Morrell provided update on new meter head change out in January, with changes to EZ Parking program.

Sheals provided an update on the proposed ordinance change of the length allotted at parking meters. She stated that there isn't enough time for the committee to discuss the issue in order to make an educated recommendation, so nothing is being determined at this time. Dushoff noted that he supports increasing meter time from 2 to 3 hours, in order to give guests time to dine and shop. Two hours in not enough time, which causes issues with customers. Sheals agreed that our downtown is a mixed-use district and more time is needed. McClung noted that increasing the time to 3 hours would also allow evening visitors to pay the meter as early as 4 pm and not need to return to fill meter, as the enforcement hours end at 7 pm.

Sheals shared concern that the meters need new stickers. McClung inquired about what was required on stickers. The committee would like to see minimal signage so at to not confuse drives. Morrell from the City of Columbia Parking office said they could change the stickers. Their marketing committee is working on a color-coding system to minimize confusion of downtown parking.

Ott proposed that the parking tickets increase with each offense, instead of staying at $15 per ticket. The first ticket could be a free, educational flyer and then fines increase with each progressive violation.

Ott shared concern that the 10th and Cherry Parking Garage meter spaces are being filled by construction workers for the Rise on Ninth ten-store development. Dushoff expressed concern that two meters in front of Addisons have been bagged for several months, restricting parking on their block for patrons. Discussion that the metered spaces should be better monitored in order to maximize spaces for customers.

Brooks and Morrell shared that a vending option for the EZ Cards has not yet been determined, due to expense. Sheals asked if retailers could sell EZ Park cards in their stores. Ott agreed, and Brooks and Morrel committed to exploring idea further. City Council will be reviewing the plan on December 5, and more direction will be available after their approval. A strategy regarding executing the idea is underway, and a concept for the CID to support with $1000 funding will be potentially taken to the board during the December 13 meeting.

Grease Bins in Alleys

Essing provided update on Grease and Delivery Truck listening sessions to be held from November – January to gather downtown business feedback on issues. McClung shared concern that an interior grease solution system based on one vendor could lead to issues if that vendor gained a monopoly or went out of business. He questioned if other vendors were available to offer interior grease systems. McClung commented that the City should handle grease as a solid waste item, and be responsible for common containers and removal.

Adjournment:

The next meeting is **Thursday, December 15** at 3:30 p.m.

Community Improvement District
Marketing Committee Meeting
November 15, 2016
11 S. Tenth Street

Present:
Christina Kelley, Makes Scents
Ben Wade, Guitarfinder
Van Hawxby, Dogmaster Distillery
Lisa Klenke, Calhoun's
Andy Waters, 100 N. Providence

Absent:
Steve Guthrie, Landmark Bank

Guests:
None

Holiday Shop Hop
Recap of 2016 Holiday Shop Hop and overall discussion of results. Retailers reported mixed sales, with some stores experiencing sales increases and other flat. Nice weather may have attributed to customers not being ready to purchase holiday gifts, and many purchases were for individuals. The Magic Tree lighting had a smaller crowd, and committee decided to shift the 2017 lighting event from 5 pm to 7 pm, in order to attract both shoppers and evening dinner crowd. Discussion that the marketing collateral should be updated in 2017, as it seemed cluttered and difficult to read.

Shop Small Saturday
Update on upcoming November 26 Shop Small Saturday. Marketing materials being distributed to participating businesses. Update on advertising to run in print, TV and radio. American Express is offering 2x reward points to customers registering their cards, which may increase shopping.

Living Windows
Discussed upcoming December 2 Living Windows event with 25 businesses signed up to participate so far. Sign up deadline is Friday, November 18, for businesses that would like to be included on the map.

Media Buys
Overview of media placements, which currently include holiday advertising with television (ABC/Fox/NBC), radio (KPLA, KBXR), print (Columbia Daily Tribune, COMO Living, Columbia Business Times) and social media. Committee reviewed advertising creative, and requested update to the television spot to show less focus on individual store logos. Essing will follow up with KMIZ to revise spot, if possible.

2017 Committee Slate
Committee voted on two voting committee members for 2017. Van Hawxby and Lisa Klenke elected. Discussion on chair role, which is selected by the committee. Ben Wade agreed to continue to chair.

August 21, 2017 Eclipse Event
Discussion on eclipse event and anticipated tourists to Columbia, given prime viewing of event. Group will continue to talk about potential viewing events in The District at January meeting. Will

research to determine other events in Columbia, if public schools will be in session and cost of promotional viewing glasses.

Adjournment

The next meeting is **Tuesday, January 24** at 8:30 am

Community Improvement District
Gateways Committee Meeting
November 22, 2016
11 S. Tenth Street

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

Absent:
Heiddi Davis, MU

Guests:
Russ Volmert, Arcturis – Via Phone

Light Hub Update

Schedule
Volmert provided an update on the first three light hubs, to be installed by the end of the year. Artist McMillen has made a few more adjustments to the color of the NVAD light hubs.

Proposed Founders Park
Discussed concept of Founders Park, which would expand Flatbranch Park and incorporate the proposed Gateways Plaza at Broadway and Providence. The goal is to have this new park underway by 2021, in time for the Columbia bicentennial. Volmert will research the costs of the project, with the change of the park.

Capital Campaign
Essing presented an update that consultant Eric Staley is working on the Gateways capital campaign, with a presentation planned for the committee during the January meeting.

CoMoGives
December first kicks off the CoMo Gives 2016 campaign, which will include a fund for The Gateways Project. Committee discussed social media, event and marketing ideas to enhance campaign.

Adjournment
Due to the holidays, November and December's meetings will be combined. The next meeting is **Thursday, January 26** at 3:00 p.m.

Community Improvement District
Search and Review Committee Meeting
November 15, 2016
11 S. Tenth Street

Present:
Mike Wagner, Central Bank of Boone County
Mike McClung, Dungarees/ Resident
Deb Sheals, Historic Consultant
Blake Danuser, Bingham's

Absent:
Skip Walther, Walther, Antel, Stamper & Fischer

Board Attendance Best Practices and Proposed Bylaws Amendments
Discussed 2016FY attendance by board members at board and committee meetings. Some members are on more committees than others, which require a more detailed analysis for reviewing engagement and participation. Group agreed that the goal of reviewing attendance was to ensure an active and engaged board, with members serving on at least committee or commission.

Motion by Sheals and second by Danuser to amend Bylaws to require board members to attend 2/3 of all board and committee meetings annually, with no fewer than 18 total meetings attended annually by each member. In addition, amend bylaws to change committee-meeting quorum to be at least 3 committee members. Lastly, amend bylaws to change board of director quorum to be "a simple majority or 51%", rather than 60%. Unanimous approval.

Motion by Sheals and second by Danuser to adopt a best practices procedure for the Board to review member attendance annually, from October – September to coincide with fiscal year. At the end of a board members 3-year term, the attendance expectation must be met or the member will be asked to not reapply for the board for 1-year. In addition, prospective board members should be made aware that active board engagement requires at least 5 hours per month. Board members are expected to serve on at least one committee. Unanimous approval.

2017 Committees
Motion by Wagner and second by Danuser for draft of 2017 committees to be presented and voted on by the full board during the December meeting. Recommend best practice that Vice-Chair move up to Chair each year, to allow training and consistency. Unanimous approval.

Adjournment
The next meeting is **not yet determined,** as committee meets on "as needed" basis.

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

Present:

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

December Board Meeting Agenda
Group discussed and approved the drafted December Board Meeting agenda.

Meeting adjourned.

Adjournment
The next meeting is **Tuesday, January 3** at 4:00 p.m.