

Leah,

As president of the Benton-Stephens Neighborhood Association, I feel that impacted neighborhoods should have a representative. I feel it necessary to give each neighborhood a chance to voice their own concerns or preferences, as each neighborhood is impacted differently and each have different needs.

If you require a formal letter, please let me know and I'll be happy to draft one.

Peter Norgard

Peter Norgard  
University of Missouri  
349 Engineering Building West  
Columbia, MO 65211  
[573.356.5203](tel:573.356.5203)

I would like this commission to have liaisons or representatives from the Bike/Ped Commission, the Public Transit Advisory Commission, and the Disabilities Commission.

Thanks,  
Rachel Ruhlen  
Bike/Ped Commission  
Public Transit Advisory Commission

We would like to have one member from the Columbia Disabilities Commission on the Parking and Management Task Force.

Chuck Graham, Columbia Disabilities Commission

**Downtown Columbia Leadership Council**  
**Meeting Minutes**  
**March 22, 2016, 4:00 p.m.**  
**City Hall, Conference Room 1A**

**Members Present:** Heiddi Davis, University of Missouri  
Brent Gardner, City Council Appointee  
Janet Hammen, Neighborhood Representative  
Sara Loe, Planning and Zoning Commission  
Nick Peckham, City Council Appointee  
\*Tim Teddy, Community Development Director  
Brian Treece, Historic Preservation Appointee  
Ben Wade, Community Improvement District  
Scott Wilson, Downtown resident

**Staff Present:** Megan Allen, Management Fellow  
Tony St. Romaine, Deputy City Manager

**Members Absent:** \*Stacey Button, REDI  
Pat Fowler, Neighborhood Representative  
Randy Gray, City Council Appointee  
Cliff Jarvis, Columbia College  
Karen Miller, Boone County Commission  
Richard Perkins, Stephens College

* Indicates Ex-Officio status.
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**The meeting was called to order at 4:01.**

**Welcome/Introduce Guests:** Ben Wade was introduced as a new representative from the Downtown Community Improvement District.

**Approval of Minutes:** Mr. Wilson made a motion to approve the January minutes; Mr. Perkins seconded. All in favor, motion carried.

**Ulytic - Billy Martin:**

Ulytic is a local tech company that develops affordable tools for measuring a variety of traffic activity in urban areas. The company is working to create data layers of physical activity in places. They are not focusing on parking right now, and have only been in business for a little less than a year. They run algorithms on existing traffic and IP camera networks to collect real-time data and a real time data layer regarding pedestrian, bicycle, and motor vehicles traffic and activity patterns, both indoor and outdoor settings. They created their own hardware so that they can collect data where cameras don't already exist and it guarantees that privacy won't be compromised. How this device works is that it can be affixed to the side a building or utility pole and it records video locally. It looks

at pixel and light changes and determines where objects are moving. It then deletes the image and only transmits data. They have four units collecting data in downtown Columbia right now. A DLC member asked if the product was GIS based and Mr. Martin replied yes. He noted that they are working with Matt Gerike, the City of Columbia GIS Manager and they have permission to put cameras up on street lights and utility poles. They haven't done that yet because they are not easily accessible. He added that there is a pilot project downtown right now that is tracking emissions and environmental data, which is the next phase they see this technology going.

A DLC member asked if the company was working with the City. Mr. Martin replied the company was working solely with the GIS Department right now, no one has funded the deployment of their devices, which they have funded themselves. They hope that once they have the data from the pilot, they will do some press releases and get more customers interested in the product.

He explained that the reason they developed this product is because cities are growing at a rate of 7 million people per year, and is expected to continue. This poses real problems for cities and thus the Smart Cities market emerged. Most of the elements pertaining to Smart Cities relies on traffic data. The problem is that the current state of collecting data is very archaic and gives you a very small sample size. In 2016 the state of the art method for taking pedestrian counts at an intersection or roadway is standing on the sidewalk and counting that number of objects that move through it. There is a bit of an arms race to produce a product that can do this sort of thing. He explained some of the differences in this product compared to competitors. He reviewed the pricing which is currently \$150 per month per data point, or \$100 per data point with a one year subscription. So if the City wants to look at the signals of 9<sup>th</sup> and Broadway. The City would need to purchase eight data points: four for each four lanes of traffic and four for each four lanes of pedestrian traffic. So that would be \$800 a month to do that. The hardware is not ready for sale yet, they are looking at four to six more weeks. This is a \$1,500 product and if they continue to sell data from it to local businesses or real-estate companies they share 5% of that revenue with the device owner. Projections show that it will take less than two years to pay off a device and after that it is just supplemental income. They are looking into a leasing option for the device as well.

Mr. Martin noted that transportation is one thing they are hoping to really help with here in Columbia. CATSO, Columbia's Transportation Planning Organization, pays for this data to be collected on a yearly basis and they are hoping to provide this data to them year-round. For municipal governments or CID's, this product can provide data for future projects. He added that they will be putting out a study from over the True/False weekend that can show the impact on local business and traffic flow. A DLC member asked if True/False requested the service or if it was done by the company itself. Mr. Martin explained that True/False is not a customer right now and once there is evidence that the product does what they say it does, they believe more customers will be interested.

A DLC member asked when the pilot ends. Mr. Martin replied that the pilot program ends on April 1, 2016 but the company is looking to extend that period, if possible. A DLC member asked what Ulytic is trying to accomplish either downtown or with DLC. Mr. Martin explained that the company is trying to find reasons to have either their own product up, or access to current traffic data. A DLC member asked if the product could be used for parking. Mr. Martin replied that parking could be a market for their product. The company is still working on software that will be able to work with still objects. Mr. Treece asked if the product is in position year-round. Mr. Martin replied that the longer the amount of time a device is collecting data and the larger the sample size, the more valuable it is going to be to the customer. Mr. Treece commented that this type of product could be useful with planning projects. He mentioned College and Providence Rd. improvements and how this product could have helped to see how a change in traffic patterns can affect neighborhoods before the projects actually began. Mr. Martin also suggested that using the product to study traffic before and after construction would lend to the planning of similar projects. Mr. Martin explained what data points are and how they work. A DLC member asked how the product can distinguish between objects; bicycles, pedestrians, vehicles. Mr. Martin explained that bicycles can be hard to distinguish because they can move at the same speed as vehicles and are in the same pathway as vehicles, and is only 50% accurate, but it gets better over time as data is processed. Pedestrians and vehicles are more easily distinguishable by size and the pixels in the image.

Mr. Martin explained that the company is working out of the incubator hub in REDI. The company is made up of prior entrepreneurs with various skills and experience in the field. Mr. Treece asked Mr. Martin why he came to speak to the DLC. Mr. Martin asked for the DLC's insight for ways that the company might be used in Columbia. He expressed the benefits of the product for retail and downtown businesses. The product can track pedestrian traffic in front of stores, tracking the amount of pedestrians that enter into a business, analyzing which store fronts attract customers, etc. Mr. Treece commented that one of his tenets is that before something is changed, it needs to be measured. He asked if it would be possible to use the product to determine how many people attempt to park downtown and how far someone is willing to park before someone gives up and goes to the mall. Mr. Martin replied that it might be possible but not something that was part of the initial idea for the product. A DLC member asked how many are deployed right now. Mr. Martin replied there are two above Herald's donuts (9<sup>th</sup> and Locust and 9<sup>th</sup> and Cherry data) and two by KOPN at 10<sup>th</sup> and almost all the way over to Hitt. Those capture both vehicle and pedestrian data.

A DLC member commented that the DLC asked the GIS department to create a 3D model of downtown but that request was never acted on. Mr. Teddy explained that he thought the City provided a virtual simulation but he wasn't sure of the quality. A DLC member continued that he imagined most citizens are unaware of the information that you are able to identify that will help to see the before and after of particular projects, which is why the 3D model would be useful. Mr. Martin agreed, saying the devices are perfect for analyzing before and after and analyzing traffic data. Mr. St. Romaine asked Mr. Martin if he had previously talked with Richard Stone (City Traffic Engineer)

regarding the product. Mr. Martin replied that he briefly had a conversation and that he would get in touch with Mr. Stone again regarding the product.

Mr. Teddy asked if the product could predict parking turnover on block-by-block basis. Mr. Martin explained that once the new software is developed, that yes, it would be able to have real time information that can analyze parking turnover. Essentially, we would like to find more ways to continue piloting our product here in Columbia.

A DLC member asked if the software generates reports based on different types of traffic. Mr. Martin replied that currently, the software can distinguish semi-truck vs everything else but they would like to continue piloting to create software that can distinguish between other types of vehicles such as a taxi and a trucker, for example. A DLC member asked if these cameras are used for other types of things, such as public safety. Mr. Martin explained that one thing the company is looking into is how the product can be used for other types of analysis, one being public safety. It is possible to create a product that can identify drastic deviations in traffic flow in real time and maybe contact dispatch. The software would then take a snap shot to be used. It could be a potentially lifesaving application. A DLC member asked if someone were to dial 911 in the intersection, could a video be captured of who was coming and going. Mr. Martin said no, that is not possible right now but if that is something that would be useful, it is something they could look into.

#### **Parking and Traffic Management Task Force Feedback:**

Mr. Treece explained that City Council requested that the DLC select a participant to represent the group on the Task Force. Members self-identified interest in sitting on the Task Force. Jan Hammen offered to sit on the Task Force. Without objection, this group agreed to send a letter recommending that the DLC have a participant on the Task Force and that participant be Janet Hammen. Mr. Treece made mention of her previous experience in the Access Circulation Transportation Town Hall meeting and East Campus experience.

#### **Neighborhood Town Hall Meeting - New Development Code:**

Mr. Teddy explained that he talked with Ms. Fowler earlier that day and that there was an issue with the April 16<sup>th</sup> date. He wanted to be able to use all of the available space at City Hall but there was an event scheduled in Conference Room 1A/1B during this time (Youth Advisory Council event). Mr. Teddy proposed April 30<sup>th</sup> as a new date for the event. Ms. Fowler will follow-up if the proposed date is doable. From the April 30<sup>th</sup> event, the P&Z process will begin. Mr. Teddy explained that the Planning and Zoning code would be discussed beginning in May. Mr. Treece expressed the sense of urgency for the Town Hall Meeting was to make sure that the event happened before the Code went to P&Z. The plan is to discuss the code at consecutive meetings. It will take about a month or so to go through this process before going to Council for further action. The City is working on comprehensive report for City Council of things that have been accomplished, remaining issues, and discussion. Conceptually the report will be sectioned as follows: no changes to current code, changes to current code, and brand new additions to the code.

Mr. Treece asked if there were any concerns from the group regarding moving the date of the Town Hall Event. Ms. Hammen expressed her frustration over the Town Hall meeting. She explained that the DLC requested this event in January or February, at which time a request for space was made. There was consternation that having put the request in so early in advance, then not hearing anything from the City, and now being told that we cannot do it as requested. Some members of the DLC will be out of town on the proposed date and now will not be able to participate.

St. Romaine asked if there was any indication as to how many participants there might be. Ms. Hammen expressed that there is no way of knowing until the DLC begins to publicize the event how many people would be interested in attending. He wondered if other sites were a possible option, such as the ARC. It was noted that the DLC wanted to have this event downtown if people are going to learn about the government. They really are trying to get people to come downtown and see that this is where things all the City things are going on, especially if we are trying to attract more of the inner core of the City, although everyone would be affected. It was discussed that the Council Chambers were not conducive to discussion and the Historical Building Mezzanine was too small of a space for this event.

A DLC member expressed that the DLC has had questions about infrastructure and parking and they wondered if these issues would be discussed at the Town Hall Meeting. Ms. Hammen replied that on a secondary level they would be discussed, but it's more about the new Unified Code and how citizens participate in that process. A DLC member asked how this would address the infrastructure and parking questions. Mr. Teddy explained that in the development code, the subdivision chapter is where infrastructure is identified. If the primary audience is focused on the downtown area, the zoning code will not tell us how to plan for infrastructure. Ms. Hammen stated that it will apply due to the parking codes; it may affect C-2 zoning. The new code will also address the sufficiency of services and that is a major factor. So, infrastructure and parking could potentially be two large discussions during this event. Mr. Treece reminds that the new code will affect the whole city and Ms. Hammen agreed.

Mr. Treece asked how the DLC felt about becoming a sponsor for the event and asked Ms. Hammen if the City has helped to appropriate a modest amount of funds for the event. Ms. Hammen replied that Ms. Fowler previously requested a budget. Mr. Treece said that he will follow-up regarding this topic.

**C-2 Zoning/Clarion Update:** No update at this time.

**Mayor's Infrastructure Task Force:** No update at this time.

**Other Topics:**

Mr. St. Romaine reminded the DLC that Board and Commission budgets were due to the Clerk's Office on March 21, 2016 but Heather Cole requested an extension until Friday, March 25. He asked if the DLC would like to submit a budget. Mr. Treece requested that a budget of \$1,000 for the purpose of holding a Town Hall Meeting event and other miscellaneous needs for over the next twelve months be submitted for the DLC budget.



**Public Comment:** None

**Next meeting:** April 26, 2016

**Adjourn:** Meeting adjourned at approximately 5:10 p.m.

Hi Leah,

I think it would be appropriate to include PedNet, the Bike/Ped Commission, and the Disabilities Commission on the task force.

Thank you,  
Lawrence Simonson, Assistant Director, PedNet

Greetings,

I would like to be considered as a representative on the Parking and Traffic Management Taskforce.

There are many factors which make me a qualified applicant.

Personal student parking history: First is my direct involvement with parking as a student beginning in December 1970 when I came here to attend MU. At that time, there were no vacancies near campus and a friend and I leased a trailer several miles out in the country on a narrow patch of gravel known as Grindstone Road. Since it was too far to walk, we drove into town and hunted for parking in the East Campus Neighbor area! Some things just don't change!

Experience: I have over 45 years of experience with students and other renters in many areas of Columbia, but especially East Campus, Stephens College, Columbia College and the central downtown areas. I have been active in several neighborhood organizations including the North Central Columbia NA, Benton-Stephens NA, Ridgeway NA and the East Campus NA.

Memberships: I have also been active as a member of the Columbia Apartment Association for over 4 decades, am a past president and current board member. I am also a member of the Missouri Apartment Association and the National Apartment Associations and the Chamber of Commerce. I attended many classes and passed exams to become a Missouri Real Estate Broker and Realtor in 1973 and still hold those licenses.

Community involvement and Professionalism: I served on the Columbia Bicycle Commission for 10 years. I have attended many, many meetings concerning parking including the recent 2015 Community Parking Forum and Workshop, preceded by involvement in the Art's District Permit Parking Program and many other meetings and discussions. Parking is so important to me, mostly because of the needs of my residential renters that I joined the National Parking Association and currently manage about 600 parking spaces. My son and daughter assist me in providing this parking to over 600 people. We have worked hard to help find solutions to Columbia's parking issues that are fair to everyone. And we are not done. There is more to do.

Please consider me for this Taskforce. I think I can be of help. It would be my honor to serve. Please call if you have any questions.

Thank you.

Mark Stevenson  
[573-999-0671](tel:573-999-0671)



COLUMBIA  
APARTMENT  
ASSOCIATION

March 24, 2016

Dear Council Members:

The Columbia Apartment Association (CAA) recommends Ken Kvam to serve as a representative on the Parking and Traffic Management Taskforce. Due to considerable rental housing in the target areas of downtown and adjacent neighborhoods that will be addressed by the Taskforce, the CAA believes representation on behalf of its membership is vital. Rental property owners have a considerable economic stake in the discussion and outcome of the decisions resulting from the work of the Taskforce.

A long-standing member of the CAA, Ken has participated since 2001 in ongoing discussions related to East Campus parking and traffic issues. He attended all East Campus parking meetings for interested parties moderated by City staff member Richard Stone, and he has attended City sponsored parking meetings for the downtown and Benton-Stephens neighborhood.

Ken followed the City's 2015 Community Parking Forum and Workshop discussions through the participation of several CAA members and is familiar with the Consultant/Staff Parking Workshop Recommendations resulting from that community workshop. Ken contributes unique hands-on knowledge of parking and traffic issues from his extensive work as parking maintenance specialist for several East Campus rental companies. In this capacity, he is in the East Campus neighborhood on a daily basis managing parking issues and is keenly aware of the parking routines, habits, and patterns of the public and traffic issues that affect the area.

A life-long resident of Columbia, Ken is a graduate of the University of Missouri, the owner of rental property, and a manager for a company specializing in East Campus rental housing. He is avidly interested in the topic of parking and traffic as a business owner of investment property and as a concerned and informed citizen of Columbia.

I urge the City Council to consider Ken for the Parking and Management Taskforce. The CAA considers this a matter of consequence for its members, and we desire to bring our ideas and perspectives to the table through representation by an individual who can make a contribution to the Taskforce discussion.

Sincerely,

Sheila Garten  
President

Leah,

I'd be happy to serve on the Parking Taskforce. I'll be out of state for July and part of August, so I'll have another member of my committee attend during that time if necessary.

Best,

**Amy Wasowicz**

University of Missouri, Columbia- 2018  
School of Journalism | Undeclared

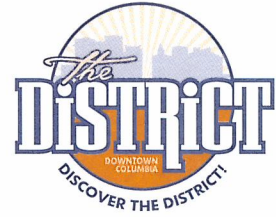
College of Arts and Science | Political Science

MSA Senator | Interim Chair | Campus & Community Relations  
Contact | [\(630\) 336-7679](tel:6303367679)

Leah,  
I will volunteer to serve on the taskforce, if deemed appropriate.  
Thank you,  
Mike Sokoff  
Director, MU Parking & Transportation Svcs.



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[DiscoverTheDistrict.com](http://DiscoverTheDistrict.com)



December 10, 2015

City of Columbia  
 Mayor and Council Members  
 701 East Broadway  
 Columbia, MO 65205

Dear Mayor and Council Members:

The Downtown Community Improvement District is in full support of the SMART Growth Parking Audit Workshop recommendation to create a parking commission. We agree that the commission should include diverse stakeholder representation, including downtown businesses, developers, property owners, residents, MU and other local colleges. In December of 2014 and July of 2015, we submitted recommendations for a proposed commission slate, which we ask you to consider. (Enclosed are these letters for reference)

Convenient and close parking to shops, restaurants and businesses is imperative to the economic success of downtown and offers ease of access for our customers.

We understand that parking issues are ongoing and increasingly complex. The CID would like to be part of the solution, and we appreciate the opportunity to provide feedback on this process.

Sincerely,

Katie Essing  
 Executive Director

Downtown Community Improvement District

**CID Board**

Blake Danuser  
 Bingham's

Adam Dushoff  
 Addison's

Tony Grove  
 Grove Construction

Christina Kelley  
 Makes Scents

Tom Mendenhall  
 The Lofts at 308 Ninth

Michael McClung  
 Quinton's, Resident

Allan Moore  
 Moore & Shryock

John Ott  
 Paramount Building

Tom Schwarz  
 Landmark Bank

Deb Sheals  
 Historic Preservation Consulting

Ben Wade  
 Guitarfinder

Michael Wagner  
 Central Bank of Boone County

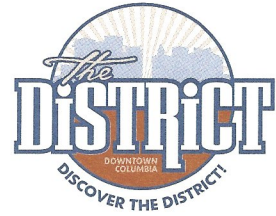
Marti Waigandt  
 808 Cherry

Skip Walther  
 Walther, Antel, Stamper &  
 Fischer

Andrew Waters  
 Columbia Daily Tribune



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December 11, 2014

Mayor and City Council Members,

On behalf of the CID Board of Directors, I would like to express our appreciation of your support in creating a Parking Advisory Regulatory Commission to continue the focus on parking for downtown Columbia. Convenient and close parking to shops, restaurants and businesses is imperative to the success of downtown and offers ease of access for our customers.

We understand that parking issues are ongoing and increasingly complex. The CID would like to be part of the solution, and requests that the commission include members of the CID, DLC and other downtown stakeholders.

We recognize that the CID supports a diverse group of businesses, property owners, developers and residents and that the DLC provides complimentary representation and includes nearby neighborhood associations. We recommend selecting a diverse group of 7 individuals with the following make-up:

- 4 Members of the CID
- 2 Members of the DLC
- 1 Member at Large

Feedback from the surrounding academic community is also important, and we propose that the commission members be assigned as liaisons with adjacent campuses to bring issues and suggestions forward.

In addition, we would request that John Glascock serve as the City Staff liaison. We also note that this commission may need to meet just quarterly and as needed for projects, rather than on a monthly basis.

The CID would also be happy to assist further in the creation of the commission. Thank you for your consideration of these suggestions.

Sincerely,

Katie Essing  
 Executive Director  
 Downtown Community Improvement District

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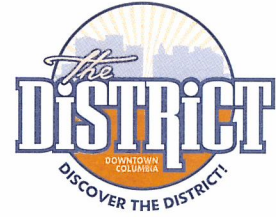
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 Columbia Daily Tribune





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July 17, 2015

Mayor and City Council Members,

On behalf of the CID Board of Directors, I urge you to create a Parking Advisory Regulatory Commission to continue the focus on parking for downtown Columbia. Convenient and close parking to shops, restaurants and businesses is imperative to the economic success of downtown and offers ease of access for our customers.

We understand that parking issues are ongoing and increasingly complex. The CID would like to be part of the solution, and requests that the commission include members of the CID, DLC and other downtown stakeholders.

We advocate that this parking commission be created right away, so that members may participate in the upcoming SMART Growth Workshop in September.

We recognize that the CID supports a diverse group of businesses, property owners, developers and residents and that the DLC provides complimentary representation and includes nearby neighborhood associations. We recommend selecting a diverse group of 7 individuals with the following make-up:

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Sincerely,

Katie Essing  
 Executive Director  
 Downtown Community Improvement District

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