

RESOLUTION NO. 2018-23

**A RESOLUTION OF THE DOWNTOWN COMMUNITY
IMPROVEMENT DISTRICT APPROVING MINUTES OF
THE BOARD OF DIRECTORS MEETING HELD
FEBRUARY 2018**

**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 February 2018.

Passed this 13th day of March 2018.



Chairman of the Board of
Directors

(SEAL)

Attest:



_____, Secretary of the Board of Directors

**EXHIBIT A
TO RESOLUTION NO. 2018-23**

February 2018 Meeting Minutes

**Community Improvement District
Board of Directors Meeting
February 13, 2018
11 S. Tenth Street**

Present:

Lisa Klenke, Calhouns
David Parmley, The Broadway Hotel
Deb Sheals, Historic Preservationist
Marti Waigandt, 808 Cherry St.
Mike McClung, Dungarees/ Resident
Kenny Greene, Monarch Jewelry
Jesse Garcia, Penguin

Mike Wagner, Central Bank of Boone County
Nickie Davis, Muse
Logan Dale, Landmark Bank
Kevin Czaicki, Centurylink
Adam Dushoff, Addison's
Ben Wade, Guitarfinder
Kevin Czaicki, Centurylink

Absent:

Tom Mendenhall, The Lofts at 308 Ninth

Van Hawxby, Dogmaster Distillery

Guests:

Jonathan Sessions, Gravity
Carol Rhodes, City of Columbia
Eric Hughes, CPD

Val DeBrunner, Citizen
Brad Anderson, CPD

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

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

Approval of Minutes

Motion by Greene, second by Waigandt, all approved.

Approval of Financials

Sheals presented the financial packet and provided a detailed overview of how it is broken down. As treasurer, she assumes the responsibility of presenting the financials in the future. She explained that the Downtown CID's income fluctuates because sales and property tax comes in at different times per business' reporting period (some businesses report sales monthly, others report annually). She said that the CID was on budget at this point. McClung motioned to approve financials, Davis seconded and all were in favor.

Police Report

Lt. Hughes introduced the new downtown officer, Brad Anderson, who will be attending CID board meetings in the future. He shared that Officer Clint Sinclair will be the new night officer, however his start date is postponed. He said that the CPD has fourteen new officers in training in addition to four new hires that have yet to start training. By July, The District will have a much heavier police presence.

City Report

Rhodes shared that the mayor has announced the formation of the Bicentennial Planning Committee. Deb Sheals and Tom Mendenhall will represent the CID on this committee. She said that the McAdams building has been demolished, making room for the beginning of the Gateways project. She also shared that the Parking Advisory Committee has been appointed, with Mike McClung representing the Downtown CID.

New Business

Board of Director Conflict of Interest Policy

Essing distributed and reviewed the CID's conflict of interest policy and procedures. All board members were asked to sign an acknowledgment of reviewing and understanding the policy. A motion to approve was made by Sheals, Dushoff seconded and all were in favor.

Stakeholder Communication System – Update

Essing explained that the new stakeholder communication system is being tested and the CID staff is currently receiving training. The system will be utilized for the Wedding Stroll event.

Committee Reports

Operations

Committee Chair Parmley shared feedback from the sidewalk dining listening session, providing an update that he will discuss the results during the February 15th Operations Committee meeting. Generally, the feedback received is that establishments would like to have fewer restrictions on their sidewalk dining codes, but that everyone should have the same rules to level the playing field. He stated that the committee will also discuss downtown landscaping, especially regarding the planters. Klenke would like to see tulips in the planters again.

Economic Development & Solid Waste

Committee Chair Wagner shared that there was a motion from the committee to change the city ordinance to charge violators for clean up expenses, prohibit placing used cooking oil in solid waste compactors and dumpsters, consideration for the CID providing trash bags to downtown businesses, and to put in place an enforcement process to discourage bad behavior. McClung noted that this ordinance change would put the responsibility of enforcement on the City of Columbia, and he doesn't wish for it to become a revenue stream. He would like to add the verbiage of "complaint based" to the ordinance. Dushoff shared that there are some controls in place such as notifying the business owner by way of written letter. He also said that the city would be specific about determining who's trash was causing the problem by searching for names and addresses on the garbage itself. He would also like the ordinance to be specific to "repeat offenders." DeBrunce stated that the best way to prove that there's a problem is to provide photo documentation. Klenke would like the dumpster signage to include a trash pickup schedule. The ordinance was amended to include "repeat violators" and "complaint driven." Dushoff seconded and all were in favor.

Marketing

Essing shared that the Marketing Committee would be voting on a new chair during the next meeting. The CID's Director of Outreach, Gabriela Cutrera, provided a report on website and social media engagement with recent events. Restaurant Week was a success, doubling its visitors from the last event. Cutrera shared that she was able to track the analytics of the downtown visitors and those interested in the event on social media.

Search and Review

There was no report, as the committee did not meet.

Gateways

Committee Chair Waigandt shared that the Gateways Committee will now be meeting bi-monthly because the Gateway Plaza project will be part of the Founders Park campaign in partnership with the Bicentennial Task Force.

DLC Report

Wade gave a brief overview of the latest DLC meeting.

Parking Commission Report

McClung reported that the commission has not yet met, as a meeting date is being coordinated.

Staff Report

Essing shared the new Board and Bylaw booklets with the new Board of Directors. Essing provided an update that City Water and Light has ordered the pilot streetlights and expects to receive delivery in early summer.

Public Comment

There was no public comment.

Adjournment

Meeting adjourned at 4:39 pm. Waigandt motioned to adjourn, Czaicki seconded and none were opposed.

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

**Community Improvement District
Operations Committee Meeting
February 15, 2017
11 S. Tenth Street**

Present:

David Parmley, The Broadway Hotel
John Ott, Alley A Realty (phone)

Logan Dale, Landmark Bank

Absent:

Kenny Greene, Monarch
Tom Mendenhall, The Lofts at 308 Ninth

Kevin Czaicki, Centurylink

Guests:

Val DeBrunce, Citizen
Ryan Russell, Parks and Rec

Mike Snyder, Parks and Rec

Meeting called to order at 3:32 pm by committee chair, Dave Parmley.

Updates and Discussion

Landscaping

Snyder provided an overview of the City Parks and Recreation 2018 horticulture plan for downtown. Ott recalls historic feedback from the committee for more perennials and leafy green plants. Russell shared that planting more grasses and shrubs leaves less room for colorful plants. Essing noted that the CID's annual horticulture budget is only \$7500 and it is only a portion of the City's total horticulture budget. There was discussion regarding the planter box height. Russell said that there were pros and cons to both low and high planters. The high ones offer less visibility for vehicular traffic, but the lower ones tend to get trampled by pedestrians and damaged by salt. Ott said that other cities sometimes install wrought iron enclosures to avoid people stepping on the plants. Russell said that their whole team only consists of three people and the budget only allows for the amount of flowers that are already in the horticulture plan. Snyder added that they would try to maximize color in the high visibility planters. Parmley said that the CID could help determine which planters are considered to have the highest visibility. Dale motioned to move forward with the current Parks and Recreation horticulture plan and to have Snyder and Russell return in the fall with feedback on which planters could use perennials. Ott seconded and all were in favor.

Sidewalk Dining Ordinance

Essing distributed the current ordinance covering sidewalk dining along with a list of proposed revisions. She provided an overview of the previous discussion about how the CID wants to amend the current ordinance to make the process of having a sidewalk dining option flexible and fair. Parmley added that fairness is the number one priority and that not all restaurants have the same opportunities because of the space on the sidewalk outside their storefronts (some locations have trees and benches, for example). Parmley agreed that it would be fair that the tenant should be accommodated if they are willing to pay for the relocation of whatever obstruction keeps them from being ADA compliant. Dale noticed that the original ordinance has a restriction on the type of alcohol allowed outside, which the committee agreed was antiquated. Parmley agreed that the bulk of the ordinance (which was drafted in 2009) is out of date and would like to have a whole new ordinance made from scratch. Essing believes that the City's legal team would help redraft the ordinance with the CID's recommended edits. Ott motioned to take the changes of the recommendations to the Board of Directors and to request that the Board write a letter to accompany them for council. Dale seconded and all were in favor.

Parking

Essing provided a recap of the 2016 Parking Task Force's recommendations and said that the new Parking Commission is preparing to meet for the first time. Ott said that the Downtown CID's main goal, and the reason for its involvement, is to accommodate commercial downtown parking to keep the ensure downtown vitality. DeBrunce, who will serve on the commission, said that the CID needs a list of goals along with a

mission statement. Dale, who is new to the CID inquired as to why the city is reforming a commission for parking.

Adjournment

Meeting adjourned at 5:05 pm. Dale motioned to adjourn, Ott seconded and none were opposed.

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

**Community Improvement District
Economic Development and Solid Waste Meeting
February 20, 2018
11 S. Tenth Street**

There was not a meeting in February.

The next meeting is **Tuesday, March 20th**, at 3:30 p.m.

**Community Improvement District
Marketing Committee Meeting
February 27, 2018
11 S. Tenth Street**

Present:

Nickie Davis, Muse
Van Hawxby, Dogmaster Distillery

Lisa Klenke, Calhouns
Christina Kelley, Makes Scents

Absent:

Guests:

Jared Pearson, Alpine Shop
Mark Sulltrop, 44 Canteen

Jeff Guinn, The Broadway

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

Introductions were provided around the room.

Updates and Discussion

Voting Member Application

Essing introduced 44 Canteen restaurant owner, Mark Sulltrop. Sulltrop provided his background and expressed his interest in serving on the Marketing Committee. Essing shared that Tootie Burns also applied for the voting position and distributed her application. A vote was cast and Sulltrop was voted onto the committee as the second at-large voting member.

Select 2018 Committee Chair

Klenke nominated Hawxby for the 2018 Marketing Committee Chair position. All were in agreement and Hawxby assumed the role.

Discuss March Meeting Date

Essing discussed the option to shift the March meeting date from March 27th to March 20th, due to Spring Break conflicts. The committee agreed to this change.

Feedback - Restaurant Week – January 15-21

Cutrerera shared a presentation covering survey results and feedback from The District's recent Restaurant Week acquired by a survey. Hawxby and Kelley both attended the event and shared that their experiences were positive. The committee shared many ideas about how to improve in the future based on their experiences and what other people have said.

Wedding Stroll – February 24

Cutrerera provided an overview of the recent Wedding Stroll, which was very well attended. The committee shared their thoughts on how the event can be improved next year. Previously, it was discussed to hire a trolley for the event, but it was decided against for budgetary reasons. Guinn stated that it would be more affordable to hire MacDaddy Lyfts golf cart shuttles next year. Most of the committee agreed that the Wedding Stroll should have been extended into a longer event. It was also discussed that the event was possibly more successful than the Wedding Show at the convention center because it was free to attend and people could actually visit the businesses.

Spring Shop Hop – April 21

Cutrerera shared that the Spring Shop Hop is going to be April 21st and discussed the collateral design. Kelley shared that the Unbound Book Festival is at that time and we could request that they promote the event.

Discuss Email Marketing Guidelines

Essing requested assistance setting guidelines for stakeholder communication and when to send emails. Klenke shared that when she gets too many emails from one business, she stops opening them. Davis agreed and suggested sending one newsletter each month. The committee will continue to discuss.

Future Educational Workshop Topic

It was discussed that the next workshops would cover:

- 1.) Insurance (April)
- 2.) Composting (May)
- 3.) Social Media (June)
- 4.) Tax changes (August)

Other Discussion

NVAD has requested \$1500 worth of funding for First Fridays, a monthly event with free activities. Davis motioned to bring the request before the Board of Directors, Klenke seconded and all were in favor.

2018 Marketing Plan and Priorities

Essing distributed the 2018 Strategic Marketing Plan's Executive Summary and shared that the budget was on track. The plan includes increasing brand awareness, bolstering sales and traffic, continued downtown investment and focusing on signature events, community outreach, and improved public relations.

Adjournment

Meeting adjourned at 10:00am. Hawxby motioned to adjourn, Davis seconded and none were opposed.

The next meeting is **Tuesday, March 20**, at 8:30 a.m.

**Community Improvement District
Executive Committee Meeting
March 6, 2018
11 S. Tenth Street**

Present:

Ben Wade, Guitarfinder
Jesse Garcia, Downtown Business Owner
Nickie Davis, Muse
Mike McClung, Dungarees/ Resident

Absent:

Deb Sheals, Historic Preservation

Meeting called to order at 3:31 pm by chair, Ben Wade

March Board Meeting Agenda

Essing distributed the drafted March Board of Directors agenda, which was discussed and approved by the group.

2018 Board Retreat

Wade reviewed ideas for board retreat.

2019 Budgeting Process

Essing reviewed the budgeting process for the 2019 fiscal year, which will begin in April and include discussion by the full board and committees.

Adjournment

Meeting adjourned at 4:26 pm. McClung motioned to adjourn, Davis seconded and none were opposed.

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