

**RESOLUTION NO. 2017-19**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT APPROVING MINUTES OF  
THE BOARD OF DIRECTORS MEETING HELD APRIL  
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 April 2017.

Passed this 9th day of May 2017.

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

(SEAL)

Attest:

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

**EXHIBIT A  
TO RESOLUTION NO. 2017-19**

**April 2017 Meeting Minutes**

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

Tom Mendenhall, The Lofts at 308 Ninth  
Nickie Davis, Muse  
Marti Waigandt, 808 Cherry St.  
Kenny Greene, Monarch Jewelry  
Blake Danuser, Bingham's  
Tom Mendenhall, The Lofts at 308 Ninth  
Andy Waters, 100 North Providence

Mike McClung, Dungarees/ Resident  
Kevin Czaicki, Centurylink  
Ben Wade, Guitarfinder  
David Parmley, The Broadway Hotel  
Tony Grove, Grove Construction, LLC  
Adam Dushoff, Addison's

**Absent:**

Deb Sheals, Historic Preservationist  
Mike Wagner, Central Bank of Boone County

Steve Guthrie, Landmark Bank

**Guests:**

Val DeBrunce, Citizen  
Krista Shouse-Jones, CPD  
Chad Gooch, CPD

Jodie Jackson, Columbia Daily Tribune  
Carol Rhodes, City of Columbia  
John Martin, Pro Pumping

Meeting called to order at 3:30 pm by Chair McClung.

**Approval of Minutes**

Motion by Mendenhall, second by Wade, all approved.

**Approval of Financials**

Motion by Waigandt, second by Dushoff, all approved.

**Police Report - Gooch**

Gooch provided update that downtown crime has declined and there was nothing to report.

**City Report**

Rhodes shared that the Bleu project on Walnut has paid into the public inconvenience fee. There is debate about where the money should be allocated. The matter is currently at the counsel level and will be discussed at the CIDs next economic development meeting.

**New Business**

**2018FY Budget Overview**

Essing provided an overview of the budget process for fiscal year 2018, which runs from October through September. Draft budgets and priorities will be discussed at committee level throughout the month of April. The Board of Directors will review the overall draft budget in May, and will have a final vote in June. The proposed budget will then be submitted to the Mayor and City Council for review and comment.

**Grease Storage Tank Incentive Program (Operations Committee Motion for \$30k)**

Waters explained the program parameters. The Downtown CID will provide incentive funding with up to 50% match (up to \$1k) for external grease tank systems and up to 75% of match (up to \$2k) for internal grease tank systems. Wade expressed interest in how landlords would give their approval. McClung stated that each landlord would have to submit a letter of approval. Grove added that the funding would be on a first come, first serve basis. The motion to pass has been made by the operations committee, Waigandt seconded and all approved.

## Committee Reports

### Operations - Delivery Truck Best Practices Flier

Waters distributed and explained a downtown delivery truck best practices flier which the CID hopes businesses and drivers will comply with in order to solve some traffic and parking issues. Mendenhall motioned to approve the flier, Waigandt seconded and all approved.

### Economic Development

Essing shared that she met with downtown food truck vendors who wish to have more parking opportunities in The District. She is currently gathering feedback from brick and mortar establishments on their stance regarding the issue. She also shared that the CID continues to work with the city on a solid waste master plan.

### Marketing

Wade provided an update on current marketing events, including Spring Shop Hop and Restaurant Week.

### Gateway

Waigandt discussed the light hub celebration planned for May 5<sup>th</sup>. Essing provided an update that the three light hubs will be added to the Otocast downtown art walking tour app.

### DLC Report

There was no meeting held in March to report on.

### Staff Report

Essing shared an update that the new traffic box art installation is going to be at 8<sup>th</sup> and Cherry.

### Public Comment

DeBrunce provided an update that he helped facilitate the removal of the dumpster on Otts property.

Martin shared information related to the grease tank system and explained that there are different kinds of grease and different ways to dispose of them. He said that interior grease tanks might cause problems with brown grease. He also said that he fears that if restaurant employees can't dispose of grease in a bin outside, it will likely end up in a dumpster.

### BOARD RETREAT

McClung asked board members to share 2-3 top priorities in 2018FY for the Downtown CID. The group shared feedback, which included areas of focus such as safety and security, parking and traffic, downtown development, solid waste, business and economic development, marketing the brand, reaching younger demographic, implementing Gateways Project, exploring new events for downtown and increased outreach to stakeholders.

### Adjournment

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

The next meeting is **Tuesday, May 9**, at 3:30 p.m.

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

**Present:**

Andy Waters, 100 North Providence  
Allan Moore, Moore & Shyrock Appraisals  
Blake Danuser, Bingham's

Mike Wagner, Central Bank of Boone County  
Adam Dushoff, Addison's  
Tony Grove, Grove Construction, LLC

**Guests:**

George Nichols, Food Truck Owner  
John Ott, Alley A Realty  
Val DeBrunce, Citizen

Steve Hunt, City of Columbia  
Daniel Thorn, Grill-A-Brothers

Meeting called to order at 4:02 pm by Chair Moore.

**2018FY Budget**

Essing distributed a draft of the Economic Development/ Solid Waste Committee budget and priorities for committee input. Ott expects this coming year's sales will increase again and suggested researching the different kinds of businesses to drive sales and traffic downtown. Group agreed that the homeless/panhandling program with Phoenix should be continued.

**Food Trucks**

Essing provided an update on the food truck owners' request for additional downtown locations and provided feedback received from restaurants. Dushoff agreed with Tellers statement that food trucks shouldn't park in front of businesses to block them. Thorne, owner of Grill-A-Brothers, explained that businesses often call and request that they be parked in front of their store. Dushoff agreed with contingencies for requests. Ott also agreed, as long as they don't obscure the view of other businesses. The present food truck owners shared that they would only park on the fringes of downtown on a regular basis to avoid congestion. Moore did a brief recap of the exemption and Essing confirmed that she would ask Brian Maness, owner of Ozark Mountain Biscuit, to make said changes in his drafter plan. Nichols is going to go door to door and get more restaurant feedback. The issue will be continued in May.

**PIF Fee**

Essing reported that Rhodes researched where the PIF (Public Inconvenience Fee) funds are allocated, and learned that dollars are not specifically spent in the area in which the fee was generated.

Moore left at 5:08pm and Wagner stepped in to chair the committee.

**Solid Waste – Proposed Master Plan**

Steve Hunt met with David Webber of All State to discuss a solution for the compactor location behind Broadway Brewery. All State is able to create a crane trellis system, however, the design fee is \$24,000. Ott provided overall comment that trash service should be added on Sundays, due to increased business activity downtown throughout the weekend. Hunt will review the potential cost impact for discussing during the May meeting.

**Adjournment**

Meeting adjourned at 5:32 pm with motion by Waters, second by Grove and all approved.

The next meeting is **Tuesday, May 16**, at 4:00 p.m.

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

**Present:**

Kenny Greene, Monarch  
David Parmley, The Broadway Hotel

Deb Sheals, Historic Preservation  
Andy Waters, 100 North Providence

**Absent:**

Kevin Czaicki, Centurylink

Tom Mendenhall, The Lofts at 308 Ninth

**Guests:**

John Ott, Alley A Realty  
Val DeBrunce, Citizen

Ryan Williams, Water and Light

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

**Downtown Lighting Update (Ryan Williams: Water & Light)**

Williams provided an update on the downtown lighting replacement project, which has been previously discussed. He discussed the concept of having the lights get brighter at bar close for increased safety, which has been tested with two light installed downtown. He shared that the test light wasn't much brighter than the regular light, which are already in use. There was a discussion about what to do to achieve the goal. Parmley inquired as to how many streetlights were going to be changed. Williams confirmed that there would be 50-100 depending on budget constraints. Ott asked if the lights might seem brighter is they were on shorter poles. Sheals said that she prefers a brighter downtown with contemporary fixtures that are uniform all throughout the downtown. She suggested getting multiple test lights and trying them all together to test the brightness. Williams agreed that two test poles should be installed; one four panel (standard), and one that is four panel on top with one light also lower and closer to the street. The discussion will be tabled until the additional test lights are installed and reviewed.

**2018FY Budget**

Essing distributed a draft of the Operations Committee budget and priorities. The committee provided input. Waters would like to keep \$100,000 devoted to Gateways. Ott would like to focus on public safety programs for downtown. Sheals would like to allocate funding to new signage at garages and increased horticulture.

**Grease Bins – Grant Process**

The incentive program was approved at the April Board of Directors meeting. Information is currently being shared with downtown restaurants.

**Adjournment**

Meeting adjourned at 5:05 pm with motion by Sheals, second by Parmley and all approved.

The next meeting is **Thursday, May 18** at 4:00 p.m.

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

**Present:**

Steve Guthrie, Landmark Bank  
Lisa Klenke, Calhoun's  
Nickie Davis, Muse Clothing

Ben Wade, Guitarfinder

**Absent:**

Van Hawxby, Dogmaster Distillery

**Guests:**

Christina Kelley, Makes Scents

Christy Asper, Ink Cafe

Meeting called to order at 8:30 am by Chair Wade.

**2018FY Budget**

Essing distributed a draft of the Marketing Committee budget and priorities. The committee provided input, discussing potential reduction to external advertising due to sales tax budgeted to decrease. Discussion that monthly postcards are expensive and request for staff to research lower postage rates.

**Spring Shop Hop**

Essing and Cutrera provided an update on the April 22 Spring Shop Hop. Group discussed the results, which appear to show increased sales and traffic. The committee discussed ideas to improve the event in the future, such as increasing locations with posters (dorms, campus, bank break rooms, etc) and suggestions for how retailers can participate to create a special event for customers (sales, trunk shows, fashion shows, gift with purchase, etc). Discussed sharing specific store activities via social media 2 days prior to event.

**Restaurant Week Concept**

Cutrera provided an update on Restaurant Week, to be held June 12-18<sup>th</sup>. 15 restaurants have agreed to participate. The CVB has agreed to support the event with marketing efforts. Graphics are currently being designed to market the event.

**Halloween Pumpkin Event**

Wade provided a recap of the concept proposed by Klenke for a Jack-O-Lantern event. Davis feels that there may be some vandalism involved and expressed concern with busy football weekends and existing "Not So Frightening Friday" trick or treating and Woodhaven Zombie Pub Crawl events. Klenke shared that the Humane Society may partner with the event and assist with planning and coordination. Wade commented that the District would help promote the event with posters in businesses and via social media, if the Humane Society spearheaded the event. Committee concluded that the event should be all day and may be suited well for a park setting and should be discussed for future years.

**Flags on Broadway**

Cutrera shared samples of flag sizes. Group viewed the flags and determined that the larger size was appropriate. Cutrera will order the flags and coordinate with the Boy Scouts for Memorial Day placement.

**Maply App**

Cutrera shared a proposal by Maply to create a District App that would highlight a map with sales and promotions at downtown businesses. Maply is a new concept created by MU students, currently being hosted by the REDI business incubator. Davis shared that she tested Maply during True/False however was

concerned about slow response times by the staff. Kelly stated that a District partnership should not cost anything, given the concept is untested at this time. Wade agreed that the District could assist however it should not be time intensive for staff to sign up businesses. Cutrera will follow up with Maply to discuss potential test of program.

#### **Potential New Event – Wedding Stroll**

Asper shared an idea from other downtowns for a “Wedding Stroll”, in which downtown businesses promote wedding related merchandise and services. Participating businesses include reception locations, wedding attire, tuxedo rentals, jewelers, florist, bakers, photographers, candy shops, musicians, invitation businesses, etc. The event has been successful due to attending groups being large, including the bride-to-be, parents and bridal party.

The committee discussed the potential for a similar event in The District to be held February 24 – 25, with a potential partnership with the American Heart Association (AHA). The AHA is celebrating heart awareness month, which could be a charitable partnership for the event.

Meeting adjourned at 9:45 am. Motion by Davis, second by Klenke, all approved.

#### **Adjournment**

The next meeting is **Tuesday, May 23** at 8:30 am



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

No meeting was held in April due to Gateways Celebration planned for May 5.

The next meeting is **Thursday, May 25** at 3:00 p.m.

**Community Improvement District  
Executive Committee Meeting  
May 2, 2017  
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

**Absent:**

Ben Wade, Guitarfinder

Meeting called to order at 4:02 pm by Mike McClung

**March Board Meeting Agenda**

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

**Adjournment**

Meeting adjourned at 4:50 pm with motion by Dushoff, second by Wagner and all approved.

The next meeting is **Tuesday, June 6** at 4:00 p.m.