

RESOLUTION NO. 2016-05

**A RESOLUTION AUTHORIZING THE EXECUTION BY
THE CHAIRMAN OF THE DISTRICT OF AN
AGREEMENT BETWEEN THE DISTRICT AND THE
CONSULTING FIRM OF MIKE VANGEL, FOR
CONSULTING SERVICES FOR THE DOWNTOWN
COMMUNITY IMPROVEMENT DISTRICT GATEWAY
PROJECT**

WHEREAS, the Downtown Community Improvement District (the "District"), which was formed on February 7, 2011, by Ordinance No. 20866 (the "Ordinance") of the City Council of the City of Columbia, Missouri, is a political subdivision of the State of Missouri and is transacting business and exercising powers granted pursuant to the Community Improvement District Act, Sections 67.1401 through 67.1571, RSMo., as amended ("the Act"); and

WHEREAS, 67.1461.1 of the Act grants the board of directors (the "Board of Directors") of the District the authority to possess and exercise all of the District's legislative and executive powers; and

WHEREAS, Vangel ("Vangel") submitted the proposal/agreement to consult for the Gateway Project (the "Gateway Project") attached hereto as Exhibit A; and

WHEREAS, the Board of Directors determined that Vangel has best satisfied the criteria for selection of services under the District's competitive bidding policies and as set forth in the request for qualifications produced by the District with respect to the Vangel Agreement, including that Vangel has the specialized experience and technical competence with respect to the consulting services sought, the capacity and capability to perform the services in the time required, a history and record of past performance that is acceptable, and familiarity with governmental entities such as a community improvement district; and

WHEREAS, the Board of Directors desires to engage Vangel to perform the consulting services for the District as described in the Agreement.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT AS FOLLOWS:

1. The Board of Directors hereby approves the Vangel Agreement and the Chairman of the District is authorized to execute, and the Secretary is authorized to attest on behalf of the District, an agreement in substantially the form as the Vangel Agreement attached hereto as Exhibit A.
2. This resolution shall be in full force and effect from and after its passage by the Board of Directors.

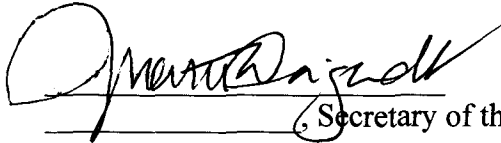
Passed this 10th day of November, 2015.



_____, Chairman of the Board of
Directors

(SEAL)

Attest:



_____, Secretary of the Board of Directors

**EXHIBIT A
TO RESOLUTION NO. 2016-05**

Vangel Agreement



LETTER OF AGREEMENT for CONSULTING SERVICES

VANGEL, hereafter referred to as Agency, agrees to provide Consulting Services for The CID, hereafter referred to as Client, commencing October 1, 2015, or such date as shall be agreed upon. Total services billed not to exceed \$20,000 unless authorized by Client.

Consulting Services to include strategic marketing, creative and support services.

Agency compensation is provided for as follows:

Hours billed for strategic marketing consulting and creative services:

Mike Vangel billed at \$150 per hour, Brooke Omar billed at \$95 per hour.

Billing will commence with the starting date of this Agreement. Invoices will be sent the beginning of each month following the date of this Agreement, payable in 30 days.

Termination:

Agency services are provided on a monthly basis with provision for 30 days notice of termination by either party.

Terms and conditions accepted by Client:

Signature: 

Print: Michael S. Wagner

Title: Chairman

Client: CID

Date: 12-1-15

Terms and conditions accepted by Agency:

Signature: 

Print: Marti Waigandt

Title: Secretary

Agency: VANGEL

Date: 12-1-15

**Gateways Capital Campaign
Fundraising Phases
10/21/15**

PHASES:

Plant the seed: Begin to generate public awareness

- Web presence
- Retailer item (coaster)
- Social media
- Editorial visits (*Tribune, KFRU, etc.*)
- Civic group presentations
- City publications/newsletters
- Use of model at public venues (*Library, City Hall, ARC, etc.*)

Targeted solicitation: Key donors—corporate, foundation, individual, civic groups

- Personal introduction from committee member, board member, arts advocate
- Face-to-face meeting to introduce initiative (*coffee or lunch*)
- Capital campaign brochure as introduction and leave-behind piece
- Ask & Benefit sheet
- Follow-up letter/email/call

Mail solicitation: Select individuals

- Establish gift levels/acknowledgement
- Postcard with awareness message
- Initial mailed letter introducing the initiative
- Mailed copy of campaign brochure
- Follow-up letter/email/call

General solicitation: The public—any donation, any amount

- Supported by web/social media/other media
- City and community publications/newsletters
- Civic group presentations
- Online donation mechanism (*CFCM link*)

**Gateways
Committee Meeting
10/29/15**

VANGEL work to date:

Strategy Session
Strategy Development and Planning
Campaign Timeline
Name and Positioning Line
Campaign Graphic
Project Nomenclature
Campaign Brochure
Postcard Template
Retailer Item (Coaster)
Gateways Committee Meeting Presentations
Committee Meeting Materials
Client Meetings and Communication
Print Production Estimates
Ongoing Consulting

Still to be accomplished in FY2016:

Finalize/Prepare Printer Files (Brochure, Postcard, Coaster)
Vendor Coordination/Ordering Materials
Web Development
Establish Giving Levels and Recognition
Ask Sheet
Major Donors List Development
Plan for Mail Solicitation and Follow Up Letter
Press Release Template
Key Talking Points
Keynote Presentation