

**RESOLUTION NO. 2018-24**

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

Passed this 10th day of April 2018.



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

(SEAL)

Attest:

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

**EXHIBIT A  
TO RESOLUTION NO. 2018-24**

**March 2018 Meeting Minutes**

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

**Present:**

Mike Wagner, Central Bank of Boone County  
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

Tom Mendenhall, The Lofts at 308 Ninth  
Nickie Davis, Muse  
Logan Dale, Landmark Bank  
Kevin Czaicki, Centurylink  
Adam Dushoff, Addison's  
Ben Wade, Guitarfinder  
Van Hawxby, Dogmaster Distillery

**Absent:**

Kevin Czaicki, Centurylink

Lisa Klenke, Calhouns

**Guests**

Val DeBrunce, Citizen  
Carol Rhodes, City of Columbia  
Dave Sorrell, City of Columbia

Eric Hughes, CPD  
Officer Brad Anderson, CPD  
John Ott

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 revenue and expenses. Sheals reported that the CID was on budget at this point. Sheals also explained that the Central Columbia Association (CCA) account currently has a balance of \$35k, which was previously used for the gift certificate program. Maintaining the CCA accounts does have monthly expenses for accounting, financial statement preparation and bank account fees. The gift certificate program was discontinued and the account now has little activity. As the CCA is a non-profit, the funds must be gifted to another non-profit. Mendenhall inquired if the funds could be directed to the Gateway Fund, which is a 501c3 through the Community Foundation. Sheals affirmed that this is possibly however asked for a committee to discuss the matter in more detail, as there is a potential to provide grant funding to downtown nonprofits. The discussion will be moved to the Marketing Committee for review and to make a recommendation back to the full board. Parmley motioned to approve financials, Davis seconded and all were in favor.

**Police Report**

Lt. Hughes and Officer Anderson reported that there were no incidents to share for the month. Wade asked the board if there were questions for CPD. There were no questions.

**City Report**

Rhodes shared that Council Member Thomas has requested city staff to review drink pricing best practices in other communities and bring a recommendation back to Council in early summer. The health department will be reviewing the concept.

**New Business**

### 2018 Board and Committee Retreat

Essing and Wade provided an overview of the board and committee retreat, which will include a historical tour of downtown led by Deb Sheals and a networking event at Booches. Essing will send a calendar survey to determine the best date and time.

### City Solid Waste District Potential Acquisition of Property

Wade introduced Dave Sorrell from the City of Columbia. Sorrell provided an overview of the city's potential acquisition of 912 East Walnut, which is currently under contract. City Council will need to approve the purchase of the property, which includes a historic building on Walnut and space in the alley behind the building. Waigandt shared that she would not be voting on the matter due to a conflict of interest. Wade also shared that he had a conflict and would not vote.

The alley space would be utilized to place a solid waste compactor, a fiber compactor and container recycling bins. This solid waste location is heavily used in central downtown, with many restaurants, bars and retailers located nearby. Sorrell explained that the cost of the purchase would be recovered through the Solid Waste utility over 30-years, resulting in a potential 4-5% rate increase. The next rate increase would not occur until 2020.

McClung inquired about the historic building, asking if the structure would remain or be demolished. Sorrell explained that the building would not be needed for the solid waste location, which would be accessed through the alley. He shared that the decision on the building would be made at a later date. Davis expressed concern for the loss of the building and voiced the need for small business space in downtown. Dushoff shared concern regarding a rate increase that has not been vetted by the downtown stakeholders and asked Sorrell if the City would be able to generate income from the building to offset the expense and avoid a rate increase. McClung agreed, sharing that the solid waste location must be improved however the cost should be fair to all of downtown.

A motion was made by Mendenhall to send a letter of support for the overall property purchase, expressing concern about a likely rate increase to the Downtown Solid Waste District. The board is not in favor of the demolition of the historic building on the front of the lot. The board therefore proposes that the existing building facing Walnut Street be retained, and either sold to another buyer or leased by the City. The historic building offers income potential and maintains the streetscape along Walnut. The solid waste compactor location will take approximately 50% of the lot adjacent to the alley; therefore the board asks that the potential 2020 rate increase be adjusted to offset only the part of the purchase that will be used for the solid waste location. That would be based on the lesser of 50% of the purchase price, or a percentage equal to the amount of the lot that is used for the solid waste district. Davis seconded the motion. McClung, Wade and Waigandt abstained and all others voted yes, with the motion passing.

### Committee Reports

#### Operations

Committee Chair Parmley shared that there was a motion from the Operations Committee to request city ordinance updates to the sidewalk dining regulations. The current sidewalk-dining ordinance is outdated and needs to have language updated to better reflect the current needs. Parmley shared that this Operations Committee has discussed the recommendations at multiple committee meetings and gather feedback from stakeholders via an open meeting. McClung inquired as to the current ADA sidewalk ordinances, which were explained to not be changed from current requirements. Dale expressed that the committee intention is to support ADA requirements for sidewalks. Parmley explained that the recommendations were drafted based upon feedback as well as best practices from other downtown communities. Sheals motioned to send a letter to the Council requested the proposed changes. Mendenhall seconded the recommendation and all approved.

#### Economic Development & Solid Waste

Committee Chair Wagner provided an update on the solid waste master plan, which will be voted on by Council in April. Wagner shared that the requested solid waste ordinance changes would follow, with Council action anticipated in early summer. Wagner also provided an update on the requested expanded food truck parking spaces ordinance, expected to be voted on by Council in April.

### Marketing

Committee Chair Hawxby shared that there was a motion from the committee to spend \$1500 to sponsor the North Village Arts District First Fridays event programming. Sheals motioned to approve the expenditure, McClung seconded, Greene abstained and all others approved.

Hawxby reported that Mark Sulltrop was elected to fill the second at-large voting position on the committee. Hawby also reported that he was elected to serve as chair for the committee. Hawxby reported that the committee discussed Restaurant Week, Wedding Stroll and Spring Shop Hop.

### Search and Review

Chair Wade shared that there was no report, as the committee did not meet. Essing distributed updated a 2018 committee roster, as the marketing committee appointed Hawxby as chair and Mark Sulltrop as the second at large voting member.

### Gateways

Committee Chair Waigandt provided an update that the Gateway Plaza project will be part of the Founders Park campaign in partnership with the Bicentennial Task Force.

### DLC Report

Wade provided an overview of the latest DLC meeting, which included discussion of continuing the charette process. Wade will be part of a task force to determine the next steps for the charette, which would require funding from potentially the city and other downtown organizations including the CID.

### CoMo200/ Bicentennial Task Force Report

Sheals and Mendenhall reported that the committee will be called "CoMo200". The first meeting included a presentation of Sunshine Law and discussion by task force members on desired bicentennial activities. Sheals shared that Parks and Recreation and the Downtown CID would be presenting concepts for the Flatbranch Park extension and Gateway Plaza at future meetings.

### Parking Commission Report

McClung reported that the commission has not yet met, with the first meeting scheduled for March 28.

### Staff Report

Essing provided an update on the stakeholder communication system, with staff currently working with members of the database to update preference requests for digital communications.

The September 2018 Board Meeting will be moved to Monday, September 10, 2018 due to the annual Chamber of Commerce Leadership Trip to Ann Arbor, Michigan.

Essing shared that Megan Waigandt, Director of Operations, has resigned for another career opportunity. In addition, Gabriela Cutrera, Director of Outreach, has resigned for another career opportunity. Essing distributed job descriptions for Office Manager and Director of Outreach. McClung motioned to approve the job descriptions and allow Essing to being the hiring process, Sheals seconded and all approved.

### 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, April 10**, at 3:30 p.m.

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

**Present:**

David Parmley  
John Ott

Logan Dale  
Tom Mendenhall

**Absent:**

Kevin Czaicki

Kenny Greene

**Guests:**

Drew Brooks, City of Columbia  
Allan Moore

Tanner Morrell, City of Columbia  
Mike McClung

Meeting called to order at 3:32 pm by committee chair, Dave Parmley. Essing provided an update that John Conway, City of Columbia, was unable to join the meeting. The group agreed to the updated meeting agenda, which had included a presentation on downtown grease storage from Conway.

**Updates and Discussion**

**Parking**

Brooks provided an overview of downtown parking garages, including available spaces, parking permits and type of user. Brooks provided handouts detailing each garage's information. McClung inquired as to the optimal balance between hourly public parking and permit parking, which would be helpful for the Parking Commission to discuss. Parmley commented that the Parking Commission should establish key goals and priorities, utilizing a big picture approach to downtown parking.

Brooks updated the group on the parking garage gate arm system, which should be fully operational in May. Cold weather conditions delayed the planned implementation schedule. The gate arms will be rolled out one garage at a time, beginning in late March. The new gate system will provide a rich source of data of the parking garage usage, showing actual hours and times each car in a garage. The data will also allow "nested" cars, left overnight or for long periods in the garages, to be identified.

Parmley asked if the City Parking Utility could use chalk as a simpler way to identify stored cars. Brooks agreed that chalking is effective however is costly due to the employee hours required to monitor all downtown locations. Ott suggested that vehicles identified by the gate arm system as being "nested" should potentially have their parking permit revoked, as cars are not allowed to be stored overnight. Ott added that downtown parking is intended to be shared, encouraging customers shopping, employees and visitors to park.

Ott inquired as to the waiting lists for downtown parking garages. Brooks and Morrell provided an overview of each garage and the current waiting lists, with all garages currently having a waiting list and the 10-hour Parkmobile \$35/month program also at capacity. Ott noted that customers and the community perceive that parking is an issue downtown, and that is serious for our businesses.

Mendenhall commented that an additional parking structure is needed, and has been needed for some time. He noted that construction costs continue to escalate each year and that waiting to build a garage will result in higher costs. McClung asked if the parking garages are cash flow positive, and Brooks shared that the revenue does offset expenses. Brooks also noted that the City is currently working on 5-year capital plans and a new garage is being discussed. Mendenhall commented that the parking utility funds should not be allocated to the city bus service.

McClung asked Brooks for an overview of the parking utility history, asking if a charter or city ordinance governed the parking system. Brooks will research this information and provide a future update however believes that the parking system is governed by city ordinance. Brooks also shared that parking

enforcement dollars are directed to the City general fund, not the parking utility. Brooks also shared that parking citations have decreased, which is largely attributed to the Parkmobile App. 40% of all parking transactions use ParkMobile, with 38,000 transactions in February alone. Brooks noted that a \$.45 cent fee is applied to each transaction by ParkMobile, and the City is investigating other providers with lower costs to the consumer.

Ott asked if the new parking garage arms could capture real-time parking space availability in garages, so that users would know if a garage was full before entering. Brooks shared that the systems do exist however are very costly and not budgeted at this time. Morrell also noted that new parking garage signage is planned in the future, to help ease the use of customers.

Dale commented that the downtown parking system would benefit from a fast, efficient shuttle system to encourage customers and employees to park in the garage and use the circulating shuttle system. Ott agreed that a system similar to an airport shuttle system would be helpful however residential cars that are not often used should be parked in a location outside of downtown. The shuttle circulating system would allow access to the stored cars and parking downtown would be increased in availability.

The group discussed opposition to revenue from the downtown parking utility being used to fund neighborhood enforcement efforts, with the recent \$5 increase to downtown parking garage meter holders being used to fund efforts outside of downtown.

The group discussed establishing Downtown CID parking priorities that Mike McClung, parking commission representative, would be able to use in his work on the commission. A motion was made by Ott to establish priorities to be presented to the full Downtown CID Board of Directors of: 1) serve the customers and community by providing adequate parking to support downtown shopping and business; 2) support the downtown office and business community by providing day-time employee parking; 3) establish a better solution for short-term, mid-term and long-term parking needs for downtown parking users to encourage more turnover of parking spaces; 4) improve customer service and friendliness for the downtown parking experience; 5) explore an effective public transportation system for downtown parking and customer usage. Second by Dale, all approved. The motion will be discussed by the full board during the April 10 meeting.

#### Grease Disposal

Essing shared that John Conway would be invited to a future committee meeting to discuss downtown grease issues and solutions. Ott shared that he does not believe any used grease containers should be allowed in the City right of way, as the containers are unsightly, create a mess and detract from the downtown experience. Parmley agreed that new technology to store new and used grease is effective, safer for employees and created a cleaner experience for the public. Parmley also noted that many downtown restaurants are small and vendors must offer solutions for all space sizes.

Ott noted that he is a strong advocate for removing grease from the public right of way.

#### Other Discussion Items

Essing provided an update that the committee will begin to work on 2019FY budget items and priorities during the April committee meeting.

#### Adjournment

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

The next meeting is **Thursday, April 19**, at 3:30 p.

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

**Present:**

Mike Wagner, Chair  
Adam Dushoff

Andy Waters

**Absent:**

Logan Dale

Jesse Garcia

**Guests:**

John Ott  
Val DeBrunce  
Steve Hunt

Meeting called to order 3:35 pm by Wagner, Chair.

Introductions were provided around the room.

**Updates and Discussion**

**Solid Waste District – Proposed Master Plan**

Hunt shared an update the proposed master plan will have a first read at City Council on April 2, with a vote anticipated on April 16. Essing provided a recap of the interested parties meeting held in February.

**Solid Waste District – Proposed Ordinance Changes**

Hunt recommended that the ordinance change request follow the Council's consideration of the master plan. The group agreed, with discussion to continue and the request for ordinance changes to occur in May or June.

**Solid Waste District – Education and Outreach to Stakeholders**

Hunt provided an update that a letter and flyer on how to use the Downtown Solid Waste District compactors and dumpsters will be sent to all downtown utility payment addresses this week. In addition, signage with instructions on how to use the compactors has been placed in three solid waste locations.

**Solid Waste District – Recycling Bin Locations**

Wagner recognized DeBrunce, who requested the opportunity to share a proposal to swap out select trash dumpsters with recycling dumpsters. DeBrunce provided a presentation, sharing that he has recognized a need to improve the cleanliness of downtown alleys and believes that increased recycling will be effective. DeBrunce circulated a plan in which five alley locations would benefit from increased recycling bins and shared that he has multiple photographs of the areas. DeBrunce then provided copies of a letter he created and asked supporting businesses to sign. DeBrunce noted that Brookside is now offering residential tenants a valet trash pick up service. DeBrunce also noted that The Rise is not allowing Fuzzy Tacos, the first floor commercial tenant, to use the solid waste room in the building. Hunt will investigate, as it is believed the City understood that the entire building footprint would utilize the solid waste room. DeBrunce also shared that he has learned that an individual is collected used cooking grease from several restaurants, possible to create fuel. DeBrunce shared that his overall goal is to improve the public safety, parking and cleanliness of downtown. He is a member of the Parking Commission, the Police Citizens Review Commission and now is advocated for solid waste improvements. DeBrunce requested that the committee make a change by adding more recycling, increase awareness by conducting a personal outreach campaign to all businesses and enforce and monitor violations.



The group discussed the proposal, with Ott noting that users of the solid waste locations sometimes place trash in recycling bins or vice versa. Hunt shared that this does occasionally occur however the overall benefit of recycling containers is diverting waste from the landfill. DeBrunce noted that he believes businesses are storing recyclable materials within their space until the bins are emptied.

Wagner acknowledged the benefit of the additional recycling locations however noted that the CID is currently requesting a solid waste master plan and ordinance changes from the City. He shared a concern that asking for additional changes would possibly jeopardize the work that is in progress. DeBrunce argued that he is knowledgeable about the requests of downtown business owners and asked that this change be considered quickly. Hunt provided an update that recycling is picked up on Mondays, Wednesdays and Fridays while trash is picked up six days a week. This potentially created an issue of overflowing recycling bins on Tuesday, Thursdays and the weekend.

Dushoff commented that the recycling plan and letter signing campaign did not represent ideas or have input from the Solid Waste Committee, which could result in confusion for downtown stakeholders. Dushoff recommends that the City Solid Waste department conduct downtown solid waste information and surveys. Waters agreed that the downtown Solid Waste District is a confusing relationship between the City operating the utility and the Solid Waste Committee providing recommendations for locations and ordinances. Hunt agreed that the downtown arrangement differs from the rest of Columbia and is complicated. Waters noted that the recycling plan was not discussed with the committee to determine challenges, which could result in more confusion if not executed.

Hunt asked that DeBrunce communicate directly with him for future solid waste district concerns and questions, and the monthly Solid Waste Committee meetings would provide an opportunity for group discussion. The committee agreed, and noted appreciation for the efforts of DeBrunce to improve the downtown environment.

#### Solid Waste District – Food Waste Collection

Hunt provided an update that downtown restaurants have been surveyed and several indicate interest in a food waste collection process. The City is now reviewing the logistical details of how to set up a route, where to store the food waste and the best collection bins to use.

#### 2019FY Budget and Planning

Essing provided an update that the committee will begin to work on 2019FY budget items and priorities during the April committee meeting.

#### Other Discussion

Ott suggested that mobile cameras be used to monitor the solid waste locations downtown, with violators identified. Dushoff agreed and noted that future technology, such as automated compactors, would help resolve the issues currently faced. DeBrunce noted that he has received feedback from multiple businesses that would support cameras on the solid waste locations. Hunt commented that cameras are useful however he is also able to use information, such as videos and photos shared by downtown stakeholders, to identify negative behaviors. CPD Officer Anderson has been very helpful in speaking with downtown businesses believed to have violated the solid waste guidelines. In addition, Hunt has created a tracking log for the solid waste team members to identify a violation, take photos and gather evidence if needed to identify the business that created an issue. These efforts will allow the City to increase educational efforts.

Essing shared promotional information on Big Belly street trashcans, which are solar powered and compact trash. Hunt provided photos and an overview of downtown solid waste receptacles he saw in Italy during a recent trip abroad, noting that similar challenges are found elsewhere.

The next meeting is **Tuesday, April 17**, at 3:30 p.m.

**Community Improvement District  
Marketing Committee Meeting  
March 20, 2018  
11 S. Tenth Street**

**Present:**

Nickie Davis  
Van Hawxby  
Mark Sulltrop

Lisa Klenke  
Christina Kelley

**Absent:**

None

**Guests:**

Lisa Wells, Tribune Targeted  
Deborah Marshall, Tribune Targeted  
Joyce Smith, Children's Grove

Meeting called to order 8:32am by Hawxby, Chair.

Introductions were provided around the room.

**Updates and Discussion**

**Children's Grove Presentation**

Children's Grove volunteer, Joyce Smith, provided an overview of the all-volunteer organization. The mission of Children's Grove is to promote a culture of kindness and support the mental health of our children and young adults. The organization utilizes arts and education, partnering closely with the Columbia Public Schools and using themes to inspire photography and artwork. Smith asked that the Downtown CID become involved with Children's Grove by promoting the annual "Acts of Kindness Week", to be held April 28 – May 5 this year. Smith suggested that the tree located at Ninth and Broadway (in front of Commerce Bank) be adorned with felt butterflies. In addition, Smith asked that the CID consider planting a Kindness Tree downtown, which is a magnolia tree planted throughout the community. Smith also asked that the CID purchase and place a Kindness Bench, which is a butterfly shaped metal bench. Smith also asked that the CID place banners on the downtown street poles during the kindness week. Essing provided an updated that Unbound Book Festival banners are in place through April, and then the banner locations are committed to Columbia Art League. Smith also shared an idea for downtown businesses to help create a kindness chain, with customer creating links of the chain to then be presented to the community during halftime of a MU football game.

**2018FY Media Buy Update and Shop Local Campaign**

Lisa Wells and Deborah Marshall with Tribune Targeted provided an overview of the first half of the 2018FY media buy. Wells distributed an updated media buy campaign, reflecting dollars spent and allocated for the year. A reserve of \$4,214 has not yet been allocated and a \$1000 placement for the Columbia Daily Tribune "The Move" must be reallocated, as the publication will not occur.

Davis noted that social media, such as Facebook and Instagram, is highly effective for reaching our target market. Sulltrop agreed, sharing that radio appears to have limited effectiveness due to media streaming options. The group discussed the option of targeted social media campaigns that could be expanded to reach a larger market and surrounding counties.

Davis recommended that a “Shop Local” campaign be created and marketed via social media. Kelley agreed that the concept of “Shop Small Saturday” should be extended to year-round marketing to support local businesses. The group discussed the benefits of a shop local campaign, citing the impact of dollars when spent locally and the support that local businesses provided area nonprofits. In addition, shopping locally provides a unique, customized experience that is important to today’s customer. The group decided that a shop local campaign should begin with Small Business Week in early May and run through the summer, possibly in partnership with the Chamber of Commerce.

Kelley motioned that the media reserve be allocated to a social media shop local campaign, with \$500 for the last week of April and \$1000 in May/June/July. The balance of \$700 should be held in reserve in case additional events are added. The \$1000 for “The Move” should be reallocated to social media campaign for Spring Shop Hop and Restaurant Week. Klenke seconded, and all approved.

#### Spring Shop Hop

Cutrera shared that the Spring Shop Hop is going to be April 21<sup>st</sup> and discussed the collateral to be distributed the first week of April. Kelley shared that the Unbound Book Festival is at that time and we could request that they promote the event. Klenke asked that promotional materials arrive sooner in the future in order to place postcards in shopper bags, asking customers to return for the event.

#### June Restaurant Week

The group discussed dates and agreed that the timing of Restaurant Week in 2017 worked well. The 2018 dates are June 11 – 17. Sulltrop noted that the event will occur during Father’s Day however that should not be of impact to restaurants. Cutrera provided an overview of event planning and communication materials, with the restaurant discussions to begin the first week of April. Sulltrop suggested that in 2019 the Restaurant Week include a “kick-off” event to allow all participating restaurants to offer tastings from the menu for a ticketed price. Kelley agreed and recommended that the event would be an opportunity to distribute passports to guests.

#### Discuss Email Marketing Guidelines

Essing requested assistance setting guidelines for stakeholder communication and when to send emails. Klenke recommended that the group discuss ways to recognize key downtown business owners. The committee will continue to discuss.

#### Future Educational Workshop Topic

It was discussed that the next educational workshops would cover:

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

#### 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.

#### Other Discussion

Essing provided an update that the committee will begin working on the 2019FY marketing plan and budget at the April meeting. The group discussed changing the media buying and working in-house rather than utilizing a media-buying agency. Cutrera suggested that a social media-buying agency still be considered due to the importance of the medium. Klenke recommended that a “Media Pitch Day” be coordinated in August, inviting any media interested in pitching a media buy to the Downtown CID to present plans to the marketing committee. The one-day event would be utilized to created the entire 2019FY media buy, with a reserve allocated for events added later in the year. Kelley agreed that the funding used in the past for media buying could be re-invested in media, at least for the next one to two years.

Essing shared that the Board of Directors has asked the Marketing Committee to discuss and recommend a plan to gift the \$35k in the CCA (Central Columbia Association) account to one or more local nonprofits. The fund is no longer actively used and incurs monthly expenses for accounting, financial reports and banking services. The fund is a 501c3, with dollars required to be gifted to another 501c3. The group briefly discussed gifting the funds to The Gateways Account, which is a 501c3 through the Community Foundation. The group also talked about creating a grant application program, in which local nonprofits could apply for funding. Discussion to continue at April meeting.

Klenke recommended that a marketing element, such as a postcard or bookmark, be created with 2019 District and community events. She shared that this element could be used by downtown businesses to attract repeat business. The group agreed that 2019FY District and community events should be compiled, as this information is useful for businesses and allows for potential partnerships to be created. Cutrera agreed, and shared that she has a template already created that could be updated. Essing noted that these dates would be helpful to consider during the 2019FY marketing plan and budgeting process.

Group discussed upcoming Unbound Book Festival, with ideas on how to engage downtown with the event and encourage overnight visitors. Essing will invited founder, Alex George, to attend a future meeting to discuss the 2109 Unbound event.

### **Adjournment**

Meeting adjourned at 9:55 a.m. Kelley motioned to adjourn, Davis seconded and none were opposed.

The next meeting is **Tuesday, April 24**, at 8:30 a.m.

**Community Improvement District  
Executive Committee Meeting  
April 3, 2018  
11 S. Tenth Street**

**Present:**

Ben Wade, Chair  
Jesse Garcia, At Large Member  
Nickie Davis, Secretary  
Mike McClung, Past-Chair  
Deb Sheals, Treasurer and Chair-Elect

**Absent:**

None

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

**April Board Meeting Agenda**

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

**2018 Board Retreat**

Wade reviewed ideas for board retreat, scheduled for April 4.

**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, May 1** at 3:30 p.m.