

**RESOLUTION NO. 2021-01**

**A RESOLUTION AUTHORIZING THE EXECUTION BY  
THE CHAIR OF THE DISTRICT OF AN AGREEMENT  
BETWEEN THE DISTRICT AND THE HOLIDAY DECOR  
FIRM OF ARTISTIC, FOR HOLIDAY DECOR SERVICES  
FOR THE DOWNTOWN COMMUNITY IMPROVEMENT  
DISTRICT**

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, Artistic ("Artistic") submitted the proposal/agreement to provide holiday decor services for the Downtown Community Improvement District per the proposal attached hereto as Exhibit A; and


WHEREAS, the Board of Directors determined that Artistic 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 Artistic proposal, including that Artistic has the specialized experience and technical competence with respect to the holiday decor 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 Artistic to perform the 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 Artistic proposal 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 Artistic proposal 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 7<sup>th</sup> day of July, 2020.



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Chair of the Board of Directors

(SEAL)

Attest:

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Secretary of the Board of Directors

**EXHIBIT A  
TO RESOLUTION NO. 2021-01**

**Artistic Holiday Decor Proposal Attached**

April 28, 2020  
Artistic Holiday Designs  
202 Stephens Street  
Lemont, Illinois 60439  
(708) 223-8847

Downtown Community Improvement District  
11 South Tenth Street  
Columbia, MO 65201

The Downtown CID,

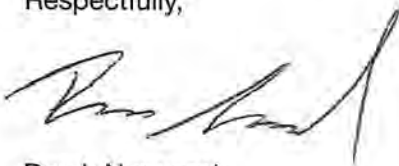
We are thrilled at the opportunity to bid on your Holiday Décor Services project.

Artistic Holiday Designs began as a design firm seeking to change holiday decor. Our previous experience in turnkey holiday lighting led our team to seek out innovative and unique decor options. Whether a commercial client looking for non-denominational illuminations or a city art district looking for abstract illuminations, we were typically stuck with ordinary, uninspiring decor.

In March 2015 we partnered with Leblanc Illuminations as their sole distributor for the US market. Our creativity combined with their mastery of products allows us to be a force in the world of holiday decor. Changing the typical landscape of Christmas lights to dynamic and interactive winter displays.

Our goal on every illumination project is to make a destination that creates and captures an audience. For the Downtown CID, we plan to create dramatic displays and lighting to enhance the experience of the downtown for residents, businesses, and visitors. We are able to meet this goal by providing innovative decor, reliable technical products, exceptional service, and a revolutionary team of individuals focused on achieving magical lighting experiences.

Respectfully,



Derek Norwood  
President  
Artistic Holiday Designs



Artistic  
Holiday Designs



Holiday Décor Services

**COLUMBIA • MISSOURI • USA**



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## **1. DESCRIPTION: ARTISTIC HOLIDAY DESIGNS, USA**

Artistic Holiday Designs is a design firm with distribution rights for France's Leblanc Illumination's decor throughout the entire United States. Derek Norwood, who has over 20 years of experience in the holiday decorating business and founded Artistic Holiday Designs in March of 2015. Derek also owns HC Lights, an installation firm based in the Chicago land area. With over 40 employees, HC Lights completes over 1,000 projects per year - residential, commercial, and municipal for holiday lighting design, install, service, removal, and storage.

Over the past four years, Artistic Holiday Designs has implemented over 80 projects across the US.

Our approach to each project begins with determining the end goal. We work with our clients to create dynamic and often custom designs. Throughout each project, we ensure every detail of fabrication, manufacturing, delivery, technology, and installation/removal/storage is met.

Artistic Holiday Designs will manage the entire project through design, manufacturing, shipping, installation, maintenance, removal, and storage.

Derek Norwood has been in the holiday decorating business for over 20 years. He also owns a firm called Holiday Creations Pro, Inc. located in Lemont Illinois. In 2013, Derek met with a French manufacturer of a very unique holiday lighting line called Leblanc Illuminations. Upon meeting with the export director of Leblanc, Derek knew right away that this product was a perfect fit for the US market and worked for over a year to procure a distribution agreement with Leblanc Illuminations.

Artistic Holiday Designs was formed as a distribution company for the Leblanc brand in the US. We are first and foremost, a design firm that uses the talent from our factory to produce amazing designs for our US customers. Once an order is confirmed we have become experts in overseeing fabrication, production schedules, and importing for on-time installations.

In order to continue our growth in distributing our product line, Artistic Holiday Designs has mastered the ability to offer turn-key solutions for holiday lighting displays all over the US. We partner with local install teams, use nationwide management, have travel install crews, and do this all while managing each project from our design/sales office in Lemont, Illinois.

In January of 2019, Artistic Holiday Designs opened its second office located in Lake Elsinore, California. With our West Coast team we are able to cut down on shipping costs to the west coast as we have a 3 acre facility.

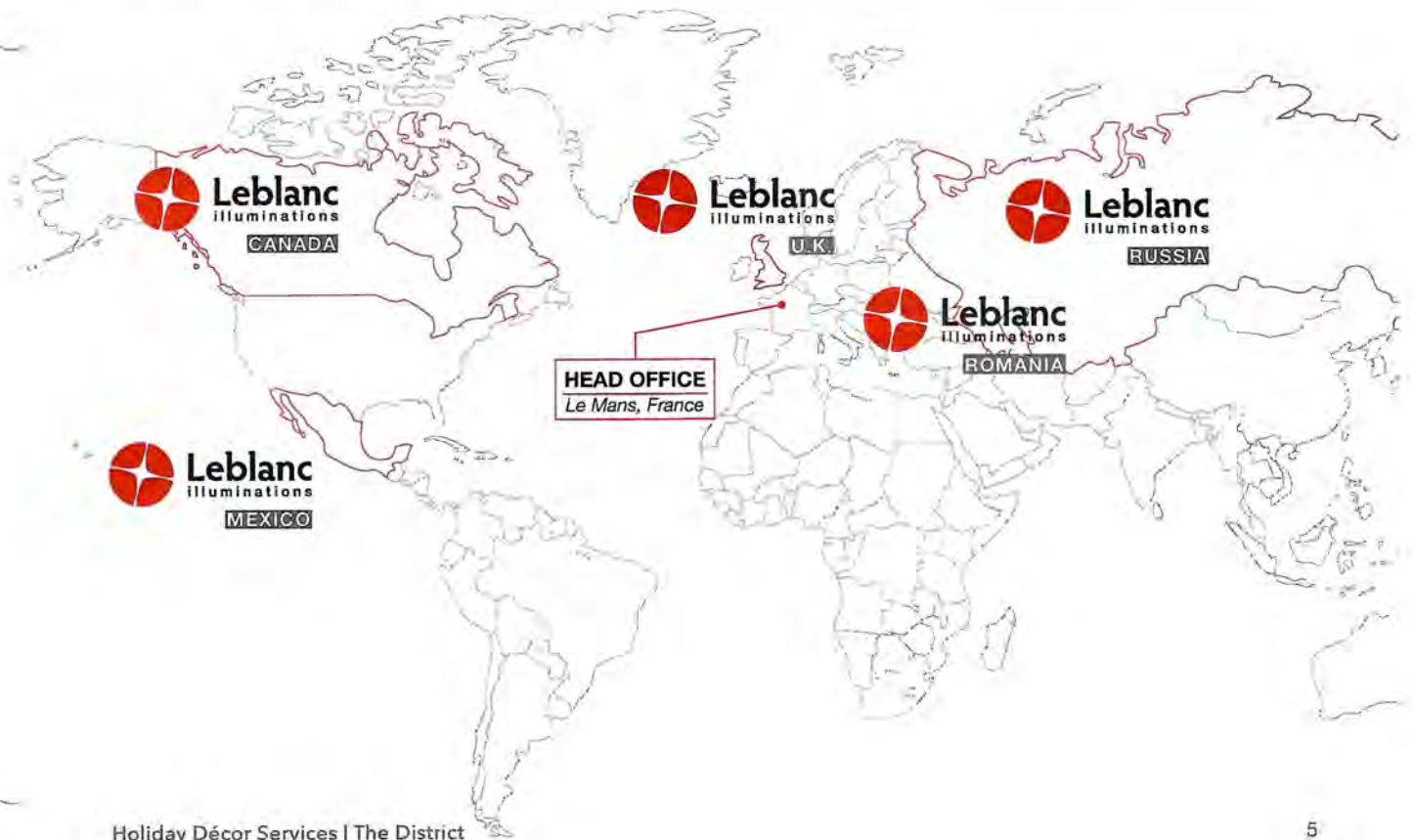
Artistic Holiday Designs experienced large growth since 2017 and is poised for continued success over the next 5-10 years. We believe our design abilities and product offerings are perfect for the US market as we continue to offer a competitive rate while supplying our clients with unique lighting decor.

## 1. DESCRIPTION: LEBLANC ILLUMINATIONS, FRANCE

Leblanc illuminations is a leader in the design, manufacturing and distribution of festive illuminations and lighting articles for local authorities, shopping centers and private individuals. Leblanc Illuminations has been constantly modernizing and reinventing festive lighting for 60 years. The company, founded in 1958 by Michel Leblanc creator of the Christmas illuminations market, made its mark on the history of lighting decorations.

Today, Leblanc has a clear international focus with 5 subsidiaries and 26 partners with a proven presence in more than 40 countries worldwide. A wide network of authorized distributors: French overseas territories, Andorra, Singapore, Canada, USA, Mexico, Brazil, United Kingdom, Belgium, Germany, Luxembourg, Swiss, Austria, Sweden, Norway, Italy, Netherlands, Portugal, Spain, Czech Republic, Croatia, Romania, Hungary, Latvia, Lithuania, Bulgaria, Morocco, Algeria, Ivory Coast, Cameroon, South Africa, Madagascar, United Arab Emirates, Israel, and many others.

As a pioneer in illuminations, Leblanc brings out emotions through its designs and lighting, sculpting urban boundaries. “Made in Europe with the French Touch”, our designers imagine original 3D sets consisting of LEDs, crystals, mirrors and glitter for the attention of cities, events, or shopping centers. Our magical lights and elegant shapes bring a festive touch to city centers. Leblanc decorates in over 8,000 cities each year.





## 2. QUALIFICATIONS OF THE FIRM: KEY PERSONNEL

**Primary Project Manager: Derek Norwood**

22 years of experience, expertise include holiday lighting design and installation.

**Secondary Project Manager: Kara Wolf**

7 years of experience, expertise in customer service and overall project knowledge.

**Lead Designer: Sara Basch**

20 years of experience, expertise in graphic design and overall holiday lighting design.

**Production Manager: Sonya Bakrou**

12 years experience in production management of holiday lighting projects.

**Technical Manager: Oscar Peterson**

14 years experience in technical expertise in all aspects of display lighting including development, installation, service and maintenance, take down and storage.

**Operations Director: Mat Kronquist**

15 years experience in turnkey holiday lighting programs.

Please review our teams' resumes on the letter of intent.

## 3. BIDDERS FEDERAL EMPLOYEE IDENTIFICATION NUMBER

Artistic Holiday Designs, LLC

47-4074306

## 4. ITEMIZED PRICING FOR EACH ELEMENT

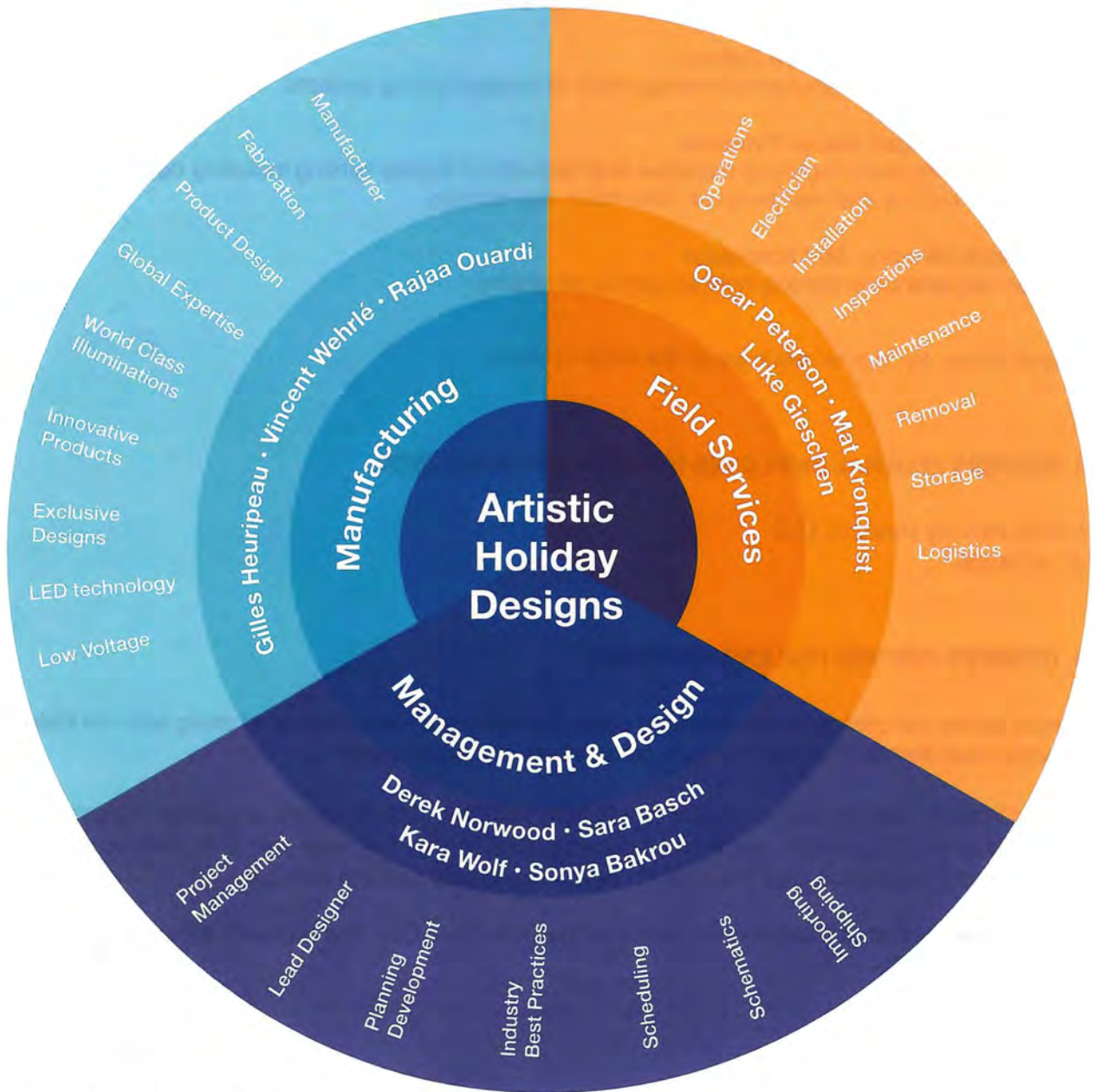
Please review our pricing on the following page. The price per element is listed along with the Field Services cost (install, maintain, remove, store, travel, and equipment).

Artistic Holiday Designs offers a 3 year rent to buy. The cost of the elements are spread across 3 years with a \$1.00 buyout in year 4 and includes a 10% finance fee. After year 3 all the product is owned by the Downtown CID. The cost for year 4 would only be Field Services.

All items are subject to change upon review of the Downtown CID. The elements are based on our recommendations.

**2. QUALIFICATIONS OF THE FIRM: KEY PERSONNEL**

Artistic Holiday Designs is structured with 6 employees; Derek leading the firm as CEO, Sara Basch as lead designer, Kara Wolf as project manager, Mat Kronquist as Regional Sales Director, Oscar Peterson as technical manager, and Sonya Bakrou as director of purchasing. The firm specializes in turn-key festive designs and decor. Our team works directly with Leblanc Illumination’s export team to ensure all manufacturing is completed as specified. Artistic Holiday Designs subcontract’s Luke Gieschen of We Hang Christmas Lights of Smithton to assist with all field services.



**4. ITEMIZED PRICING FOR EACH ELEMENT**

Product	Quantity	Unit Cost	Total	3 year Rent to Buy
<b>Magic Tree</b>				
Mini lights branch wrapped with RGB Twinkly color change	1	\$4,500.00	\$4,500.00	\$1,650.00
201996 Snowflake Suspension	5	\$506.00	\$2,530.00	\$927.67
Animated Drip Tube lights	30	\$40.00	\$1,200.00	\$440.00
<b>Plaza Garage</b>				
201708 7.5ft Pandora Snowflake	2	\$1,742.00	\$3,484.00	\$1,277.47
409323 9.8ft Majestic Gold Star	2	\$5,850.00	\$11,700.00	\$4,290.00
409326 9.8ft Majestic Snowflake	1	\$5,850.00	\$5,850.00	\$2,145.00
<b>10th &amp; Cherry Garage</b>				
201708 7.5ft Pandora Snowflake	1	\$1,742.00	\$1,742.00	\$638.73
<b>Police Department</b>				
201708 7.5ft Pandora Snowflake	1	\$1,742.00	\$1,742.00	\$638.73
201996 Snowflake Suspension	2	\$506.00	\$1,012.00	\$371.07
202006 Snowflake Suspension	2	\$506.00	\$1,012.00	\$371.07
<b>Short Street Garage</b>				
Custom Curtain Lights	1	\$2,000.00	\$2,000.00	\$733.33
<b>701 Broadway</b>				
201708 7.5ft Pandora Snowflake	2	\$1,742.00	\$3,484.00	\$1,277.47
WW Glittering Boas	10	\$92.00	\$920.00	\$337.33
411533 Animated 3D Star	1	\$5,154.50	\$5,154.50	\$1,889.98
<b>Pole Decor</b>				
203004 Aura Pole decor	30	\$897.00	\$26,910.00	\$9,867.00
<b>Field Services</b>				
	1	\$13,100.00	\$13,100.00	\$13,100.00
<b>TOTAL</b>			<b>\$86,340.50</b>	<b>\$39,954.85</b>

## **PROPOSED DESIGNS**

Please review our proposed designs on the following pages.

All items are available in multiple color options and sizes. Designs and locations are subject to change upon review with the Downtown CID.

In an effort to avoid vandalism, all elements of decor are used on building facades and pole decorations. Our supplier, Leblanc Illuminations offers a catalog of over 2,000 pole decorations. All designs are available in 24v and in any color combination.

Please note, RGB color change is available for pole decorations, but not included in our total cost.





**Magic Tree**

**Twinkly Pro Mini Lights**  
Branch wrapped with RGB color change lights. Color change will be developed with the Downtown CID and customizable.

**201996 Suspended Snowflakes**  
2D pure white snowflakes with rope lights stars and mini light flakes. 3.28ft

**Animated Drip Tubes**  
Pure white tubes with falling light to create animation.

**203004 Aura Pole decor**  
H 8.2ft x W 3.28ft  
Gold reflective vinyl flakes, green garland and warm white mini lights.

**Artistic**  
Holiday Designs



701 E. Broadway

**201708 Pandora Flake**  
2D Suspension in pure white with animated pure white drip tubes.  
H 7.5ft x W 6.5ft

**411533 Animated Star**  
Animated drip tubes inside star points.  
H 9.84ft x W 9.84ft x D 9.84ft

**Glittering Boas**  
Warm white boa lit garland with pure white twinkle

**Artistic**  
Holiday Designs



Plaza Garage

**201708 Pandora Flake**  
2D Suspension in pure white with animated pure white drip tubes.  
H 7.5ft x W 6.5ft

**409323 Majestic Star**  
3D Gold Glittering Garlands  
H 9.8ft x L 13.3ft x W 1.6ft

**409326 Majestic Snowflake**  
3D Silver Glittering Garlands  
H 9.8ft x L 10.8ft x W 1.6ft

**Artistic**  
Holiday Designs





Glittering Boa on Archway - Live Photo

Artistic  
Holiday Designs



**Tenth & Cherry Garage**

**201708 Pandora Flake**  
2D Suspension in pure white  
with animated pure white  
drip tubes.  
H 7.5ft x W 6.5ft

**Artistic**  
Holiday Designs



## Police Department

**201708 Pandora Flake**  
2D Suspension in pure white with animated pure white drip tubes.  
H 7.5ft x W 6.5ft

**201996 Suspended Snowflakes**  
2D pure white snowflakes with rope lights stars and mini light flakes. 3.28ft

**202006 Suspended Snowflakes**  
2D pure white snowflakes in rope light. 3.28ft

**Artistic**  
Holiday Designs





## Short Street Garage

**Custom Curtain Lights**  
Gold curtain lights with pure  
white twinkle effect.

**Artistic**  
Holiday Designs



Glittering Curtain Lights - Live Photo & Video: [https://youtu.be/H\\_IDQkVoVq8](https://youtu.be/H_IDQkVoVq8)

Artistic  
Holiday Designs





## Pole Decor - Design Option 1

**203004 Aura**  
Gold mini lights, reflective gold spangles, gold wire, and green artificial garland.

**Artistic**  
Holiday Designs



Pole Decor - Design Option 2

202945 Merry  
Gold mini lights, reflective  
gold spangles, gold wire,  
and green artificial garland.

Artistic  
Holiday Designs



**Pole Decor - Design Option 3**

**170111 Twist**  
Gold rope light and pure white mini lights with optional mini flash bulbs.

**Artistic**  
Holiday Designs

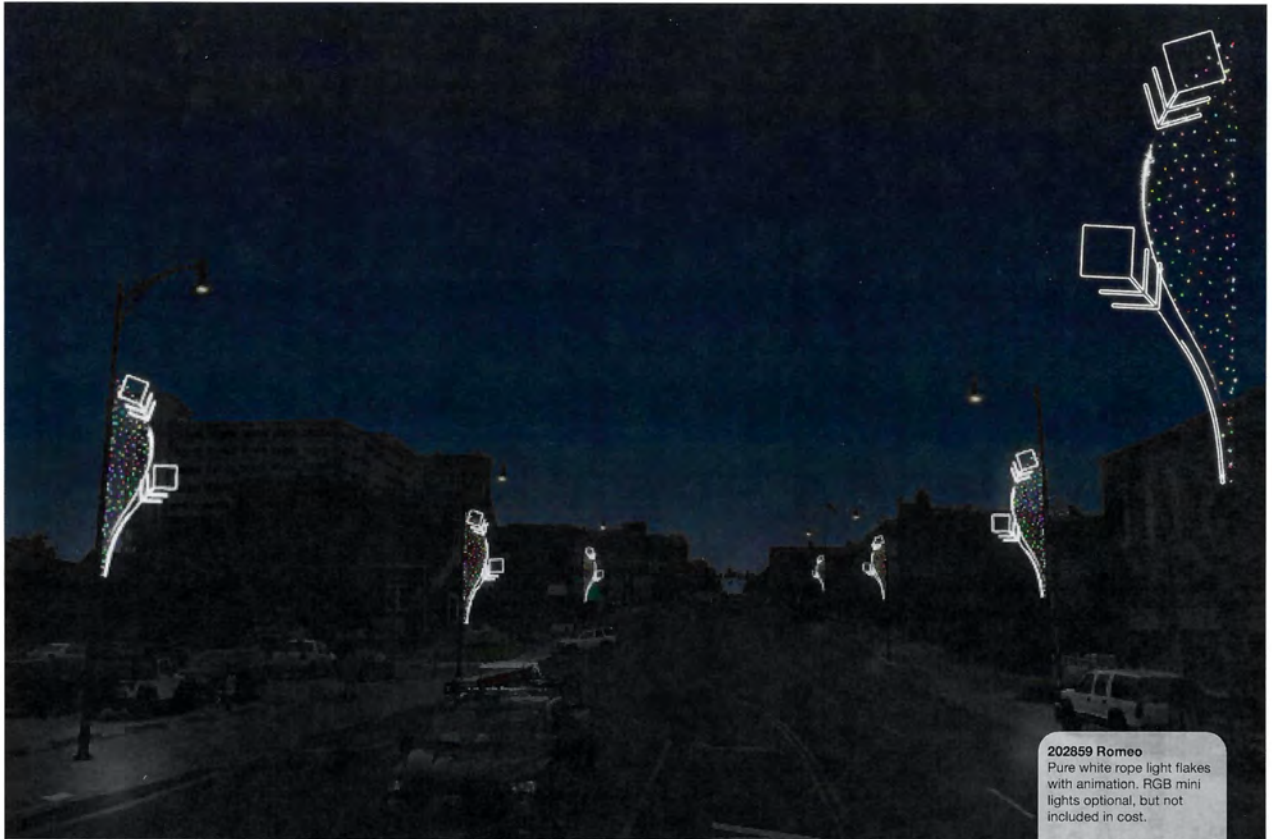




## Pole Decor - Design Option 4

**SP9157 Wave**  
Gold mini lights with pure  
white animated drip tubes.

**Artistic**  
Holiday Designs



**Pole Decor - Design Option 5 - RGB not included**

**202859 Romeo**  
Pure white rope light flakes  
with animation. RGB mini  
lights optional, but not  
included in cost.

**Artistic**  
Holiday Designs

## 5. LIST OF SUBCONTRACTOR

We Hang Christmas Lights  
206 S. Hwy W  
Smithton, MO 65350  
660-221-2913  
wehangchristmaslightsmo.com

Luke Gieschen - OWNER

We have been installing lights for 4 years. I started as a licensee of "We Hang Christmas Lights.com" as I went through them for training and certification. I am a member of CLIPA as well. We have over 120 repeat jobs as of now, ranging from \$1k-\$45k. We provide all the lights, installation, maintenance, removal and storage of all our jobs. I also own a power washing business, Integrity Soft Wash, which started 6 years ago.

### REFERENCES:

1. Parkade Center  
601 Business Loop 70 West, Columbia, MO 65202

The new Property manager, Ben at 573-489-3292

We installed about 4000 ft. of lights on the exterior of the building and also multiple entry ways, wreaths, custom built light boxes and displays. All the lights we separated into sections and connected to timers.

2. Hiram Young Park  
(City of Independence, MO)  
215 E. Lexington Ave., Independence, MO 64050

Rachel Smith, 816-325-7838

We installed over 6500 ft of lights at this park. A combination of over 20 trees, light posts and wreaths, also a pavilion and shelter and roof top of another building across the street from the park.

Municipal Building (City of Sedalia, MO)  
200 S. Osage Ave., Sedalia, MO 65301

John Simmons, 660-851-7605

This was all the perimeter edges of the building, included the roof top, vertical outside corners and a large wreath.



## 6. SIMILAR WORK PERFORMED

### Miami Beach, Florida

Adrian Morales, Director/Lincoln Road Manager  
PROPERTY MANAGEMENT DIVISION  
1833 Bay Rd, Miami Beach, FL 33139  
Tel: 305-673-7000 Ext: 2932  
AdrianMorales@miamibeachfl.gov

**Scope:** The City of Miami Beach sought out a qualified firm for a comprehensive, turnkey approach to holiday lighting design, decorations, installation and storage. Artistic Holiday Designs met the challenges of this dynamic, world-class city by providing reliable and expedient response times to meet project deadlines, staff requests, and outstanding delivery. Custom decor was created for 22 key corridors across the city. Artistic Holiday Designs is designated as the prime contractor for custom design, furnishing, installation, fabrication, maintenance, delivery, removal, and storage. In 2020, Artistic lit up Ocean Drive for the Super Bowl. Contracted for 2017, 2018, and 2019.

**Project Video:** <https://youtu.be/pgloffYiCLI>



Holiday Décor Services | The District



## 6. SIMILAR WORK PERFORMED

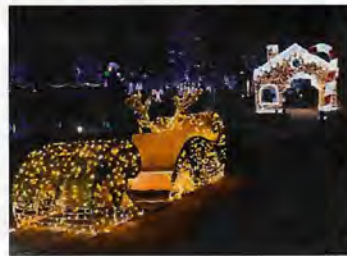
### Christmas in the Commons, New Lenox, Illinois

Kurt Carroll, Village Administrator  
1 Veterans Parkway, New Lenox, IL 60451  
815-462-6410  
kcarroll@newlenox.net

**Scope:** Artistic Holiday Designs worked closely with the team in New Lenox to develop a destination for holiday decor. The city's goal was to bring visitors from around the surrounding cities to see the lights and engage in local retailers. New Lenox has been one of the top ten communities in the Chicago metropolitan area for new housing starts for the past few years. Our team designed the a large light display for the main village circle. Our largest decor, Papá Noel, towers at 36 ft tall. A large illuminated mailbox sat in front inviting children to drop their "Letters to Santa". In return, the village staff and volunteers mailed out letters from Santa. Five large interactive displays were installed around the main grounds along with an ice skating rink, and hot cocoa stand. The city recorded visitors from 85 different cities in 2018.

Artistic Holiday Designs is designated as the prime contractor for holiday decor, display designs, shipping, contract management, overall project management, installation, service, maintenance, removal, and storage. Services completed in 2016, 2017, 2018, and 2019

**Project Video:** <https://youtu.be/-BsnUHrt5eA>



Holiday Décor Services | The District



## 6. SIMILAR WORK PERFORMED

### Downtown Detroit Partnership & Beacon Park

Alana Tucker | Urban Innovation Manager

Downtown Detroit Partnership / Beacon Park , One Campus Martius, Suite 380, Detroit, MI 48226

313.635.6953 | 402.570.6385 | [alana.tucker@detroitdetroit.org](mailto:alana.tucker@detroitdetroit.org)

**Scope:** The Downtown Detroit Partnership awarded Artistic Holiday Decor the RFQ to design an impactful, unique, and custom lighting display for Detroit, Michigan. The direction was to light up dark areas while keeping the holiday season in mind. Once we got started in the project we were commissioned to develop custom pole decorations for the City. Our design team used the statue Spirit of Detroit as their motivation and created a pole decor with the Orb and Rays as the focal point. We also created a DETROIT sign that changes colors based on which professional sports team is playing. Trees located in the main square were lit using our permanent system, Light365. Artistic Holiday Designs is designated as the prime contractor for holiday decor, display designs, shipping, contract management, overall project management, installation, service, maintenance, removal, and storage. Services completed in 2018 and 2019.

**Project Video:** <https://youtu.be/v61d3IO-W-k>



Holiday Décor Services | The District



## 6. SIMILAR WORK PERFORMED

### Holiday Light Festival, Orland Park, Illinois

Karie Friling, Director of Development Services  
14700 Ravinia Avenue, Orland Park, Illinois 60462  
708-403-530 | KFriling@orlandpark.org

**Scope:** The Village of Orland Park is a shopping and dining destination. The city staff wanted to bring as many visitors to its beautiful city during the holiday season. Artistic Holiday Designs worked with the city's brand colors - pure white and green to create a dynamic display at the city's main shopping and dining venues and train station. At the village hall, Artistic Holiday Designs created a whimsical, non-denominational display for the Mayor's annual tree lighting ceremony. Services completed in 2016, 2017, 2018, and 2019.

**Project Video:** <https://youtu.be/-BsnUHrt5eA>





## 6. SIMILAR WORK PERFORMED

### **Bold Summer / Winter Beverly Hills - Beverly Hills Cannon Park**

Robert Bibeault

Director of Marketing

Beverly Hills Conference & Visitors Bureau

9400 S. Santa Monica Blvd #102, Beverly Hills, CA 90210

T: (310) 248-1015 x205 | F: (310) 461-1218 | E: Bibeault@lovebeverlyhills.com

**Scope:** Artistic Holiday Designs worked with the Visitors Bureau to create an interactive decor to promote Beverly Hills Open Late Days (BOLD). Along with the 3D letter display, we installed 3D glittering Lotus flowers in the iconic Beverly Canon Park. This display is installed throughout August and again in December. The decor piece was used as a marketing tool for the city's social network by using #BOLDBH. During the holidays in 2018 and 2019, we added dramatic displays to highlight the luxurious Beverly Canon Gardens Park.

**Project Video:** <https://youtu.be/6RtLLDiMDms>



## **7. PRELIMINARY LIST OF PROPOSED EQUIPMENT**

Artistic Holiday Designs will provide the necessary equipment to complete the Scope of Services.

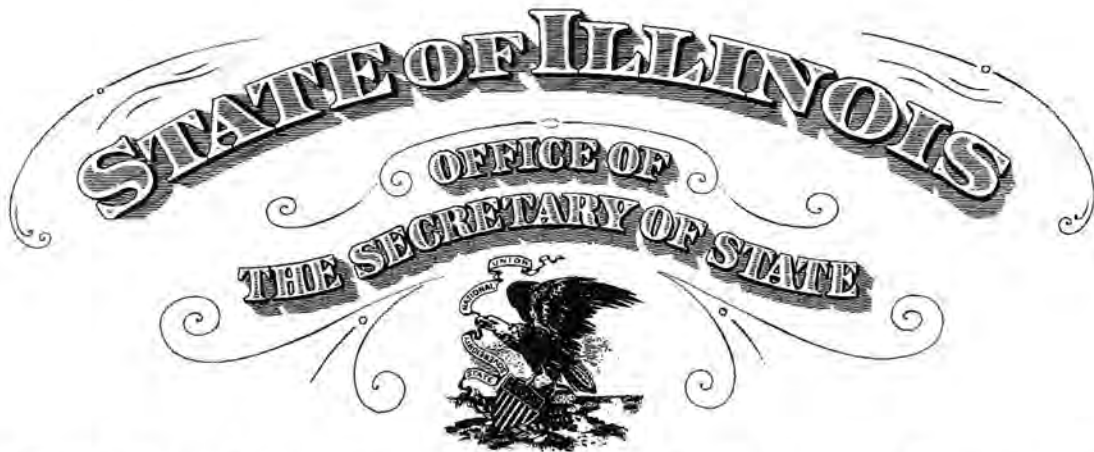
- bucket truck
- lift truck as needed
- ladders
- accessories for install - cabling, screws, bolts, extension cords

## **8. CORPORATE GOOD STANDING**

See page 30.

## **9. STATEMENT OF CURRENCY**

See page 31.



**To all to whom these Presents Shall Come, Greeting:**

*I, Jesse White, Secretary of State of the State of Illinois, do hereby certify that I am the keeper of the records of the Department of Business Services. I certify that*

ARTISTIC HOLIDAY DESIGNS, LLC, HAVING ORGANIZED IN THE STATE OF ILLINOIS ON MARCH 19, 2015, APPEARS TO HAVE COMPLIED WITH ALL PROVISIONS OF THE LIMITED LIABILITY COMPANY ACT OF THIS STATE, AND AS OF THIS DATE IS IN GOOD STANDING AS A DOMESTIC LIMITED LIABILITY COMPANY IN THE STATE OF ILLINOIS.



**In Testimony Whereof, I hereto set my hand and cause to be affixed the Great Seal of the State of Illinois, this 28TH day of APRIL A.D. 2020 .**

*Jesse White*

SECRETARY OF STATE

Authentication #: 2011903068 verifiable until 04/28/2021  
Authenticate at: <http://www.cyberdriveillinois.com>



04/16/2020

To Whom It May Concern:

Artistic Holiday Designs, LLC's is currently a client of Lightsource HR. Lightsource HR is a Professional Employer Organization (PEO). All of Artistic Holiday Designs, LLC's federal wages are reported and paid under the PEO FEIN. All Illinois tax payments are current including federal income tax withholdings and state income tax withholding and unemployment insurance payments.

If you have any questions about tax payments, please contact our Tax Department at (877) 257-6662 extension 141 or email [tax@lightsourcehr.com](mailto:tax@lightsourcehr.com).

Sincerely,

Phinecia Bright  
Client Relations Manager

## 10. TIMELINE

AWARD NOTIFICATION	Requested by May 29, 2020.
FINAL DESIGN	The Downtown CID to select final designs and locations by June 17, 2020.
PRODUCT ORDER	Place product order with Leblanc by June 30, 2020.
PRODUCT DELIVERED	All product will be delivered to our subcontractor during September.
INSTALLATION	Commence on or around October 15, 2020.
SERVICE	As needed throughout the season.
REMOVAL	The Downtown CID will determine the take of removal to begin.





# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
4/24/2020

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Kamm Insurance Group, Inc. 7N024 Medinah Road PO Box 129 Medinah IL 60157-0129	CONTACT NAME: Gina Cecconi	FAX (A/C. No): (630) 980-9311	
	PHONE (A/C. No. Ext): (630) 980-5000	E-MAIL ADDRESS: gcecconi@kammgroup.com	
INSURED ARTISTIC HOLIDAY DESIGNS LLC 202 STEPHEN STREET LEMONT IL 60439	INSURER(S) AFFORDING COVERAGE		NAIC #
	INSURER A: Hanover Insurance Company		22292
	INSURER B:		
	INSURER C:		
	INSURER D:		
	INSURER E:		

COVERAGES CERTIFICATE NUMBER: 2019/2020 Master REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:		ORCA953809	8/1/2019	8/1/2020	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COM/OP AGG \$ 2,000,000
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS		ORCA953809	8/1/2019	8/1/2020	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$ 0		ORCA953809	8/1/2019	8/1/2020	EACH OCCURRENCE \$ 5,000,000 AGGREGATE \$ 5,000,000
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A			PER STATUTE <input type="checkbox"/> OTHER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

<b>CERTIFICATE HOLDER</b>  City of Kyle TX 700 Lehman Rd Kyle, TX 78640	<b>CANCELLATION</b>  SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE  William Kamm/CECCON <i>William J. Kamm</i>

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ACORD 25 (2014/01)  
INS025 (2014/01)

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# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

10/4/2019

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> SUNZ Insurance Solutions, LLC. ID: (Kymberly) c/o Kymberly Group Payroll Solutions, Inc. 3218 E. Colonial Drive, Ste F Orlando, FL 32803	<b>CONTACT NAME:</b> Phil Martina <b>PHONE (A/C, No, Ext):</b> 407-228-6428 <b>FAX (A/C, No):</b> <b>E-MAIL ADDRESS:</b> <table style="width: 100%; border: none;"> <tr> <td style="text-align: center; border: none;">INSURER(S) AFFORDING COVERAGE</td> <td style="text-align: center; border: none;">NAIC #</td> </tr> <tr> <td style="border: none;">INSURER A : SUNZ Insurance Company</td> <td style="border: none;">34762</td> </tr> <tr> <td style="border: none;">INSURER B :</td> <td style="border: none;"></td> </tr> <tr> <td style="border: none;">INSURER C :</td> <td style="border: none;"></td> </tr> <tr> <td style="border: none;">INSURER D :</td> <td style="border: none;"></td> </tr> <tr> <td style="border: none;">INSURER E :</td> <td style="border: none;"></td> </tr> <tr> <td style="border: none;">INSURER F :</td> <td style="border: none;"></td> </tr> </table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A : SUNZ Insurance Company	34762	INSURER B :		INSURER C :		INSURER D :		INSURER E :		INSURER F :	
INSURER(S) AFFORDING COVERAGE	NAIC #														
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INSURER B :															
INSURER C :															
INSURER D :															
INSURER E :															
INSURER F :															
<b>INSURED</b> Kymberly Group Payroll Solutions, Inc. 3218 E Colonial Drive Suite F Orlando FL 32803															

**COVERAGES** **CERTIFICATE NUMBER:** 51656654 **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
	<b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:					EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMP/OP AGG \$ OTHER \$
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY					COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ OTHER \$
	<b>UMBRELLA LIAB</b> <input type="checkbox"/> OCCUR <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE DED <input type="checkbox"/> RETENTION \$					EACH OCCURRENCE \$ AGGREGATE \$ OTHER \$
A	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y/N If yes, describe under DESCRIPTION OF OPERATIONS below	N/A	WC010-00001-019 WC010-00001-018	3/1/2019 3/1/2018	3/1/2020 3/1/2019	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$1,000,000 E.L. DISEASE - EA EMPLOYEE \$1,000,000 E.L. DISEASE - POLICY LIMIT \$1,000,000

**DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)**

Coverage provided for all leased employees but not subcontractors of: Holiday Lighting Design Inc  
 Client Effective: 2/25/2019  
 Workers Compensation is only valid in the STATE OF FLORIDA

<b>CERTIFICATE HOLDER</b> 42245  Artistic Holiday Designs, LLC 2030 Parkes Drive Broadview IL 60155	<b>CANCELLATION</b>  SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  <b>AUTHORIZED REPRESENTATIVE</b>   Rick Leonard
--	---

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ACORD 25 (2016/03)

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51256654 | Kymberly Group Payroll Solutions | 3218 E Colonial Drive | Suite F | Orlando, FL 32803 | 10/4/2019 4:10:34 PM | Page 1 of 1



**THANK YOU**

Thank you for allowing Artistic Holiday Designs the opportunity to share our proposal.

Please contact our main office if you have any questions or need additional information.

Artistic Holiday Designs  
202 Stephen Street  
Lemont, IL 60439

708-223-8847  
derekn@artisticholidaydesigns.com  
karaw@artisticholidaydesigns.com  
sarab@artisticholidaydesigns.com

## **RESOLUTION NO. 2021-02**

### **A RESOLUTION AUTHORIZING THE EXECUTION BY THE CHAIRMAN OF THE DISTRICT OF AN AGREEMENT BETWEEN THE DISTRICT AND THE ACCOUNTING FIRM OF GKC FOR ACCOUNTING SERVICES FOR THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT**

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, GKC ("Gerding, Korte and Chitwood CPA's") submitted the proposal/agreement to provide professional accounting services attached hereto as Exhibit A; and

WHEREAS, the Board of Directors determined that GKC 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 GKC Agreement, including that GKC 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 GKC to perform the accounting 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 GKC 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 GKC 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 8<sup>th</sup> day of September, 2020.




---

Chair of the Board of Directors

(SEAL)

Attest:



---

Secretary of the Board of Directors



**EXHIBIT A  
TO RESOLUTION NO. 2021-02**

**GKC Agreement Attached**



LEARNER, KOTER & CHITWOOD  
Professional Corporation  
Certified Public Accountants

20 South Fifth Street  
Columbia, MO 65201  
(573) 449-1599  
Fax: (573) 443-8603  
www.gkccpas.com

PARTNERS

Fred W. Koter, Jr.  
Joseph E. Chitwood  
Travis W. Handley  
Jeffrey A. Chitwood  
Amy L. Watson

TRAINED INTERNETS

Robert A. Gerding

MEMBERS OF AMERICAN INSTITUTE  
OF CERTIFIED PUBLIC ACCOUNTANTS

Downtown Community Improvement District  
11 South Tenth Street  
Columbia MO 65201

We are pleased to provide Downtown Community Improvement District (hereinafter referred to as “you” or “your”) with the services described below for the fiscal year ending September 30, 2021. The letter, and the attached *Terms and Conditions Addendum* and any other attachments incorporated herein (collectively “Agreement”) is to confirm our understanding of the services we will provide. The engagement between you and our firm will be governed by the terms of this Agreement.

You have requested that we prepare your financial statements, which comprise the annual and monthly governmental fund balance sheet / statement of net position – modified cash basis and the related governmental fund revenues, expenditures, and changes in fund balances / statement of activities – modified cash basis for the year ended September 30, 2021, and perform a compilation engagement with respect to those financial statements. These financial statements will not include related notes to the financial statements ordinarily included in financial statements prepared in accordance with the modified cash basis of accounting.

In addition, the statements of assets, liabilities, and net position – modified cash basis and statements of revenues and expenditures (budget to actual) – modified cash basis, will be prepared and presented with the financial statements. Such supplementary information is the responsibility of management and will be subject to our compilation engagement.

### Our Responsibilities

The objective of our engagement is to –

1. Prepare financial statements in accordance with the modified cash basis of accounting based on information provided by you and
2. Apply accounting and financial reporting expertise to assist you in the presentation of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements in order for them to be in accordance with the modified cash basis of accounting.

We will conduct our compilation engagement in accordance with the Statements on Standards for Accounting and Review Services (SSARS) promulgated by the Accounting and Review Services Committee of the AICPA and comply with applicable professional standards, including the AICPA’s *Code of Professional Conduct*, and its ethical principles of integrity, objectivity, professional competence, and due care.

We are not required to, and will not, verify the accuracy or completeness of the information you will provide to us for the engagement or otherwise gather evidence for the purpose of expressing an opinion or a conclusion. Accordingly, we will not express an opinion, a conclusion, nor provide any assurance on the financial statements.

Our engagement cannot be relied upon to identify or disclose any financial statement misstatements, including those caused by fraud or error, or to identify or disclose any wrongdoing within the District or noncompliance with laws and regulations.

We will also perform the services listed below. We have indicated the frequency of the services that you expect us to provide:

Monthly – M      Annually – A      Quarterly – Q      As requested – R

We will perform the following bookkeeping services:

- (M) Post transactions to your general ledger
- (M) Reconcile bank statements
- (M) Record adjusting entries as needed
- (M) Prepare and update depreciation schedules

We will perform the following tax services:

- (A) 1099's (Interest, Dividends, Miscellaneous)

Certain tax services may require a separate engagement letter governing the extent and nature of tax services to be provided.

The objective of our tax services portion of the engagement is to prepare the tax returns in accordance with Statements on Standards for Tax Services issued by the AICPA and comply with the AICPA's *Code of Professional Conduct*, including the ethical principles of integrity, objectivity, professional competence, and due care.

You may request that we perform additional services not contemplated by this engagement letter. If this occurs, we will communicate with you regarding the scope of the additional service and the estimated fee. We also may issue a separate engagement letter covering the additional services, our services will continue to be governed by the terms of this engagement letter.

### **Your Responsibilities Related to Compilation and Bookkeeping Services**

The engagement to be performed is conducted on the basis that management acknowledges and understands that our role is to prepare financial statements in accordance with the modified cash basis of accounting. Management has the following overall responsibilities that are fundamental to our undertaking the engagement in accordance with SSARS:

1. The selection of the modified cash basis of accounting as the financial reporting framework to be applied in the preparation of the financial statements.

2. The preparation and fair presentation of financial statements in accordance with the modified cash basis of accounting and the inclusion of a description of the modified cash basis of accounting.
3. The design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of the financial statements that are free from material misstatement, whether due to fraud or error.
4. The prevention and detection of fraud.
5. To ensure that the District complies with the laws and regulations applicable to its activities.
6. The accuracy and completeness of the records, documents, explanations, and other information, including significant judgments, you provide to us for the engagement to prepare financial statements.
7. To provide us with –
  - Documentation, and other related information that is relevant to the preparation and presentation of the financial statements,
  - Additional information that may be requested for the purpose of the compilation engagement, and
  - Unrestricted access to persons within the District of whom we determine it necessary to communicate.

You are also responsible for all management decisions and responsibilities and for designating an individual with suitable skills, knowledge, and experience to oversee our bookkeeping services and the preparation of your financial statements. You are responsible for evaluating the adequacy and results of the services performed and accepting responsibility for such services.

#### **Your Responsibility Related to Tax Services**

You are responsible for the safeguarding of assets, for the proper recording of transactions in the books of accounts, for the substantial accuracy of the financial records, and full and accurate disclosure to us of all relevant facts affecting the return(s). You also have final responsibility for the tax return and, therefore, the appropriate company officials should review the return carefully before an authorized officer signs and files it.

If, during our work, we discover information that affects prior-year tax returns, we will make you aware of the facts. However, we cannot be responsible for identifying all items that may affect prior-year returns. If you become aware of such information during the year, please contact us to discuss the best resolution of the issue. We will be happy to prepare appropriate amended returns as a separate engagement.

Our work in connection with the preparation of the tax return(s) does not include any procedures



designed to discover defalcations or other irregularities, should they exist. The returns will be prepared solely from information provided to use without any verification by us.

In accordance with federal law, in no case will we disclose your tax information to any location outside the United States, to another tax return preparer outside of our firm for purposes of a second opinion, or to any other third party for any purpose other than to prepare your return without first receiving your consent.

The Internal Revenue Code and regulations impose preparation and disclosure standards with noncompliance penalties on both the preparer of a tax return and the taxpayer. To avoid exposure to these penalties, it may be necessary in some cases to make certain disclosures to you and/or in the tax return concerning positions taken on the return that do not meet these standards. Accordingly, we will advise you if we identify such a situation, and we will discuss those tax positions that may increase the risk of exposure to penalties and any recommended disclosures before completing the preparation of the return. If we conclude that we are obligated to disclose a position and you refuse to permit disclosure, we reserve the right to withdraw from the engagement. Likewise, where we disagree about the obligation to disclose a position, you also have a right to choose another professional to prepare your return. In either event, you agree to compensate us for our services to the date of the withdrawal. Our engagement with you will terminate upon our withdrawal.

The IRS permits you to authorize us to discuss, on a limited basis, aspects of your return for one year after the return's due date. Your consent to such a discussion is evidenced by checking a box on the return. Unless you tell us otherwise, we will check that box authorizing the IRS to discuss your return with us.

Certain communications involving tax advice may be privileged and not subject to the disclosure to the IRS. By disclosing the contents of those communications to anyone, or by turning over information about those communications to the government, you, your employees, or agents may be waiving this privilege. To protect this right to privileged communication, please consult with us or your attorney prior to disclosing any information about our tax advice. Should you decide it is appropriate for us to disclose any potentially privileged communication, you agree to provide us with written, advance authority to make that disclosure.

Should we receive any request for the disclosure of privileged information from any third party, including a subpoena or IRS summons, we will notify you. In the event you direct us not to make the disclosure, you agree to hold us harmless from any expenses incurred in defending the privilege, including, by way of illustration only, our attorney's fees, court costs, outside advisor's cost, or penalties or fines imposed as a result of your asserting the privilege or your direction to us to assert the privilege.

The return(s) may be selected for review by the taxing authorities. In the event of an audit, you may be requested to produce documents, records, or other evidence to substantiate the items of income and deduction shown on a tax return. Any proposed adjustments by the examining agent are subject to certain rights of appeal. In the event of a tax examination, we will be available, upon request, to represent you. However, such additional services are not included in our fees for preparation of the tax return(s).

### **Your Responsibility Related to Retention of Records**

It will be your responsibility to retain and protect your records for possible future use, including possible examination by local, state, or federal tax or law enforcement authorities.

### **Our Report**

As part of our engagement, we will issue a compilation report that will state that we did not audit or review the financial statements and that, accordingly, we do not express an opinion, a conclusion, nor provide any assurance on them. There may be circumstances in which the report differs from the expected form and content. If, for any reason, we are unable to complete the compilation of your financial statements, we will not issue a report on such statements as a result of this engagement.

We are not independent with respect to Downtown Community Improvement District. We will disclose that we are not independent in our compilation report.

You agree to include our accountant's compilation report in any document containing financial statements that indicates that we have performed a compilation engagement on such financial statements and, prior to the inclusion of the report, to ask our permission to do so.

### **Other Relevant Information**

Amy Watson, CPA is the engagement partner and is responsible for supervising the engagement and signing the report or authorizing another individual to sign it.

Our fees for the services outlined above will be billed monthly at the standard billing rate of \$330.00 for each of the professionals performing the work, plus out-of-pocket expenses. The monthly fee is expected to cover the monthly bookkeeping services listed above, based on the current number of active accounts, volume of transactions, and scope of bookkeeping services provided. Tax services and any annual bookkeeping services, or services provided upon request, will be invoiced separately based on the complexity of the service and the time and expertise of the professional providing the service.

Our fees are based upon the complexity of the work to be performed and our professional time to complete the work. A change in the scope, nature, number, or volume of transactions may require an adjustment to the expected fee. Additionally, this fee is dependent on the timely delivery, availability, quality, and completeness of the information you provide. If the information you provide is not submitted in a timely manner or is incomplete or unusable, we reserve the right to charge additional fees and expenses for services required to correct the problem. If this occurs, we will provide an explanation of the matter and notify you of any additional delay in performing our services.

All bills for our professional services are payable by the stated due date. If payment is not received by the due date, you will be assessed late fees of 1.5% per month on the unpaid balance. We reserve

the right to suspend or terminate our work for nonpayment. If our work is suspended or terminated, you agree that we will not be responsible for your failure to meet government and other deadlines, for any penalties or interest that may be assessed against you resulting from your failure to meet such deadlines, and for any other damages, including consequential damages. If turned over for collection, you agree to reimburse us for all costs of collection, including reasonable attorney's fees.

It is agreed that should you bring an action against our firm, its shareholders, directors, officers, partners, or employees, your maximum recovery will be limited to the fees charged and actually paid to us for the particular engagement or segment of the engagement for which the action seeks recovery.

We require that the principal shareholder(s), member(s), or owner(s) of all our closely-held clients be personally responsible for any deficiency in payment of our fees by the Company.

It is agreed that this agreement for services may be terminated by either you or by our firm upon thirty days written notice.

We will, of course, advise you before undertaking any other professional services that would require changes in our fee arrangements.

If during the term of this agreement, you seek or are declared bankrupt by the U. S. Bankruptcy Court, you specifically agree to affirm and remain personally liable for all sums owed to our firm and to pay such amounts after the discharge of the bankruptcy.

Estimated fees in this engagement represent only a small fraction of the damages that you might suffer as a result of our failure to uncover a fraud or embezzlement within your company, even assuming that such irregularities were subject to discovery in accordance with the professional standards (SSARS) applicable to this engagement. Accordingly, our liability to you in such an event shall be no more than our aggregate fees received during the period in which our engagement failed to discover such fraud.

### **Engagement Administration and Other Matters**

You may request that we perform additional services not contemplated by this engagement letter. If this occurs, we will communicate with you regarding the scope of the additional service and the estimated fee. We also may issue a separate engagement letter covering the additional services. In the absence of any other written communication from us documenting such additional services, our services will continue to be governed by the terms of this engagement letter.

In the interest of facilitating services to the District, we may communicate by facsimile transmission or send electronic mail over the internet. Such communications may include information that is confidential to the Organization. While we will use our best efforts to keep such communications secure in accordance with our obligations under applicable laws and professional standards, you recognize and accept that we have no control over the unauthorized interception of these communications once they have been sent and consent to our use of these electronic devices during this engagement.

It is our policy to retain engagement documentation for a period of seven years, after which time we will commence the process of destroying the contents of our engagement files. To the extent we accumulate any of your original records during the engagement, the documents will be returned to you promptly upon completion of the engagement. The balance of our engagement file, other than the financial statement, which we will provide to you at the conclusion of the engagement, is our property, and we will provide copies of such documents at our discretion and if compensated for any time and costs associated with the effort.

In the event we are required to respond to a subpoena, court order or other legal process for the production of documents and/or testimony relative to information we obtained and/or prepared during the course of this engagement, you agree to compensate us at our standard hourly rates for the time we expend in connection with such response, and to reimburse us for all of our out-of-pocket costs incurred in that regard.

In the event that we become obligated to pay any judgment or similar award, agree to pay any amount in settlement, and/or incur any costs as a result of any inaccurate or incomplete information that you provide to us during the course of this engagement, you agree to indemnify us, defend us, and hold us harmless against such obligations, agreements, and/or costs.

You agree that any dispute that should arise under this agreement (including those with respect to the scope, nature and quality of services to be performed by us, and our fees) shall be submitted to mediation prior to resorting to litigation and that you will engage in the mediation process in good faith once a written request to mediate has been given by any party to the engagement. Any mediation initiated as a result of this engagement shall be administered within the County of Boone, State of Missouri, by the American Arbitration Association, according to its mediation rules, and any ensuing litigation shall be conducted within said county, according to Missouri law. The results of any such mediation shall be binding only upon agreement of each party to be bound. The costs of any mediation proceeding shall be shared equally by the participating parties. No suit or arbitration proceedings shall be commenced under this agreement until at least 60 days after the mediator's first meeting with the involved parties. In the event that the dispute is required to be litigated, the court shall be authorized to impose litigation costs against any non-prevailing party identified in this letter found not to have participated in the mediation process in good faith.

Any litigation arising out of this engagement, except actions by us to enforce payment of our professional invoices, must be filed within one year from the completion of the engagement, notwithstanding any statutory provision to the contrary. In the event of litigation brought against us, any judgment you obtain shall be limited in amount, and shall not exceed the amount of the fee charged by us, and paid by you, for the services set forth in this engagement letter.

In the unlikely event that circumstances occur which we in our sole discretion believe could create a conflict with either the ethical standards of our firm or the ethical standards of our profession in continuing our engagement, we may suspend our services until satisfactory resolution can be achieved, or we may resign from the engagement. We will notify you of such conflicts as soon as practicable and will discuss with you any possible means of resolving them prior to suspending our services.



You agree to hold harmless and to release, indemnify, and defend us from any liability or costs, including attorney's fees, resulting from management's knowing misrepresentation to us.

If any of the above sections or clauses are held to be invalid for any reason, or declared to be null and void, all other sections and clauses of this agreement shall remain valid, will not be nullified, and are hereby further affirmed.

If the above terms are in accordance with your understanding with the terms of our engagement and are acceptable to you, please sign and date the duplicate copy of this letter and return it to us.

We very much appreciate the opportunity to be of service to you, and believe this letter accurately summarizes the significant terms of our engagement. If you have any questions, please let us know.

Sincerely,

*Gerding Korte & Chitwood*

Gerding, Korte & Chitwood, PC, CPA's

By

*Amy Watson, CPA*

Shareholder

**Acknowledgment:**

The services described in the foregoing letter are in accordance with our requirements and we understand the terms and conditions recited above.

Downtown Community Improvement District

By \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

**RESOLUTION NO. 2021-03**

**A RESOLUTION AUTHORIZING THE EXECUTION BY  
THE CHAIRMAN OF THE DISTRICT OF AN  
AGREEMENT BETWEEN THE DISTRICT AND THE  
INSURANCE FIRM OF UNITED FIRE, FOR OFFICE  
INSURANCE FOR THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT**

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, United Fire submitted the proposal/agreement to provide Office Insurance attached hereto as Exhibit A; and


WHEREAS, the Board of Directors desires to engage United Fire to provide the insurance coverage 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 United Fire 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 United Fire 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 8<sup>th</sup> day of September, 2020.

  
\_\_\_\_\_  
Chair of the Board of Directors

(SEAL)  
Attest:

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

**EXHIBIT A  
TO RESOLUTION NO. 2021-03**

**United Fire Insurance Agreement**

**Policy on file for review at:**

**Downtown Community Improvement District  
ATTN: EXECUTIVE DIRECTOR  
11 South Tenth Street  
Columbia, MO 65201-5099  
(573) 442-6816**

**TIG Advisors  
ATTN: LAURA BOSLEY, CISR  
200 East Southampton Drive  
Columbia, MO 65203  
(573) 875-4800**



**RESOLUTION NO. 2021-04**

**A RESOLUTION AUTHORIZING THE EXECUTION BY  
THE CHAIR OF THE DISTRICT OF AN AGREEMENT  
BETWEEN THE DISTRICT AND THE JANITORIAL FIRM  
OF BLOCK BY BLOCK, FOR JANITORIAL SERVICES  
FOR THE DOWNTOWN COMMUNITY IMPROVEMENT  
DISTRICT**

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, Block By Block ("BLOCK BY BLOCK") submitted the proposal/agreement to provide janitorial services for the Downtown Community Improvement District per the proposal attached hereto as Exhibit A; and

WHEREAS, the Board of Directors determined that Block By Block 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 Block By Block proposal, including that Block By Block has the specialized experience and technical competence with respect to the janitorial 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 Block By Block to perform the janitorial 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 Block By Block proposal 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 Block By Block proposal 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 8<sup>th</sup> day of September, 2020.

  
\_\_\_\_\_  
Chair of the Board of Directors

(SEAL)

Attest:

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

**EXHIBIT A  
TO RESOLUTION NO. 2021-04**

**Block By Block Proposal Attached**

**FOURTH AMENDMENT TO THE AGREEMENT  
FOR ENVIRONMENTAL MAINTENANCE**

This Fourth Amendment to the Agreement for Environmental Maintenance (the "Fourth Amendment Agreement") is entered into as of October 1, 2020 by and between the Downtown Community District, 11 S. Tenth Street, Columbia, MO 65201 ("CUSTOMER"), and Mydatt Services, Inc., an Ohio Corporation, d.b.a. Block by Block, 7135 Charlotte Pike Suite 100, Nashville, TN 37209 (hereinafter referred to as "Block by Block").

The following provisions form the basis for, and are hereby made a part of, this Fourth Amendment Agreement:

**WHEREAS**, the parties have entered into the Agreement for Environmental Maintenance dated October 1, 2016 and as amended by the parties by the First Amendment Agreement dated October 1, 2017, Second Amendment Agreement dated August 13, 2018, and Third Amendment Agreement dated October 1, 2020 (the "Agreement").

**WHEREAS**, the parties now wish to amend certain terms of the Agreement as set forth herein.

**NOW, THEREFORE**, in consideration of the mutual covenants and conditions set forth herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by each party to the other, the parties hereto do hereby agree as follows:

1. For purposes of this Fourth Amendment Agreement, any capitalized terms not otherwise defined herein shall have the meanings ascribed to them in the Agreement.
2. The parties hereby agree to renew the Term and for a period of one (1) year beginning on October 1, 2020 expiring on September 30, 2021.
3. Section 5a is hereby deleted and replaced with the following:  
"a) In consideration of the Services, the Customer shall pay Block by Block a flat monthly fee of Fifteen Thousand Three Hundred Fifty Three Dollars and Seventy Cents (\$15,353.70) which fee shall be based upon the hourly billable rates for its various classes of employees as established by Block by Block and approved by CUSTOMER. The maximum annual amount of payments to Block by Block for the Services shall not exceed One Hundred Eighty Four Thousand Two Hundred Forty Four Dollars and Thirty Eight Cents (\$184,244.38)."
4. Section 5b is hereby deleted and replaced with the following:  
"b) Additional services either within or outside the Service Area may be requested by CUSTOMER from time to time. These services shall be provided at the same cost, which is \$23.88 for Cleaning for Straight time. CUSTOMER shall make a written request for such additional services at least 48 hours in advance of the time service is needed."
5. Exhibits C shall be amended by deleting the schedule for Weekly Service Hours and and replacing with the schedule as set forth below:



Weekly Service Hours

Weekly Service Hours	
Clean Ambassadors	80.0
Hospitality Ambassadors	-
Team Lead	-
Operations Manager	40.00
<b>Weekly Total</b>	<b>120.0</b>
<b>Annual Total</b>	<b>6,240.00</b>
<b>FTEs</b>	<b>3.00</b>

6. Exhibit D shall be amended by deleting the schedule for Employee Average Wage Rates and Bill Rates and replacing with the schedule as set forth below:

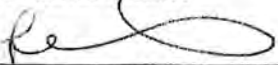
PRICING	Clean Ambassadors	Operations Manager
<b>Pay Rate</b>	\$ <b>12.25</b>	\$ <b>26.52</b>
FICA	\$ 0.94	\$ 2.03
WC	\$ 0.78	\$ 1.68
Liability	\$ 0.43	\$ 0.93
Unemployment	\$ 0.15	\$ 0.32
<b>Subtotal</b>	\$ <b>14.55</b>	\$ <b>31.48</b>
Weekly Hours	80.00	40.00
Annual Hours	4,160.00	2,080.00
<b>Annual Billing</b>	\$ <b>60,528.00</b>	\$ <b>65,478.40</b>
Overhead	\$ 5.60	\$ 5.60
Benefits	\$ 1.30	\$ 1.30
Profit	\$ 2.44	\$ 2.44
<b>Bill Rate</b>	\$ <b>23.88</b>	\$ <b>40.81</b>
Weekly Hours	80.00	40.00
Annual Hours	4,160.00	2,080.00
<b>Annual Billing</b>	\$ <b>99,353.32</b>	\$ <b>84,891.06</b>
<b>ANNUAL BILLING</b>		\$ 184,244.38
<b>Monthly Flat Bill Amount:</b>		\$ 15,353.70

7. Except as expressly set forth herein, the Agreement shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto have executed this Fourth Amendment Agreement of the day and year first written above,


**CUSTOMER:**

The Downtown Community  
Improvement District

By:   
Name: Nickie Davis  
Title: Executive Director

**Block by Block:**

Mydatt Services Inc., dba Block by Block

By:   
Name: Darrell K. Hughes  
Title: Vice President of Operations

**RESOLUTION NO. 2021-05**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT APPROVING VAN MATRE,  
HARRISON, HOLLIS, TAYLOR, AND, ELLIOT, P.C., AS  
LEGAL COUNSEL TO THE DISTRICT**

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

The Downtown Community Improvement District (the "District") hereby retains Van Matre, Harrison, Hollis, Taylor, and Elliot, P.C., as its legal counsel pursuant to the engagement letter executed this date by the Board of Directors of the District in the form attached hereto as Exhibit A.

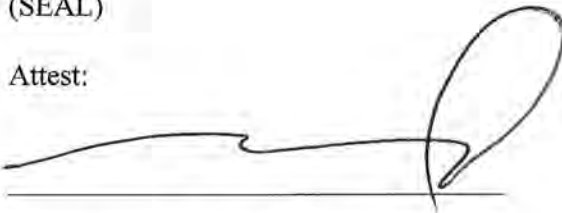
Passed this 8<sup>th</sup> day of September 2020.



Chair of the Board of Directors

(SEAL)

Attest:



Secretary of the Board of Directors

**EXHIBIT A  
TO RESOLUTION NO. 2021-05**

**Engagement Letter Attached**

- No change to contract  
from prev. Fiscal year



**RESOLUTION NO. 2021-06**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT AUTHORIZING THE BOARD OF DIRECTORS TO CARRY AND MAINTAIN A NONPROFIT CORPORATION DIRECTORS, OFFICERS AND CORPORATE INDEMNIFICATION INSURANCE POLICY**


WHEREAS, the Board of Directors of the Downtown Community Improvement District (the "District") wishes to carry and maintain a nonprofit corporation directors, officers and corporate indemnification insurance policy in the amount of One Million Dollars (\$1,000,000.00).

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

1. The Secretary of the Board of Directors is authorized to obtain and arrange for the issuance of a nonprofit corporation directors', officers', and corporate indemnification insurance policy in the amount of One Million Dollars (\$1,000,000.00), substantially in the form attached hereto as Exhibit A and incorporated fully herein, insuring the District, its officers and its employees from any potential liability in connection with actions relating to the District.

2. This resolution shall be in full force and effect from and after its passage by the Board of Directors.

Passed this 8<sup>th</sup> day of September 2020.



Chair of the Board of Directors

(SEAL)

Attest:



Secretary of the Board of Director

**EXHIBIT A  
TO RESOLUTION NO. 2021-06**

**Nonprofit Corporation Directors, Officers and Corporate  
Indemnification Insurance Policy**

**POLICY IS ON FILE AT:**

**DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT  
ATTENTION: EXECUTIVE DIRECTOR  
11 SOUTH TENTH STREET  
COLUMBIA, MO 65201**

**TIG ADVISORS  
ATTENTION: LAURA BOSLEY, CISR  
200 EAST SOUTHAMPTON DRIVE  
COLUMBIA, MO 65203**

**RESOLUTION NO. 2021-07**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT APPROVING DELTA  
SYSTEMS AS WEBSITE SERVICE PROVIDER TO THE  
DISTRICT**

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


The Downtown Community Improvement District (the "District") hereby retains Delta Systems as website service provider pursuant to the engagement letter executed this date by the Board of Directors of the District in the form attached hereto as Exhibit A.

Passed this 8th day of September 2020.

  
Chair of the Board of Directors

(SEAL)

Attest:

  
Secretary of the Board of Directors

**EXHIBIT A  
TO RESOLUTION NO. 2021-07**

**Engagement Letter**



No change in 2020



# TriPoint

## H O S T I N G

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204 Corporate Lake Drive, Columbia, MO 65203 △ Phone: 573.442.9855 △ [www.TriPointHosting.com](http://www.TriPointHosting.com)

**Thank you for allowing TriPoint Hosting (a service of Delta Systems Group) the opportunity to present our services to the Downtown CID for website hosting, technology consulting, and support.**

TriPoint Hosting is pleased to submit this proposal to **Downtown CID for consideration of hosting [discoverthedistrict.com](http://discoverthedistrict.com)**. Please find the details of hosting services, technology consulting and support below that are based on the requirements of the Wordpress website designed by Delta Systems.

We are proud to work with hundreds of clients in providing tailored hosting and support for their custom applications and websites. We feel confident that the proposed services here-in will provide the hosting resources needed to host the existing Wordpress-powered website built by Delta Systems Group.

We'd be honored to bring the Downtown CID a level of professionalism and experience with enterprise-class hosting, security, and performance from our dedicated team of IT experts and technology consultants.

We look forward to continuing this strong partnership with the Downtown CID in supporting its mission as your local technology expert supporting your digital endeavors.

Regards,

Steve Powell  
TriPoint Hosting & Delta Systems Group, President



# TRIPPOINT HOSTING

204 Corporate Lake Drive, Columbia, MO 65203 △ Phone: 573.442.9855 △ [www.TriPointHosting.com](http://www.TriPointHosting.com)

## 2018-1041 : Downtown CID Hosting for discoverthedistrict.com

WEBSITE HOSTING		
Standard \$40/month	Business \$80/month	Premium Starts at \$300/month
X	<input type="checkbox"/>	<input type="checkbox"/>
Our standard hosting with some exclusive bells and whistles.	For sites with more traffic and/or need a sandbox, more backups, and tighter monitoring	CUSTOM: WordPress support
Up to 1GB disk space	Up to 5GB disk space	40GB disk space
20GB bandwidth	50GB bandwidth	1TB bandwidth
Cloud Server	Cloud Server	2 Cloud Servers (2GB) and 1 Load Balancer (512MB)
Shared Distributed Hosting*	Shared Distributed Hosting*	Dedicated Hosting
No staging/development site	Free Staging/Development Site	Free Staging/Development Site
At Least Daily Backups** (1 month of backups retained)	3X (or more) Daily Backups** (2 month of backups retained)	3X (or more) Daily Backups** (>1 month of backups retained)
10 minute monitoring checks	1 minute monitoring checks	Custom Monitoring Checks
SSL Included***	SSL Included***	SSL Included***
TriPoint DNS Cluster	TriPoint DNS Cluster	TriPoint DNS Cluster

\* Our shared distributed clusters put your site on a shared cluster of multiple servers. These clusters keep your costs down, while giving you higher uptime through redundancy.

\*\* In single-server environments, daily backups are performed. In replicated environments, backups are performed four times a day.

\*\*\* SSL Certificates from Let's Encrypt are included, but other SSL certificate needs may have an additional setup fee, monthly fee, and annual renewal fee.

### Confidential: To Be Distributed By TriPoint Hosting Exclusively

This proposal is intended distribution directly from TriPoint Hosting for the sole purpose of offering work and services proposed herein. The information contained within is confidential and proprietary information of TriPoint Hosting. Distribution of this document or the information contained within to individuals or entities outside of TriPoint Hosting / Delta Systems Group without the express written permission of TriPoint Hosting is strictly prohibited except where required by law.

WORDPRESS MANAGEMENT			
Automated (Included with Hosting)	Simple \$40/month	Professional \$250/month	Enterprise Let's Talk
<input type="checkbox"/>	X	<input type="checkbox"/>	<input type="checkbox"/>
Automatic WordPress updates will be activated	Minor updates (usually security patches) as they are released	Major updates as soon as they're confirmed stable	We can discuss exactly how you'd like things to be done, and give a quote based on those needs.
Automatic plugin and theme updates will be activated	Update plugins when new versions come available and/or when relevant vulnerabilities are discovered	Plugins and theme will be updated when new versions come available and/or when relevant vulnerabilities are discovered, and everything will be updated when a WordPress core update is released.	
If an update leads to a plugin or theme no longer being compatible with the current version of WordPress, let us know and we can work on it at an hourly rate.	We'll do simple checks after updates to make sure there are no problems. If we find an issue we'll spend up to 1 hour working on it. After that, we'll notify you and offer to work on it at an hourly rate.**	We'll make a copy of your site on another server, and do extensive checks to make sure all is well before updating the live site. If there are any issues, we'll discuss how they're taken care of before updates are performed on the live site.**	

\*\* Updates made by users will not be covered by these plans, but we can work on any issues caused by incompatibilities at an hourly rate.

ADDITIONAL SERVICES
<p>The following recurring services are also available from TriPoint Hosting and/or Delta Systems, but are NOT included in this contract: <b>Search Engine Optimization (SEO), Channel Marketing, Graphic Design, Adwords Management (PPC), Local Search Optimization, Analytics Reporting, Webmaster Tools Services</b></p> <p>If any of these sound interesting, give us a call at 573-442-9855</p>



IS A SERVICE OF



**Confidential: To Be Distributed By TriPoint Hosting Exclusively**

This proposal is intended distribution directly from TriPoint Hosting for the sole purpose of offering work and services proposed herein. The information contained within is confidential and proprietary information of TriPoint Hosting. Distribution of this document or the information contained within to individuals or entities outside of TriPoint Hosting / Delta Systems Group without the express written permission of TriPoint Hosting is strictly prohibited except where required by law.



ONE-TIME SETUP CHARGE SUMMARY
Site move from existing hosting provider: \$200 - (Waived due to redesign project)
Website setup fee: \$200 - Waived (due to redesign project)
SSL Certificate Setup: \$200 Waived (due to redesign project)
<b>SETUP TOTAL: \$0</b>



MONTHLY CHARGE SUMMARY
Hosting Plan: \$40
WordPress Maintenance Plan: \$40
<b>MONTHLY TOTAL: \$80</b>



ANNUAL CHARGE SUMMARY
Domain Registration(s): \$0 - Handled by client
SSL Certificate Renewal: Included
<b>ANNUAL TOTAL: \$0</b>

GENERAL HOSTING MAINTENANCE, CONSULTATION AND SUPPORT (as authorized beyond hosting terms)
Hourly Fee: \$175 \$120

Pricing is valid for 30 days after presented via any method. Upon signing, hosting charges will automatically renew monthly thereafter. Pricing is subject to change based on dynamic hosting needs, 3rd party pricing, technology requirements, or other reasons. TriPoint Hosting will notify client via e-mail and include a summary in the next month's billing statement of all hosting changes. Either party may terminate this agreement at any time, for any reason, with 90 days written/emailed notice. At termination, TriPoint Hosting can transfer domains and provide the latest set of relevant files and data, if requested.

**Domain: discoverthedistrict.com**

**Authorized Representative:**

Name (print): \_\_\_\_\_  
 Signature: \_\_\_\_\_  
 Title/Position: \_\_\_\_\_  
 : \_\_\_\_\_  
 Date: \_\_\_\_\_

To accept this agreement, please complete this page and email to [billing@tripointhosting.com](mailto:billing@tripointhosting.com) or fax it to (573) 242-6122

**Confidential: To Be Distributed By TriPoint Hosting Exclusively**

This proposal is intended distribution directly from TriPoint Hosting for the sole purpose of offering work and services proposed herein. The information contained within is confidential and proprietary information of TriPoint Hosting. Distribution of this document or the information contained within to individuals or entities outside of TriPoint Hosting / Delta Systems Group without the express written permission of TriPoint Hosting is strictly prohibited except where required by law.



**RESOLUTION NO. 2021-08**

**A RESOLUTION AUTHORIZING THE FUNDING OF UP TO \$25,000 FOR CONTRACTING FOR ASSERTIVE OUTREACH AND DETOXIFICATION CONSULTING SERVICES**

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, the Board had elected to solicit consultant proposals and fund up to \$25,000 for assertive outreach and detoxification program consulting services attached hereto as Exhibit A; and

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 funding and the Chairman of the District is authorized to execute, and the Secretary is authorized to attest on behalf of the District, funding of up to \$25,000 in substantially the form as the RFP for a Professional Consultant to provide assertive outreach and detoxification consulting services 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 8<sup>th</sup> day of September 2020.

  
\_\_\_\_\_

Chair of the Board of Directors

(SEAL)  
Attest:

  
\_\_\_\_\_

Secretary of the Board of Directors

**EXHIBIT A  
TO RESOLUTION NO. 2021-08  
ATTACHED**

No change in 2020



**4-A-Change**  
AAAChange, LLC

AAAChange, LLC  
10 E. Leslie Lane  
Columbia, MO 65202  
(573)256-0174  
<http://aaaachange.com>

FEIN: 81-2883096

## **Solution Focused Outreach and Linkage Program**

### **District CID Proposal--AOPD**

#### **Introduction-Statement of Problem**

The District encompasses 50 square blocks of mixed-use properties, including government entities, retail businesses and professional services, residential, and non-profits. There is a history of a small number of individuals being publicly intoxicated and/or aggressively panhandling those who come to the District for work, shopping, and entertainment. This behavior has the potential to de-incentivize people from using the District thus having a negative impact on those who do business there and the quality of life for those who reside there. For the last 3-½ years the District has contracted assertive outreach and linkage with detoxification. In the last two years there has been significant success in transitioning a number of individuals engaged in the most problematic behaviors into housing, employment, sobriety and long term care.

#### **Proposal Summary**

AAAChange is proposing to continue to provide proactive outreach and engagement services directed towards individuals engaged in panhandling, public intoxication and/or appearing to be homeless. A baseline of activity will be completed through a needs assessment. Data collection will be simplified to prioritize engagement. In past contract years we began the

contract with a detailed census with a focus on counting. In contrast, this year we plan a more concentrated and detailed assessment based on a client focused questionnaire to attempt to understand what services the clients themselves feel are necessary. It is our hope that this change will promote more "buy-in" from those who chronically panhandle but are housed. Outreach, engagement, assessment, coaching and linkage with services and supports will be utilized to engage participants in positive activities that are incompatible with the above-mentioned problematic behaviors. A solution-focused approach will continue to be used that quickly moves individuals into taking steps towards meeting their positive life goals. A radical non-judgment approach allows for a wide variety of solutions to be developed in partnership with those being served increasing the chance of lasting behavior change.

The principals will link and transport those in need of detoxification services with providers in Columbia or Jefferson City. By potentially utilizing multiple detoxification service providers individuals who are on a "banned list" or who have a negative opinion of a provider can be linked to this service. Payment for detoxification services will ensure access when it is needed. In addition, the judicious use of small incentives and one-time purchases of critical items will help facilitate program participants out of panhandling, homelessness, and public intoxication. Program participants will be linked, through a warm handoff, with existing social service agencies; self-help groups; and a network of individuals and businesses, including formerly homeless individuals, who want to give back.

There will be a strong focus on relationship building and ongoing follow up. Solution focused approaches identify a "happy life goal" through the use of the miracle question, which has evolved to: "If you could be doing anything what would it be?" It is a brief intervention that is focused on the development of positive change through instilling hope and setting and achieving goals.

Monthly reports and invoices will be submitted on a timely basis. Communication with CID staff will be ongoing and outreach services will be provided to specific individuals upon request in a timely manner. We will continue to promptly follow up, as we are available, upon reports of individuals in need of intervention.

### **AAAChange, LLC**

AAAChange, LLC is a partnership between brothers Michael and John Trapp. We are a little over three years old and in addition to the AODP District Contract we also address homelessness through contractual work with Welcome Home on policy and program development. We have also performed services for local organizations like In2Action, Encircle Technologies, Youth Empowerment Zone, and the Anxiety and Depression Clinic of Columbia as well as clinical supervision and training for individual substance use disorder counselors and personal coaching. Services provided have included; program development, grant writing, needs assessment, staff and board training, and the direct provision of coaching and educational services.

AAAChange (pronounced 4-A-Change) is rooted in the four "A"s of positive change: Awareness, Assessment, Action and Accountability. We value replicable solutions for the most pressing social problems harnessing the power of creativity, community, and collaboration. We



pride ourselves on individualized quality service, flexibility, and going the extra mile to ensure success.

## **Qualifications**

Our principals have over 35 years of combined experience successfully partnering with individuals from diverse backgrounds with a wide array of barriers and problematic behaviors. We have found significant success on the CID AODP contract in meeting individuals where they are with a high level of authenticity and engaging in genuine transformative partnerships.

Michael has over 25 years experience in the helping professions. He has a MA in Sociology from the University of Toledo and maintains a Co-Occurring Disorders Professional Certification through the Missouri Credentialing Board. He has had success with a variety of populations including individuals and families experiencing homelessness, individuals with mental health and substance use disorders, survivors and perpetrators of domestic violence and child abuse and neglect, adults and children with developmental disabilities, and adolescents with emotional impairments. He has been an engagement specialist with a solid record of accomplishment with the most hard to serve individuals and families.

Locally, Michael had a 10-year career with Phoenix Health Programs, with increasing responsibility, and ultimately served as executive director. He designed and/or implemented Phoenix's most successful community based programs including Assertive Community Treatment, the most successful Disease Management program in the state of Missouri, and the Assertive Outreach and Detoxification program. He brought harm reduction, co-occurring competency, and community-based strategies to Phoenix. Prior to Phoenix Michael was a case manager at True North and also provided batterer intervention at Family Counseling Center. Michael serves on the Columbia City Council and has been active in community coalitions to address homelessness. He serves on the Board of Advisors for Turning Point and MU's Integrative Behavioral Health Clinic. He has a comprehensive knowledge of the local social service scene and has a long track record of lives changed and personal relationships with formerly homeless individuals who would like to give back to the community. He also serves as an Ex Officio member of the Columbia Community Land Trust and enjoys extensive contacts with local employers and engaged citizenry.

John served as a practice manager at Tod Mikuriya, MD an alternative medical clinic in Berkeley California working with a harm reduction approach for over 12 years. John established the practice and developed all forms, processes, and an electronic health record system. John has experience with individuals with homelessness and is proficient in harm reduction strategies. John has demonstrated significant success in the current contract. He has mastered engagement of even highly problematic individuals, critical time intervention strategies, and helped individuals navigate the complex social service landscape to achieve lasting success. John represents the downtown in the Columbia Homeless Outreach Team (CHOT), the Community Support Docket of Municipal Court and the Functional Zero Task Force (FZTF). He also serves on the Board of Directors of Room at the Inn, Columbia's cold weather shelter. Both John and Michael have extensive life experience and a unique ability to engage those in street culture. Both have hitchhiked across the country and lived out of their backpacks for years at a time. Both have a capacity for radical non-judgment, an ability to use self-help

strategies, and a sincere belief in the capacity of every individual to embrace positive change. Both are experienced and comfortable with diverse populations, creative, and able to engage easily with those this program is meant to serve.

### **Budget and Scope of Service**

The costs associated with this proposal are: outreach services (outreach, linkage and coaching, and coordination with other providers), detox beds, and incidentals. Outreach services will bill at \$80/hr during regular business hours and \$100/hr for nights and weekends. Detox beds have been costed at \$265/day with an average stay of 2 days. Incidentals may include incentives, buying coffee or lunch for subjects to gain trust and cooperation, the cost of helping subjects reconnect with family (i.e. bus ticket), transportation, and printing and office expenses. Whenever possible community resources will be utilized to help defray costs. This leveraging of community resources will extend the impact of CID expenditures.

### **Methodology for Tracking and Reporting**

Detailed records and receipts will be maintained and made available to the CID upon request. Invoices will be presented monthly after the services have been rendered.

### **Performance Measurements**

Our goal is to improve the downtown environment by evoking positive change in targeted individuals. Our key outputs will be days of outreach and follow up services. Our key outcomes will be numbers of individuals moved out of panhandling and homelessness. We will provide monthly progress reports detailing the outcome of our efforts. We will make ourselves available to give progress reports in person to the CID Board upon request. We will also provide an end of the year report.

John Tsapp 9-20-2019  
Principal, AAAAChange LLC John Tsapp

[Signature] 9/23/2019  
Director CID Nicole Davis

**RESOLUTION NO. 2021-09**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT APPROVING BROOKE  
OMAR TO PROVIDE GRAPHIC DESIGN SERVICES TO  
THE DISTRICT**

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

The Downtown Community Improvement District (the "District") hereby retains Brooke Omar to provide graphic design services pursuant to the engagement letter executed this date by the Board of Directors of the District in the form attached hereto as Exhibit A.

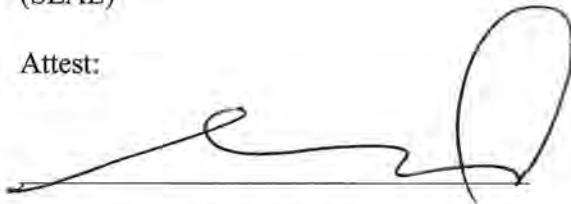
Passed this 8<sup>th</sup> day of September, 2020.



Chairwoman of the Board of Directors

(SEAL)

Attest:



Secretary of the Board of Directors

**EXHIBIT A  
TO RESOLUTION NO. 2020-10**

**Engagement Letter Attached**

brooke + omar

The District  
Nickie Davis, Executive Director  
September 4, 2020

**Proposal for FY 2020/2021 Creative + Design Services**

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Brooke Omar will work closely with The District to provide high quality creative and design services in a timely manner. Services include communications strategy, campaign development, graphic design, digital illustration, copywriting, web and social media graphics, print production and vendor coordination.  
*Compensation: \$95 / hour*

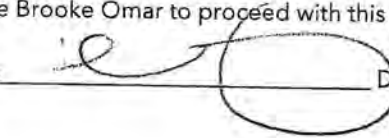
*Billing:* Invoices issued monthly, payable within 30 days.

*Goal:* To present The District in a compelling, professional and consistent way—building upon existing brand standards and communications.

ESTIMATE APPROVAL

I authorize Brooke Omar to proceed with this work and bill me accordingly.

Signature



Date

9/15/2020



**RESOLUTION NO. 2021-10**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT APPROVING COLUMBIA  
PAYROLL AS PAYROLL SERVICE PROVIDER TO THE  
DISTRICT**

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


The Downtown Community Improvement District (the "District") hereby retains Columbia Payroll as payroll service provider pursuant to the engagement letter executed this date by the Board of Directors of the District in the form attached hereto as Exhibit A.

Passed this 8th day of September 2020.

  
Chair of the Board of Directors

(SEAL)

Attest:

  
Secretary of the Board of Directors

**EXHIBIT A  
TO RESOLUTION NO. 2021-10**

**Engagement Letter**

## Reporting Agent Authorization

▶ Information about Form 8655 and its instructions is at [www.irs.gov/Form8655](http://www.irs.gov/Form8655).

**Taxpayer**

1a Name of taxpayer (as distinguished from trade name) <b>Nicole R Davis</b>		2 Employer identification number (EIN)	
1b Trade name, if any		4 If you are a seasonal employer, check here <input type="checkbox"/>	
3 Address (number, street, and room or suite no.) <b>722 Peartree Circle</b> City or town, state, and ZIP code <b>Columbia Mo 65203</b>		5 Other identification number (optional)	
6 Contact person <b>Nickie Davis</b>		7 Daytime telephone number <b>573-442-6816</b>	8 Fax number

**Reporting Agent**

9 Name (enter company name or name of business) <b>PAYROLL OF COLUMBIA, INC.</b>		10 Employer identification number (EIN) <b>43-1433738</b>	
11 Address (number, street, and room or suite no.) <b>104 EAST BROADWAY TERRACE LEVEL</b> City or town, state, and ZIP code <b>COLUMBIA MO 65203</b>			
12 Contact person <b>BRAD HOWE</b>		13 Daytime telephone number <b>573-442-2000</b>	14 Fax number <b>573-449-0329</b>

**Authorization of Reporting Agent to Sign and File Returns (Caution: See Authorization Agreement)**

15 Indicate the tax return(s) to be signed and filed. For quarterly returns, use "YYYY/MM" format. "MM" is the last month of the quarter for which the authorization begins (for example, "2018/09" for third quarter of 2018). For annual returns, use "YYYY" format to indicate the year for which the authorization begins.

940 /2020	941 /2020	940-PR _____	941-PR _____	941-SS _____	943 _____
943-PR _____	944 /2020	945 _____	1042 _____	CT-1 _____	

**Authorization of Reporting Agent to Make Deposits and Payments (Caution: See Authorization Agreement)**

16 Indicate the tax return(s) for which the reporting agent is authorized to make deposits or payments. Use the "YYYY/MM" format to enter the month in which the authorization begins (for example, "2018/08" for August 2018).

940 /2020	941 /2020	943 _____	944 /2020	945 _____	720 _____
1041 _____	1042 _____	1120 _____	CT-1 _____	990-PF _____	990-T _____

**Duplicate Notices to Reporting Agents**

17 Check here to request the IRS to issue to the reporting agent duplicate copies of notices and correspondence regarding returns filed and deposits or payments made by the reporting agent.

**Disclosure Authorization for Forms Series W-2, 1099, and/or 3921/3922**

18a The reporting agent is authorized to receive otherwise confidential taxpayer information from the IRS to assist in responding to certain IRS notices relating to the Form W-2 series information returns. This authority is effective for calendar year forms beginning 2020.

b The reporting agent is authorized to receive otherwise confidential taxpayer information from the IRS to assist in responding to certain IRS notices relating to the Form 1099 series information returns. This authority is effective for calendar year forms beginning 2020.

c The reporting agent is authorized to receive otherwise confidential taxpayer information from the IRS to assist in responding to certain IRS notices relating to the Forms 3921 and 3922. This authority is effective for calendar year forms beginning 2020.

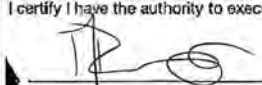
**State or Local Authorization (Caution: See Authorization Agreement)**

19 Check here to authorize the reporting agent to sign and file state or local returns related to the authorization granted on line 15 and/or line 16.

**Authorization Agreement**

I understand that this agreement does not relieve me, as the taxpayer, of the responsibility to ensure that all tax returns are filed and that all deposits and payments are made and that I may enroll in the Electronic Federal Tax Payment System (EFTPS) to view deposits and payments made on my behalf. If line 15 is completed, the reporting agent named above is authorized to sign and file the return indicated, beginning with the quarter or year indicated. If any starting dates on line 16 are completed, the reporting agent named above is authorized to make deposits and payments beginning with the period indicated. Any authorization granted remains in effect until it is terminated or revoked by the taxpayer or reporting agent. I am authorizing the IRS to disclose otherwise confidential tax information to the reporting agent relating to the authority granted on line 15 and/or line 16, including disclosures required to process Form 8655. Disclosure authority is effective upon signature of taxpayer and IRS receipt of Form 8655. The authority granted on Form 8655 will not revoke any Power of Attorney (Form 2848) or Tax Information Authorization (Form 8821) in effect.

I certify I have the authority to execute this form and authorize disclosure of otherwise confidential information on behalf of the taxpayer.

<p><b>Sign Here</b></p>  <p>Signature of taxpayer</p>	<p><b>Director</b></p> <p>Title</p>	<p><b>06/23/2020</b></p> <p>Date</p>
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**RESOLUTION NO. 2021-11**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT APPROVING MARKETING  
SERVICE CONTRACTS AS PROVIDERS TO THE  
DISTRICT**

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

The Downtown Community Improvement District (the "District") hereby approves the attached marketing contracts as listed in the marketing budget and as listed in the attached agreements. The attachment marketing service providers pursuant to the engagement letter executed this date by the Board of Directors of the District in the form attached hereto as Exhibit A. The attached contracts include agreements made with the follow marketing service providers...

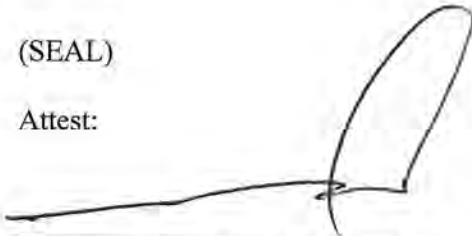
A2DEvents  
KMIZ  
KMOU  
Missouri Life  
KBIA  
Virtual Calderon  
True/False Film Fest

Passed this 11th day of August 2020.

  
\_\_\_\_\_  
Chair of the Board of Directors

(SEAL)

Attest:



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

**EXHIBIT A  
TO RESOLUTION NO. 2021-11**

**Engagement Letter**



The logo for Caledon Virtual, featuring the company name in a bold, sans-serif font. 'CALEDON' is in white and 'VIRTUAL' is in yellow, both set against a dark blue rectangular background.

1906 Corona Rd  
Suite 200  
Columbia, MO 65203  
[www.caledonvirtual.com](http://www.caledonvirtual.com)

December 9, 2021

The District  
Nickie Davis  
11 S. Tenth Street, Top Floor  
Columbia, MO 65201

Nickie,

Thank you for giving Caledon Virtual the opportunity to submit a proposal. We're looking forward to working with The District.

Based on our initial discussions, our team has created a proposal consisting of the services Caledon Virtual offers that will best serve your organization's digital marketing needs. We hope you will review the marketing services detailed in this proposal. Please feel free to call us if you have questions or need clarification.

Sincerely,

Monica Harris  
Business Development

# CONSULTING

We here at Caledon Virtual are marketing experts. After hearing your story and learning about your industry, we can combine our expertise to create and strategize a plan that will meet your needs and help you reach your marketing goals. We will provide consulting services for the following:

## WEBINARS

- For member businesses of The District, Caledon Virtual would host informative and interactive webinars designed to educate and inspire businesses to boost their marketing and reach their target audience.
  - We recommend webinars every other month on topics related to drawing visitors and business to The District. Recommended topics include (and open to requests):
    - E-Commerce
    - Social Media Management
    - Virtual Events
  - Webinars can be done virtually or in person

## VIRTUAL EVENT CONSULTING

- Our strategy team is available for digital marketing consulting, including assistance with planning and marketing of your virtual events. Consulting session will include 1-2 team members.

WEBINAR CONSULTING (PER WEBINAR)	\$600
VIRTUAL EVENT CONSULTING	\$150/hr

# EMAIL MARKETING

Email is an effective way to maintain relationships with your customers. Email campaigns can be particularly useful when trying to inspire someone to perform a desired action, such as purchase a piece of furniture. Why? Email allows you to easily notify your loyal customers about new products and trends, inspiring them to stop by your showroom or make a purchase. It often takes multiple attempts to convert an online user to make a purchase, so regular email campaigns play a crucial role in influencing a decision.

## EMAIL CAMPAIGN

### TEMPLATE DESIGN + SET UP

Our graphic designers will create a custom design for your business' email newsletters using Mailchimp, an affordable and incredibly user-friendly email service. The designers will apply your branding (logo, colors, and fonts) to the email template. In addition, we will set up a Mailchimp account for your brand and add your initial list of followers to the platform.

### MONTHLY EMAIL NEWSLETTER

We will create monthly newsletters to spread awareness about your business and its new products, driving more furniture sales. Our content strategists will plan, develop content, and schedule campaigns to go out to your current email list for potential customers.

MAILCHIMP SETUP + EMAIL TEMPLATE DESIGN	\$950
MONTHLY E-BLAST	\$750

TOTAL MONTHLY **\$750**

**RESOLUTION NO. 2021-12**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT REQUESTING THAT THE MAYOR OF THE CITY OF COLUMBIA, MISSOURI, APPOINT VAN HAWXBY, MIKE MCCLUNG, ARIC JARVIS, CHRYSTAL GRAVES-FAZINI, AND LYDIA MELTON AS DIRECTORS FOR A THREE-YEAR TERM BEGINNING FEBRUARY 2021.**

**BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT AS FOLLOWS:**

WHEREAS, the Downtown Community Improvement Development District (the "District"), which was formed on February 7, 2011, by Special 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 ("CID Act"); and

WHEREAS, under the Act, the above-referenced ordinance reserves unto the Mayor of the City of Columbia the power to appoint a successor Director with the advice and consent of the City Council to serve as a member of the Board of Directors of the District; and

WHEREAS, the Board of Directors recommends to the Mayor of the City of Columbia, Missouri, that **VAN HAWXBY, MIKE MCCLUNG, ARIC JARVIS, CHRYSTAL GRAVES-FAZINI, AND LYDIA MELTON** be appointed as Directors of the Board of Directors of the Downtown Community Improvement District to serve a three (3) year term of office commencing February 2021.

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

1. The District hereby requests that the Mayor of the City of Columbia, Missouri, appoint **VAN HAWXBY, MIKE MCCLUNG, ARIC JARVIS, CHRYSTAL GRAVES-FAZINI, AND LYDIA MELTON** as Directors to serve a three (3) year term as a member of the Board of Directors of the Downtown Community Improvement District pursuant to the Act and the Ordinance cited above.

2. The Executive Director is authorized to communicate the fact and contents of this Resolution to the Mayor the City of Columbia and to the City Attorney of the City of Columbia as soon as possible hereafter so that same may be placed on the appropriate agenda of the City Council of the City of Columbia, Missouri, to ratify and approve the appointments of said Directors as made by the Mayor of the City of Columbia.

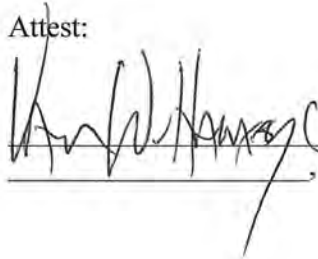
3 This resolution shall be in full force and effect from and after its passage by the Board of Directors.

Passed this 10th day of November 2020.

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

(SEAL)

Attest:

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



**RESOLUTION NO. 2021-13**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT APPROVING MINUTES OF  
THE BOARD OF DIRECTORS MEETING HELD  
OCTOBER 2020.**

**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 October 2020.

Passed this 10th day of November 2020

  
\_\_\_\_\_  
Chair of the Board of Directors

(SEAL)

Attest:

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

**Downtown Community Improvement District  
Board Meeting  
October 13, 2020  
ZOOM**

**Present:**

Kenny Greene  
Mikel Fields  
Deb Rust  
Mike McClung  
Tom Mendenhall  
Kalle LeMone  
Heather McGee  
Adam Dushoff  
Auben Galloway  
Deb Sheals  
Aric Jarvis  
Heather McGee  
Josh Safranski

**Guests:**

Office Perkins  
Carol Rhoads  
Robert Hollis  
James McNutt  
Shelby Cook  
Pat Fowler  
Lydia Melton  
Dave Nichols  
Anna Myers  
Luana Fields  
Jim Whitt

Greene called the meeting to order at 3:30pm.

Mendenhall moved to approve the agenda, Sheals seconded, all approved.

Mendenhall moved to approve the minutes, Rust seconded, all approved.

**Financials**

Becker summarized what she had of financials, GKC was still working on them for Year's End. We are currently down 24% on revenues for FY2021, less than the 48% planned to be down. Gateway was not spent in its entirety, only \$90,000 so the excepted expenses appear down.

Nothing in 2020 went over budget except phone bills by a small amount. The board tabled approval until the year's end report was in.

### **CPD Report**

Perkins' position changed since the last meeting. He discussed the new responsibilities of the CSAs, they will soon have four, two are currently working, two positions are open. There is coverage across the board when the meters are running. One person transitioned from the parking department. Two officers will soon be assigned to downtown although their shifts are unknown.

### **City Report**

Rhodes handed it over to Nichols to discuss the fall prevent measures on the parking garage at walnut and 5<sup>th</sup>. He is currently discussing options with a consultant because the deterrents were approved by council. They are currently working on how to attach the screens because of the tension in the garage, only a few places are able to be bolted into safely. He is attempting to find an aesthetic option that is also safe but it cannot require exhaust vents, so it needs to be an open air screen. He hopes to have the project underway by winter. The consult group will likely have an option that feels more like windows

### **New Business**

#### **NCAP**

McNutt is looking to demolish the current C-Store at the corner of Providence and Locust. He would like to build a new C-store on the other side of the lot for a better, state-of-the-art shop with more pumps. Flat Branch took over one of the entrances available to him. He showed examples of what the new model C-store would look like. The City wants 18-feet of the right of way by Providence. The new C-store will include fresh food, full food and drink service, and new merchandise. He would like a letter of support from the CID board for the project to go to the City Council. The new C-store will be 3500 square feet, twice the size of the current location. It will have 12 fueling stations instead of four. He wants support for the new plan, including building a sidewalk on Locust Street. He wants council to approve the plans with two entrances, the properties are being re-plated because they are not currently up to code. Mendenhall moved to support the plan McClung seconded in all approved.

### **Minority Businesses**

Whitt ran through the history of the Sharp End for the board. It was the Commercial Building in the 1900s. It was home to the pool house, a restaurant, and more. By the 1920s, 12-13 businesses called the Sharp End home. The area expanded and added an arcade during the Great Depression. Protocol was to dress in the best suits and dresses to visit the Sharp End and anyone under 16 needed to be with an adult. In the 1940s, 24-30 businesses thrived in the Sharp End. During the 1950s, the Black community in Columbia experienced a slower rate of growth while the white population increased greatly. The Federal government began urban renewal and chose the Douglas High School area and bought out all the Black residents and businesses, bringing the Sharp End to an end.

Today, Columbia is home to 130 minority women-owned businesses. Only about ten of these are in the CID and COVID decreased that number still. These business owners tend to find it difficult to get bank loans and have learned to open and operate without one. Fields discussed the reasons why minority owned businesses are not downtown. There is a lack of awareness and opportunities, and the types and varieties of businesses were not always welcomed. Sometimes there are issues with landlords and there is a perception of a barrier to resources.

Whitt shared the results of a survey he had sent out to minority business owners about why they did not operate downtown. The results were varied, many thought it would be a viable location, but it is congested, student centered, and lacked parking. The heart of Columbia is great for food, but the rent is too high and it is not great for retail. It is perceived as a COVID danger, crowded with businesses, and not everyone feels welcome or comfortable. It is close to their clientele, but their businesses are not catered for downtown. The board would like to move this to Economic Development to focus on a more inclusive business retention and recruitment plan and create guidelines to help minority owned businesses acquire financial resources.

### **Old Business**

#### **Board Applications**

Davis reaching out to invite people to join, she encouraged the group to invite people they feel would be a good fit. Several people joined the call today to see what the board is like and involves.

#### **Gateways**

Sheals updated that there was a snag in the wording of the ad for bids, so they had to extend the bids an extra week and did not have any to present today. There will be a special meeting scheduled on October 20<sup>th</sup> at 3:30pm to vote on Gateways instead of Economic Development this month. There is a bid to prepare the site work or bidding on the globe and letters. If approved at the special meeting, it will go to City Council and be ready to go at the new year. Mendenhall moved to have a special meeting, Dushoff seconded. Rust asked if the timing would work out well with the gas station remodel.

### **Committee Reports**

#### **Operations**

Discussed planters and if City is doing any planters. They are transitioning to adopt a spot, CID will take over but need to figure out how to water. They are creating a laundry list on projects for the city to improve. Fowler will come for bird scooter discussion.

#### **Economic Development**

Benchmarking for business numbers. Meal plans were tabled until after COVID and business classes were tabled because of lack of interest. Panhandling still a major discussion. The CARES Act Funds are coming through to the CID and there is signage for masks out with actual masks and hand sanitizer. Wayfinding is on the way.

**Marketing**

The holiday passport and Halloweenie were the main focus of the meeting. There will be baggies to pick up at the District office. Businesses will throw in DIY kits, coupons and candy and the office will distribute the bags to the first come first served. There will be a virtual costume contest. Few businesses have donated so far. The passport will be launched November 1<sup>st</sup> and is designed to space out holiday shopping and increase the dollars spent downtown. Holiday deals only, today is the last day to sign up, can be online curbside or in person.

**NVAD**

Friday Happy hours at Rose Park while weather is good and at the patio. The treasure hunt is this Friday, the Sunday market will close after this month and retool the market. The Ameren lot is being cleaned up, the City is interested in the lot. DNR seeing what it possible with the lot.

**Como 200**

Waiting for word on the plaza

**Parking**

Met the new director and reviewed CPD taking over meters. They discussed the elevators and cameras needing an upgrade and all the gate arms are up now. Consults are working on wayfinding for parking garages and assessing safety after ceiling issues in Tenth and Cherry. Council is allowing hybrid meetings if planned in advance.

Sheals moved to adjourn the meeting at 4:46pm, Dushoff seconded, all were in favor.

**Downtown Community Improvement District  
Operations Committee Meeting  
October 15, 2020  
ZOOM**

**Present:**  
John Ott



Josh Safranski  
Chris Kelly  
Kevin Czaicki  
Logan Dale  
Aric Jarvis  
Tom Mendenhall

**Absent:**

**Guests:**

Shell Cook  
Pat Fowler

Logan Dale called the meeting to order at 3:33pm.

Sheals moved to approve the agenda, Ott seconded, all approved.

**Gateways**

Sheals updated everyone on the current progress on the bid and what the board will vote on during the special meeting. The bid opening is Friday at 3pm. She received a probable costs statement around \$917,000 with over and contingency but without the architecture, engineering, and legal services. The companies with a bid in will cover their offers, leave, and then the group will discuss. The group decided to state best value not best price at the meeting. Five companies requested specs for construction and three companies for the sculpture.

**4<sup>th</sup> and Broadway Crosswalk**

Funds that the board thought were available for planters were placed in the crosswalk because it was a project the City knew the CID wanted done. The plans are not even close to being taken to a public hearing so Glascock told Davis that the CID could reallocate it. The crosswalk would be similar to the one by Short Street but without the flashing sign. The funds were \$150,000 which will hopefully not be needed to use all for the crosswalk. Sheals pointed out that that is where the African American Heritage Trail crosses the road, so it is an important project. The discussed if they would be able to do both in stages to start both projects if not finish the crosswalk and then start on the planters with the leftover funds. Safranski pointed out that the crosswalk made more sense with the Gateway project and believes that the CID will have to figure out funding for the planters. He also pointed out that the City did tell the CID that they did have enough funds to remove the planters that needed repaired to move forward on the project. The group discussed that needed formal agreements with the City on these projects or at least formally email them expectations after meeting discussions. Davis would like to talk to Griggs, Snyder, and Nichols about removing the planters and what is underneath them. Sheals would like to know what removing, repairing, and replacing the planters would cost as well as the crosswalk. There are also transit grants that could help with the crosswalk costs.

**Repair List**

Becker summarized the wish list to the City that she had compiled during meetings. It includes the crosswalk, planters, trees, curbs, electric to light poles, and water spickets. She stated that there is an inventory of curbs to be repaired but the CID would like to know if it's the building owner or City's responsibility. Fowler recommended to "elbow in" projects at the beginning of the new year because their FY starts in February. Mendenhall pointed out that MoDot does not repair curbs on their roads. The CID should start looking up capital improvement projects every five years. They would also like to update the cameras and elevators in the garages on the list along with cleaning but lower priority on the list. Fowler pointed out that there needs to be alternatives for bathrooms for the homeless community, especially during COVID. They discussed making sure that the City does not step away from their responsibilities since the CID exists, especially in parking garages.

### **Bird Scooters**

Fowler stated that the Bird contract was on the consent agenda and she asked it to be tabled for six months so that businesses could take advantage of the sidewalks over the scooters during COVID. Dale asked if it would help if surveys were put out to the businesses about the scooters and creating plans to move businesses outside in the spring. Davis asked if the birds had any nests in the contract. The contract is 225 pages long involving the City, University, and Bird. Fowler would like to change the "may" in the contract to "shall" to help stop noncompliance. Sheals pointed out that the scooters and outside businesses are not mutually exclusive. They discussed the possibility of docking stations or nests and enforcement of keeping moving birds off the sidewalk. Removing the planters could also give businesses much more outdoor dining or retail space. Davis would like to put a form together to rent or buy parking spaces from the City for dining or retail purposes for a few months to make it easier.

### **Other**

Ott talked to Steve Hunt about the solid waste management plan. Hunt was surprised that nothing happened with the Wabash compactor. The IP meeting held back the project because of the location of the compactors, not the enclosure. Now each location needs to have a public hearing. They will hold one on the Wabash spot this fall, and Ott feels the CID needs to be there to support it.

Kelly asked CID staff to come to the next CoMo200 meeting to present the project to them.

Kelly moved to adjourn the meeting at 4:37pm. Czaicki seconded, all were in favor.

**Downtown Community Improvement District  
Special Board Meeting  
October 20, 2020  
ZOOM**

Present:  
Deb Sheals

Kenny Greene  
Deb Rust  
Mikel Fields  
Heather McGee  
Mike McClung  
Josh Safranski  
Van Hawxby  
Tom Mendenhall  
Logan Dale  
Munir Mohammad  
Adam Dushoff

**Absent:**

Auben Galloway

**Guests:**

Robert Hollis  
Jesse Stevens, Crockett

Greene called the meeting to order at 3:30pm.

McClung moved to approve the agenda, Fields seconded, all approved.

**Background for Gateways**

Davis highlighted the timeline for the project, the idea for the Gateways began nine years ago. The MOU was received from the city in 2013. The project has been out to the public eight times since the beginning and receives a variety of feedback. The One Word was the last time the project was out to the public.

**Final Design**

Sheals reviewed the final design and site plan. Arcturus did the architecture and Crockett did the site plan. She quickly explained the lighting and elevation and footings. Sheals highlighted the retaining walls that needed to go on the site. The sculpture will have trees and perennials in the background. She highlighted the spacing between the letters, the ADA accessibility, curvature of the COLUMBIA, and the globe design and details. She explained the bid package and how it was broken up into two packages, the sculpture and the site plan. Stevens walked through the wide range of bids that were received on the project. Package one is the site work and package two is the sculpture. The lowest combination is selecting PCE for the site plan and Grove for fabrication. Stevens recommended to do the footing for any of the light columns that may be added in the future for the site plan. Emmet Russel is the main artist on package two for the Grove plan.

**Financial Review**

Dale and Sheals ran through a quick summary of the budget. The plaza itself is just over a million. The group hopes to fundraise about \$300,000 for the project. Dale talked to the group about their options to use a line of credit or take on a long-term bond. He walked the board through the four tabs of his financial excel sheet. The first tab is the initial budget for the project as approved to spend back in May with the pandemic in consideration. The previous FY ended with a surplus that would help with FY 2021 and the shortage of funds, the surplus ended up being \$174,000. The third tab was an updated budget from the numbers back in May, this shows the actual adjustment from numbers we have seen since the pandemic. If the current rate of sales tax holds, the CID will be in a roughly break-even position. The financial position is currently stronger than predicted. The fourth tab reviews the Gateways project. We would only need \$327,000 for the project. He also covered a few undesignated funds that total over \$200,000. He feels post fundraising, there may be no need for extra funding at all. Dale recommends establishing a \$300,000 line of credit ready to go to prevent spending in undesignated funds if able. Ideally, it would not even need to be accessed. The line of credit would be easy to extend over a longer period of time. Mendenhall recommended going to two or three financial institutions to see what kind of deal the CID could get. Hollis said that he did not believe that this CID would need to take it out to bid. Mendenhall moved to take it to three banks to see what offers the CID could get for a line of credit. Sheals seconded, all approved. Mendenhall moved to absolve the grease grant funds, Sheals seconded, all approved. Dale summarized the adjusted surplus position and Becker recommended adding \$75,000 to professional service (unspent from last FY) for the audit because it did not happen in FY2020. Sheals moved to approve the adjustment that what Dale discussed becomes the new budget, Mendenhall seconded, all approved. Dale would like to bring the line of credit terms back to the board for approval once they are available.

#### **Gateways Committee**

Sheals summarized restated who was once on that committee - Marti Waigandt, Christina Kelley, Tootie Burns, and John Ott. Sheals moved to reactivate the District's Gateway committee and give Davis the power to appoint board members to that committee, McClung seconded, all were in favor.

#### **City Lease**

The City is giving the CID a five-year lease at \$1 per year. The City is obligated for five years after to maintain it. The CID has the right of first refusal if the City were to sell it and the CID still exists. Sheals moved to approve staff to send the lease agreement to the council, Rust seconded, all were in favor.

#### **Selection of Contractors**

Sheals asked if the group would like to continue to use Crockett as a project manager to communicate with the contractor's day to day on behalf of the CID, Mendenhall moved, Sheals seconded, all were in favor. Crockett recommends hiring PCE for package one and to hire Grove for package two. Mendenhall moved to accept the recommendation from Crockett, Dale seconded, all were in favor.

**Gateway Project Vote**

Role Call Vote to proceed with the Gateway project. Mendenhall restated the motion to proceed with the Gateway project. Everyone voted Yay in the role call vote.

**Next Steps**

The Gateway committee will start with fundraising, the project will go through council, and then publicity will hit after council approves. Crockett would like to get timelines from the contractors when they will be drawing money from the CID. Dale stated to not sign any contracts until financing and the lease are secured with council approval.

Greene moved to adjourn the meeting at 4:27pm, Mendenhall seconded, all were in favor.



**Downtown Community Improvement District  
Marketing Committee  
October 27, 2020  
ZOOM**

**Present:**

Deb Rust  
Kalle LeMone  
Heather McGee  
Mark Sulltrop  
Christina Kelley  
Aric Jarvis

**Absent:**

Munir Mohammad

**Guests:**

Liz Sesinstaffer  
Monica Harris

Rust called the meeting to order at 4:00pm.

Kelley moved to approve the agenda, Sulltrop seconded, all approved.

**Caledon**

The new landing plan is live with the three different virtual ads they are running. They are Shop, Dine, and Discover the District. They are currently geofencing a 10 mile radius around Columbia and will focus in on the highest points of traction. Davis asked Monica to monitor the comments received back from the campaigns and hide the inappropriate ones.

**Zombie Pub Crawl/ Holideal Dash**

Liz stated that since the Zombie Pub Crawl couldn't happen during COVID, they wanted to figure out a way to support the local businesses and increase traffic online and in store to them. She would like to include a coupon passport booklet and businesses could sell the booklets at their business with a chance to make commission. They would also include a giveaway of prizes associated with the participating businesses that people who visited enough places could enter to win. It would include the bars, restaurants, services, and retailers. The only cost to participate would be the gift card, other companies would sponsor the booklet. This would also benefit Woodhaven and would go through November to January. She is hoping to sell 500 with printing by Shelter Insurance. Jarvis asked it could be in conjunction with the District's Holiday passport program. Our passport is already set with the businesses and is possible to change. Kelley is concerned because the purpose is different with each because one is a fundraiser for Woodhaven and is sold but the CID's is free and to replace events that cannot happen regularly. The group was concerned that they would be confusing being back to back. Overall it was believed that it would not because Liz would be approaching everyone about the other booklet.

They suggested getting rid of the word passport and just calling it the Holidash or changing the date to January/February, but they can buy it as a stocking stuffer in December. The group was good with sponsoring the event and liked the idea. Kelley moved to do the \$300 sponsorship, Rust seconded, all approved.

### **Halloweenie**

Staff has been stuffing over 200 bags with over 11 businesses sponsoring the stuffers. Coleman lost a family member, so things have been quiet on her end. We are waiting for the link. We have masks and hand sanitizer for all the bags. Bubblecup is giving 100 drinks for the first 100 people to be in. Dogmaster is doing the adults corner and doing a smartie themed cocktail. Alpine Shop is doing something live and Speckled Frog has an activity for the kids and there is still a costume contest. Leftovers will go back to the businesses or to Parks and Rec to go out to more families.

### **Caffeine Crawl**

It needs to be renamed but because Coleman is not here there is not much detail to go through. It will be in January and include boxes to send out.

### **Shop Small Campaign**

Davis showed the group the campaign Brooke has been working on for every Saturday being a Shop Small Saturday, every day is Shop Small. This is the only poster we will do this year because it can be left up and we do not want to invite people to congregate.

### **Boutique Crawl**

One of the businesses approached staff about doing a boutique crawl to encourage people to shop before Black Friday like other towns around MO are doing to get people inside of businesses, it would not be a huge push and we may have to take it through the health department to show how things will stay safe. Kelley pointed out that every business may have to go through that process and does not think it is a great idea. She encouraged people to do their own events like Kent's. We could survey the retailers for this for an event in late January, but the interest would be more holiday focused so they may be too late. The health department needs 14 days to approve events. Sulltrop agreed that it is something the businesses should do individually not as a whole yet. The group will bring the idea back after January and we jump through these hoops for Restaurant Week and Drinks in the District.

### **Virtual Shop Hop**

This will be like Spring Shop Hop unless it can be on Adonica's platform and we can pull up products and other business websites. We will not be advertising the Magic Tree Lighting, it will still happen, but this is in order to prevent people from congregating. Adonica will be able to give more guidance after tonight. Davis is not worried about businesses joining because it was successful last year.

### **Living Windows**

We are still waiting for Adonica. Davis would like to do three-minute videos of businesses doing their window and the public voting on the windows. The group would like to see how Halloweenie goes and reconvene after to use that as an idea of how to make it. We could add a live stream of the tree as well and talk through the windows with the judges.

**Other Comment**

**MU Guidebook**

Davis shared that Mizzou is starting a new guidebook that will be handed out to students and parents and be all around campus. The group was hesitant and would like to see what the first publication will look like. They asked what our messaging would be like, should we advertise to the students in a different way. They felt that it was not direct enough. They would rather do paid social media to reach the students. The campus may not be much in person next semester. They will revisit next media buy.

McGee moved to adjourn the meeting at 5:01pm, Kelley seconded, all were in favor.

**Downtown Community Improvement District  
Executive Committee  
November 3, 2020  
ZOOM**

**Present:**

Kenny Greene  
Deb Sheals  
Munir Mohammad  
Mike McClung  
Logan Dale

Greene called the meeting to order at 3:32pm.

Sheals moved to approve the agenda, Mohammad seconded, all approved.

**REDI**

Davis asked the group if they would be interested in adding REDI to the monthly reports. She would invite their small business specialist to discuss what was happening in his department and REDI overall. The group would like to bring the option to the full board.

**Executive Committee Members**

The committee has been down a member since Garcia left and the vacancy on the committee was never filled. Deb Rust is interested, and Davis feels good about her potentially taking over as treasurer. Sheals pointed out that search and review still needs to meet, staff has plans for them to meet in January to discuss term limits and new leadership. Dale would like to consider Josh Safranski for a leadership role as well when the new board members start. Dale moved to take rust for the exact position to the board, Sheals seconded, all approved.

**Office Expansion**

The space downstairs has recently become available. Staff has had concerns with the board room door not latching properly with so many members of CPD and Block by Block coming out and in. The downstairs space was last leased for \$500 a month and could potentially be the new substation with more sort storage for Block by Block and CPD. It is not ADA accessible so it would not be an easy sell otherwise. Becker would like to proceed on discussion with the landlord and even look into the possibility of splitting the rent with him as a donation to CPD for a tax break. It would be \$6,000 for a year which could be pulled out of the contingency budget. Sheals asked if there would be any chance that the closet in the board room could be removed to create more space.

**Line of Credit for Gateways**

Becker has asked four banks for interest rates and lines of credit. They are currently all working on packets that will be turned in to her and opened by Dale, Sheals, Becker and Davis so that First State Community can give a presentation as they would like to.

**Board Agenda**

The board will vote on new board members, there are three reapplying and several new ones. Davis has invited them all to the meeting so that the board could meet them. The CID will take the top two runner ups as alternates and the winners will be announced in an email after the meeting to avoid confusion. Year End Financials will be covered along with wayfinding signage, Gateways, and Holiday lights.

**Other**

The group discussed the City closing the top floors of two garages during the winter to avoid issues with the snow. McClung will hopefully find out more at the parking commission tomorrow.

Sheals moved to adjourn the meeting at 4:11pm, McClung seconded, all were in favor.



**RESOLUTION NO. 2021-14**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT APPROVING MINUTES OF  
THE BOARD OF DIRECTORS MEETING HELD  
NOVEMBER 2020.**

**BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE DOWNTOWN  
COMMUNITY IMPROVEMENT DISTRICT AS FOLLOWS:**

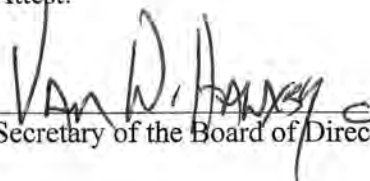
The Downtown Community Improvement District (the "District") hereby approves of the meeting minutes for the meeting of the Directors held November 2020.

Passed this 8th day of December 2020

  
Chair of the Board of Directors

(SEAL)

Attest:

  
Secretary of the Board of Directors

Downtown Community Improvement District  
Board Meeting  
November 10, 2020  
ZOOM

Present:

Kenny Greene  
Josh Safranski  
Deb Rust  
Heather McGee  
Aric Jarvis  
Mike McClung  
Tom Mendenhall  
Auben Galloway  
Kalle LeMone  
Munir Mohammad  
Van Hawxby  
Mikel Fields  
Logan Dale

Absent:

Guests:

Joe Chevalier  
Jay Sparks  
Camilla Cosgray  
Robert Hollis  
Carol Rhodes  
Chrystal Graves  
Geoff Jones

Greene called the meeting to order at 3:30pm.

Mendenhall moved to approve the agenda, McClung seconded, all were in favor.

Mendenhall moved to approve the minutes, Hawxby seconded.

Financials

Becker reviewed the first month of FY 2021. Collected taxes are at 60% budgeted funds as inspected. Our interest rate income is now very low but she is impressed that we are getting any. Sales tax revenues are still down but not down as much as budgeted for. There were three payrolls in the month of October, that is why payroll is up. Mendenhall moved to approve the financials, Hawxby seconded, all were in favor.

### City Report

Rhodes did not have anything new to report other than inform the group that there was a joint message from the City and local hospitals about current capacities being high and monitoring the situation, numbers, and keeping orders in place.

### CPD Report

Jones reported that they had taken over parking and the current model for the community policing model is staffing 16 beats, officers have been selected to watch over downtown. He requested another officer downtown in addition to Brad Anderson. Davis asked about the status of the new CSAs and if he is still hiring more. He stated that he is currently shuffling people around and will have Sinclair report back to her when they are established to do a meet and greet with the local business owners.

### New Business

#### Board Member Applications

Davis informed the group that the voting would be an out loud role call vote or have a separate in person meeting in which everyone writes on a ballot if that would make them feel more comfortable. McGee offered potentially using her bar if needed if people wanted to do write their votes instead. The group seemed to be comfortable with the role call vote. Staff will tally the votes and send an email with the results after the meeting. The present applicants introduced themselves and why they wanted to be a part of the board. Davis did a brief summary of the members that were not present. She also informed that group that she technically works for Camilla at True/False but Hollis did not see that as a conflict of interest if they were not worried. She offered to just volunteer and not be paid by True/False if needed. See voting sheet for results. Alternates will be runner ups and there will be two. The members voted in role call style. Mikel was not on the list. He voted Mike, Aric, Van, Chrystal, Lydia.

#### Executive Committee

The committee would like to bring forward Deb Rust as the replacement on Exec as Jesse. Sheals moved that, McGee seconded, all were in favor.

#### REDI Reports

REDI could not apply for the board because they are technically City employees, so Davis would like to add REDI to the monthly reports so that the board and REDI could be more involved with each other. Jay introduced himself and how they impact small businesses. He would like to gather feedback from the board to take to their office. Dale moved to add REDI to the monthly report, McClung seconded, all were in favor.

#### Extra Space

Becker informed the group that the area under the office is up for rent. If we were able to rent that as well, we could give Block by Block and CPD their own space. The board door is unlocked all the time now because it is not shutting all the way. Staff is looking to get it at the price they want first, The first offer was \$1300, Becker asked if he would donate the space, he returned with \$900. It would be \$175 in utilities on the worst months. McClung asked if we should just

fixed the door anyway. Becker would like to be able to say a certain amount is approved by the board. The lease could match the current lease or a one year. Sheals moved to approve \$500 a month extra for the CPD substation to match the office lease and to fix the door. Mendenhall seconded, all were in favor.

#### Search and Review

Davis needs to gather Search and Review in January and will send out a doodle poll to figure out when to do that.

#### Old Business

##### Year's End Financials

Becker reviewed the Year's End Financials to the board now that they were back from GKC. McClung moved to approve them, Mendenhall seconded, all approved.

#### Wayfinding

Davis informed the group about the current process of the CARES act funds to redo wayfinding signage. In the process, staff discovered that the is technically owned by the City. The graphics are now done but the funding needs to be allocated from the budget. The total cost is between \$15,000-\$20,000.

#### Audit

Becker is finally able to move forward on the audit and paperwork is started.

#### Gateways

The paperwork is turned into the City and has been tangled there and a bit behind but it should still be on track to be read at the next council meeting and approved at the next. Gateway Committee meets for the first time on Thursday. Dale added that they are pursuing the financing and Becker has talked to four different financial institutions. They will review the offers at another meeting and bring it to the next board meeting.

#### Committee Reports

##### Operations

The City will be showing their plans for the crosswalks and the light poles at the next meeting.

#### Econ

Did not meet

#### Marketing

Rust reported that they met with Caledon, they will change the geofencing plan, there is a new ad campaign with them. She summarized the Woodhaven Shop Crawl sponsorship. Halloweenie had 11 businesses donate and 300 bags which went out very quickly. They are working on future virtual events. Virtual Shop Hop had over 3000 views and viewers from all over the country.

#### NVAD

The treasure hunt was a success, higher participation than anticipated. DogMaster is still thriving on First Fridays. Sager Braudis is looking to start individual tours. Griggs and Glascock and talking about the Ameren Lot. The new holiday décor has been getting many compliments, it is still a work in progress.

#### DLC

Sheals reported on Gateways. Davis asked for a letter of support from them for it.

#### Bicentennial

Davis and Becker gave a short presentation and asked them for a letter of support as well.

#### Parking

The group discussed switching to entire block parking meters like most cities have. They also are working on making Dec 24<sup>th</sup> a meter free holiday. The City is getting a ton of data from the gate arms. Wait lists are dwindling for permits. The group discussed the garages in the snow.

#### Public Comment

Davis introduced Lydia Melton who was able to meet Gwyneth Paltrow.

McClung moved to adjourn at 5:38pm, Sheals seconded, all were in favor.



**Downtown Community Improvement District  
Economic Development  
November 17, 2020  
Zoom**

**Present:**

Auben Galloway  
Adam Dushoff  
Deb Rust  
Mikel Fields  
Aric Jarvis

Davis called the meeting to order at 3:30pm.

Galloway moved to approve the agenda, Fields seconded.

**Business Update**

Birk read the list of businesses that have come and left since the beginning of COVID. The District gained 14 businesses and lost 14 businesses.

**Small Businesses COVID Grant**

Davis presented an idea to use surplus funds as a grant program to assist District businesses with their rent during January and February, the hard months. Davis and Becker found an excess of \$20,000 because spending slowed in office with COVID. Davis would like to make sure that the CID is not holding on to taxpayer money. She would like to pay rent up to about \$4,000. They would need to apply; any business would be able to apply. Galloway and Jarvis would like to cut that into 10 \$2000 grants to help more businesses. It would be first come first served. The group felt that the businesses would be hesitant to ask for help so they would not need to go through the financials. They settled on \$2500 for 8 businesses and felt that it would go quickly. This will need to go to the board, but Davis would like to get it out to the public as soon as possible so that applicants could prepare. We could break it up into two increments, January and February. The office will do a press release, walk it around to everyone, email, and social media. Dushoff and Rust as against first come first served. They would like to be able to have more choice to make sure those who apply are the most in need and board members would not be allowed to apply. Davis asked what criteria should be. Becker asked if a statement of need and impact would be helpful. Dushoff suggested a lottery system in selection. Rust requested that we put it out with the request that no one who doesn't really need doesn't apply. Davis also suggested adding more to the "bucket" based on how the first one goes and see what the need is and how many apply. The lottery system would give smaller businesses less pressure to rush the application. Fields suggested asking for a range at the board meeting so that the CID already has approval to do it without having to wait for another board meeting. The group would like to give the businesses two weeks to turn in applications. They discussed doing the lottery at Econ it January so it could be publicly attended and the businesses have two weeks. Then it would be a reimbursement for January rent. The first round will be 8 grants

of \$2500, applicants will be able to turn in the application between Jan 1 and Jan 13, they will be selected by lottery at the January Econ meeting. Jarvis moved to take it to the board, Galloway seconded, all approved.

#### **Minority Business Recruitment**

Davis asked the group about their feelings on a minority business grant that would last past COVID to pay for their first two months of rent. The Women's Business Center would facilitate the process of vetting business plans and financials to be approved. The District would donate the money to the Women's Business Center for businesses looking to open up in the District. She would like to start with \$20,000 for the first year and adjust in the future as needed. There are currently only nine minority-owned businesses downtown. Becker believes we could easily make it happen with the budget and once Gateways is over, the District will need to pick up more projects because there are not many costly projects the CID consistently does. Davis stated that the partnership with the Women's Business Center would be good but to reassess in a year to see how it is working. Jesse Yankee will work with Davis to get a more solid plan to present to the board. Dushoff suggested that we wait to see how the existing business grant goes for the COVID relief fund, he would like to plan for it but not fund it until after the COVID relief fund is over but hit the ground running with the plan in March for funding. Jarvis would like to hear from Jesse as well on the interest of minorities opening up downtown. Fields suggested doing it earlier, Jarvis would like to have Jesse at the next meeting in December so that they could move it forward next month.

#### **Meet and Greet with Community Service Aids**

Davis would like to see a meet and greet between business owners and the two new downtown CPD officers and the new CSA personnel. She would like to wait until the CSA positions are filled and wait until the holiday season is over. She asked if they would like to be virtual or in person. They are not hugely well attended but important to bars and restaurants. They felt that if it would be a smaller event, in person would be fine. Rust suggested doing one virtual session and one in person session so that they could get more options. Fields emphasized to promote a get in get out attitude for the in-person event. There will need to be a Q&A ideally. They predict there will be more interest because CPD does meters now. They will bring it to the January meeting.

Jarvis moved to adjourn at 5:11pm, Dushoff seconded, all were in favor.

**Downtown Community Improvement District**  
**Operations Committee**  
**November 19, 2020**  
**ZOOM**

**Present:**

Deb Sheals  
Van Hawxby  
Chris Kelly  
John Ott  
Tom Mendenhall

**Guests:**

Richard Stone  
Allison Anderson  
David Sorrels  
Elizabeth Far

Sheals called the meeting to order at 3:30pm.

Mendenhall moved to approve the agenda, Hawxby seconded, all were in favor.

**Crosswalk**

Allison summarized the plans for 4<sup>th</sup> and Broadway. It has a permeable sidewalk planned similar to the one at 10<sup>th</sup> and Broadway, the planter there is designed more like a rain garden at ground level. Mendenhall expressed concerned with stacking and asked about a traffic count. Anderson reiterated that it will not be a traffic light, just a flashing light similar to the one by Short and Broadway. It would also improve access to the African American Heritage Trail. Ott emphasized the need for it and reminded the group that the CID has been asking for it for years, he had concerns about how it would connect to the MKT. Anderson is willing to work with Parks and Rec for signage to connect the two. Ott recommended a bike lane since fourth is wide. Mendenhall double checked that it would not interfere with any ability to turn at that intersection and it will not. It will drop a lane to make space for the island. There will be a forced right onto 5<sup>th</sup> if coming from Providence. There will be two lanes after. Mendenhall expressed concerns with extra concrete being in the street and getting run over. The group discussed color and lighting of the island to prevent this. They discussed the cost estimate, it is not official yet but around \$230,000. They are losing parking at the planter but will gain parking on the opposite side so that it even outs or maybe even find extra spaces. Mendenhall moved to support the project and add a couple streetlights to improve visibility if there are not enough, Hawxby seconded, all were in favor.

**Planters**

The group asked about where the City is at on making the planters all ground level, or at minimum replace the raised ones that are getting hit by vehicles. The City would like letters of support. The group has been working with Parks and Rec on designs for the planters, they were

ready to take it to the board right before COVID. Sheals would like to review the drawings for the planters and talk to Snyder at the next meeting to get it to the board.

### **Lighting**

Sorrell reviewed locations for the 5G antennas, few if any have been installed. He reviewed options for what the antennas would look like. None of the types were the kind for downtown because it was mostly for wooden poles, but it would give the group ideas for how they would look attached to the light poles. The group was curious about if the City was making money off this deal. Ott and Sheals were against the appearance of the poles, Sorrell explained that federal and state laws force the City to allow them to attach equipment to it. There will not be too many downtowns. AT&T chooses where they go but the City can tell them which poles they cannot use. The group would like to look into using the tops of buildings or parking garages to prevent eye sores on the light poles. There are multiple companies with multiple permits, they are all over Columbia. They can check out 2 S 9th St to see what it will look like that is the only one installed in downtown so far. He hopes that the first round of light poles will be replaced by mid-summer, they are moving forward on them. The CID is donating \$30,000 towards that project. They will need the funding before it goes out to bid to award the contract.

### **Bird Scooters**

Davis is out of office but the survey has been completed, it just needs to be compiled. The group will discuss at the next meeting.

### **Other Discussion**

Mendenhall asked the group about panhandling ordinances, staff stated that Chief Jones believed they would not help due to federal court rulings. He will contact state legislation. Ott would like to ask Jones for a update on how many businesses turned in the trespassing enforcement forms.

Sheals moved to adjourn at 4:29pm, Mendenhall seconded, all were in favor.

**Downtown Community Improvement District  
Executive Committee  
December 1, 2020  
ZOOM**

**Present:**

Kenny Greene  
Mike McClung  
Munir Mohammad  
Deb Sheals  
Logan Dale

**Absent:**

Deb Rust

Greene called the meeting to order at 3:31pm.

McClung moved to approve the agenda, Dale seconded, all were in favor.

**Update on Ameren Lot**

There will be a tax increase on Parks and Rec to pay for the Ameren Lot. It is getting cleaned up so there will be a new green space soon. The board needs to support the Parks and Rec Tax

**5G Hot Spots**

Becker informed the group that even if the equipment is ugly and does not match the pole, there is a state law that forces the City and us to allow them to put them up. There is not much we can do but Sheals would like to see if we can limit their locations to keep the off Broadway and 9<sup>th</sup> and at least ask for the meters to match the poles. Davis would like to see the City paint all the poles.

**CID Office Closing**

Davis would like to close the offices for a mental health and holiday break from Dec 23<sup>rd</sup> to the 28<sup>th</sup> to use up some staff PTO. Staff will post it, put it on the email, and remind the board.

**Agenda**

Commerce bank line of credit- Dale, Becker and Davis got a good offer that they would like to take to the board for the Gateway funding. Davis would like a minority business grant for the rest of the CID's existence, created with the Women's Business Center to filter through businesses. The first time around would be \$20,000 allocated to pay for the first few months of rent. It would come out of the surplus of funds that came from not spending during COVID. Dale would like to make sure that there is not a formal approval but general consensus from the board until there is something down in writing with the business center. Davis also would like to see an existing business COVID relief grant with a lottery style drawing to pay for businesses rent. This would help eight businesses and \$2000 would be allocated to each. Dale would like to see an assessment occur rather than just a lottery. Becker clarified that there



would be certain qualifications to make sure the businesses that went into the lottery were truly of need and it would really help. McClung presented the idea of a gift card lottery of District businesses to help increase cash flow to those businesses and then the District can give them away. Both ideas will be presented to the board. The CID will plan to launch the minority grant program later and the COVID relief now if approved by the board. The 4<sup>th</sup> and Broadway public input meeting is open until December 11. The board will vote if they would like to do a letter of support. There will also be a Gateway Update, the board needs to approve the line of credit. The Gateways is in the consent agenda for council, so pending approval, the lease will be approved and the project can move forward.

#### Other Items

Becker updated that the lease for downstairs was approved for \$500 but will be raised to \$800 for the last few months of the year. Search and Review is currently selecting a date to meet and select future chairs. Safranski would like to bring a few ideas to them. Sheals brought up that it was also time to do staff reviews. Davis will do internal reviews and the committee will review her. Sheals asked if staff could extend their break on their side to keep the office closed only five days but give staff more time off.

Sheals moved to adjourn the meeting at 4:03pm, McClung seconded, all approved.

**RESOLUTION NO. 2021-15**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT APPROVING MINUTES OF  
THE BOARD OF DIRECTORS MEETING HELD  
DECEMBER 2020.**

**BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE DOWNTOWN  
COMMUNITY IMPROVEMENT DISTRICT AS FOLLOWS:**

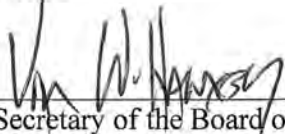
The Downtown Community Improvement District (the "District") hereby approves of the meeting minutes for the meeting of the Directors held December 2020.

Passed this 12th day of January 2020

  
Chair of the Board of Directors

(SEAL)

Attest:

  
Secretary of the Board of Directors

**Downtown Community Improvement District  
Board Meeting  
11 S 10th Street  
ZOOM**

**Present:**

Mikel Fields  
Heather McGee  
Aric Jarvis  
Mike McClung  
Deb Sheals  
Kalle LeMone  
Auben Galloway  
Mike McClung  
Van Hawxby  
Adam Dushoff  
Munir Mohammad  
Tom Mendenhall  
Deb Rust

**Absent:**

Kenny Greene  
Josh Safranski

**Guests:**

Robert Hollis  
Carol Rhodes  
Lydia Melton

Davis called the meeting to order at 3:30pm.

Sheals moved to approve the agenda, McClung seconded, all approved.

Mendenhall moved to approve the minutes, Dushoff seconded, all approved.

**Financials**

Becker summarized the minutes from November 2020, income is 58% collected for FY 2021 sales tax. Sales tax has decreased more than expected, there is five more months of collection left. Becker is more cautious than she was a couple of months ago because that change occurred while students were still here. Expenses are going as expected and we are 17% of the way through FY 2021. Staff will get checks for the Gateway fund. Sheals moved to approve the financials, Mendenhall seconded, all approved.

**CPD Report**

Jones was not in attendance to give report.

### **City Report**

Rhodes informed the group that COVID numbers were not as high as anticipated after Thanksgiving, City collection in sales tax is down as well.

### **REDI**

Jay was not able to attend but REDI is currently working on multiple new projects.

### **New Business**

#### **COVID Relief Programs**

Davis summarized the grant idea put forward by economic development. The total fund to start would be \$20,000 to help with rent and utilities in a lottery system to businesses that applied for \$2,500 in rent assistance. The idea that was brought forth from executive committee was to buy \$20,000 gift cards evenly between all the businesses that apply to drive people downtown and spend more. Rust liked the second idea; she was there for the first idea. Dushoff asked if it was not possible to do both. Dale is concerned about funding for Gateways if the CID were to do too many grants. The board seems to feel that they can help more with the gift card idea would help more people. Heather put forward the idea to create videos along with the gift cards to help promote those businesses that need help further in marketing. Jarvis was still concerned about the need for rent relief because gift cards may not assist that so much. The gift cards would be about \$500 to each business to help 40 businesses, which could be changed based on the number of businesses that apply. The idea is that this new system will be a money multiplier. The group would like to send the video idea to marketing. Rust moved to purchase \$20,000 in 10-20-dollar gift card increments to starting with \$10,000 to businesses that apply by the end of year. Dushoff suggested that board members do not apply and maybe not be specific about the amount of the gift card. Hawxby, agreed with Dushoff and would like to leave it to the businesses to decide what increments to make the gift cards in for something that makes sense for their business. The applications would be qualified. Hollis also advised against allowing board members to apply if they were merited applications, and if they were not merited and there is no advantage, any board members wishing to apply would need to abstain. Becker suggested that no board members apply the first round and if the need for a second round is there, we could work board members the second round and figure out how to do it legally. Davis did less than five employees because that was the hole left by the CARES Act. The board would like to remove the employee number limit as a qualifier. Dushoff put forward that the idea of first come first served stresses out some businesses but there does need to be some sort of cut off. The group would like to either divide evenly between all applicants or do a lottery of applicants. Staff will put applications together by Friday, open up the applications Monday-Monday and draw and distribute Monday.

Rust amended the motion release \$10,000 to spend by the end of the year to spend in gift cards in the increments of the business's choice up to \$500 to the first 40 business applicants selected by lottery that applies in the District and spend \$20,000 on this program overall, the first applications will be next Friday, Sheals seconded, all were in favor.

### **Parking Utility Letter of Support**

McClung informed everyone that the parking commission would like to ask council to make December 24<sup>th</sup> a free parking day because many people will be off work and churches are holding odd service hours. This would hopefully bring more people downtown to shop or dine and the parking commission would like the CID's support. Sheals moved to send a letter of support, McGee seconded, all were in favor.

### **Rent Expansion**

Becker summarized that the property owner is okay to do \$500 for the first few months and make rent of the downstairs \$800 for the next Fiscal Year. Sheals moved to accept that lease proposal, Galloway seconded, all were in favor.

### **Search and Review**

The committee will be meeting next month, Davis asked the board if they would like to add any agenda items to that meeting. She will also be sending out a survey as her review from the board and board members will send those to Mike.

### **Old Business**

#### **Line of Credit**

Commerce Bank gave the best offer of a line of credit without asking for collateral and with the best rate. Becker would like to get approval to move forward with that bank as the lending option for the line of credit and then come back to the board later when it is time to draw on the line of credit. Hollis recommended bringing forward the paperwork for records. Dushoff moved to approve the line of credit with Commerce Bank pending the paperwork, Hawxby seconded, all approved except Melton, who abstained.

#### **Crosswalk at 4<sup>th</sup> and Broadway**

Davis would like to get a letter of support from the board for the crosswalk, which will be built up similar to the crosswalk at Short and Broadway and ties into the mission of the overall Gateways project. There will also be an IP meeting online soon. Sheals moved to send the letter of support, Jarvis seconded, all approved.

#### **Audit Update**

Becker talked to the audit company last week and they expect to have the audit complete in January.

### **Committee Reports**

#### **Gateways**

The Plaza was approved by City Council in the consent agenda. The contracts can now all be signed and they are currently working on PR.

### **Operations**



Snyder will come to the next meeting to discuss planter plans, antennas will be going on light poles for 5G networks but hopefully those will be painted to match the poles and the poles need painted anyway.

#### **Economic Development**

Grants were discussed for COVID relief and also minorities which will be an annual project in partnership with the Women's Center.

#### **Marketing**

Did not meet

#### **NVAD**

The village is trying to figure out how to do events right now. The City is moving forward with purchasing the Ameren Lot by increasing the Parks and Rec tax.

#### **DLC**

Did not Meet

#### **Bicentennial**

did not meet

#### **Parking**

The commission is looking to pare down the times for meter options. This would include changing two hours to three hours for the majority of meters overall because this has been found to be ideal in most communities. They would get rid of the 25-minute meters and all longer meters would all be 8-hour meters. McClung suggested inviting them to the board or operations to give a presentation. Sheals would like to make a pitch for loading zones and permanent curbside pick-up.

#### **Staff Update**

Davis will be reaching out to everyone to see which committees they would be interested in joining. The mayor did not push back on the board's selection for new members, so the new board members are official.

#### **Other**

Dushoff pointed out that a few of the holiday lights on the poles are not working. Davis stated that is a timing and socket issue that is working on being resolved.

Mendenhall moved to adjourn at 4:50pm, Fields seconded, all were in favor.

**Downtown Community Improvement District  
Gateways Committee  
December 10, 2020  
ZOOM**

**Present:**

Deb Sheals  
Marti Waigandt  
Tootie Burns  
John Ott

**Guest:**

Eric Staley

Sheals called the meeting to order at 3:41pm.

Waigandt moved to approve the agenda, Ott seconded, all approved.

**Gateways Update**

The plan has been approved by City Council and Becker picked up the lease agreement with the City today.

**Contracts**

Hollis and Crockett finalized the contracts and sent to the contractors today, it will then go to the CID to be signed. The line of credit with Commerce Bank was approved but not finalized with the board.

**Fundraising**

Sheals informed the group that the contractors needed vector art from Arcturus. Then she introduced Staley to the group. He realized that he had last been to District Gateway meeting four years ago. He has assessed what had changed in the plan over those four years after working with the CID for the light hubs. He has a plan to help fundraise the \$300,000 for the plaza. He also pointed out a gap in the funds. He would like to get individual donors to commit to a letter for \$25,000 over a three-year period. For the globe, he is thinking of three different approaches. First approach is to find eight total donors. The third option is to look at each as a community engagement piece and help create more diversity and inclusion. Option two is a mix of two and three where the globe would be a collection of donors and the letters would each be an individual donor. He also discussed potential political pushback and asked the group if they were concerned about anything. Tootie would like to use a model similar to the African American Heritage Trail because it was quite successful. The group liked the hybrid model. Staley discussed the confidentiality issues to protect identities of prospects as needed. He also had several campaign strategies to discuss with staff. He explained to the group that people

have to asked to give, they will not just show up and that people will support projects but they are more likely to support people so the relationships anyone has with prospects will be the most helpful. The globe could be broken up as donating a date, there are 11. He asked the group to consider what marketing materials would be needed for fundraising and how the donors will be recognized. Sheals discussed different ideas for the donor wall and the group compared ideas they have seen around. Ott pointed out that Parks and Rec may have a source on signs that he believes the District has used in the past. The group tossed around the idea to keep it consistent throughout the project and use stainless steel. There is a new rendering for the Plaza that Parks and rec did for the group. Sheals showed everyone and it will be shared with the group.

### **Press Release**

Davis drafted up a press release for the group to see. It did mention fundraising and sponsorship opportunities for the globe. The group would like to leave in that bit. Davis would like to get a quote from Sheals about it in there. CoMo 200 is not mentioned in the Press Release but it does mention the City and the Bicentennial. After Davis gets the quote, she will send it out with renderings. Jesse is working on a coming soon banner.

### **Media Kit**

Davis asked Brooke, the District graphic designer to put together a media kit. It would be about \$3000 and will include multiple logo options, tagline, fonts, color pallet, Cap-off language, social media graphic, client/project communication, revisions. This will be similar to the One Word project and over budget. Staff can make flyers, Davis pointed out that the group may want brochures. The group discussed the how to save money but get what was needed. They could cut out the tagline and cap off language and have staff work on that with the committee. The group will meet up again and then think up some taglines. They will meet again Friday at 3:30pm.

Meeting adjourned when Burns and Ott had to leave at 4:42pm and the quorum was lost.

**Downtown Community Improvement District  
Economic Development Committee  
December 14, 2020  
ZOOM**

**Present:**

Aric Jarvis  
Deb Rust  
Mikel Fields

**Guests:**

Jessica Yankee  
Darin Preis

**Absent:**

Adam Dushoff

Rust called the meeting to order at 3:35pm.

**Minority Grant**

Yankee asked for introductions and introduced Daren and herself. She gave the committee an overview of who the Women's Business Center is and how it works highlighting starting and growing businesses for more than just women. She reviewed the criteria for the District Minority-Owned Business Recruitment. They must have a viable business plan, take courses with MoWBC, location must be within the District, registered business, and >50% Minority owned. She reviewed the two options for how the program would operate. The first option would be \$1500 max rent support per month for 3-6 months and work with the landlord for matching or rent reduction through first year and would serve two to four entrepreneurs. The second format would be for the District to invest in a community space for pop ups already equipped with a POS and other assets and that would be the vetting process. In order to make this successful, we would need a master list of vacancies, secure property owner participation, identify clients and match them with the space, get an agreement between all involved, and the the District cuts the check to the property owner. The turnaround time could be very soon to start the program. She also reviewed potential challenges and potential negative feedback.

Rust pointed out that she thinks the second option would prevent the feathers of current businesses being ruffled. She would also like part of the agreement to be that the business owner has to be present because a common reason that businesses don't stay is that the owner doesn't want to be there all the time. Jarvis would like to get some more community feedback to select the option, he thinks the pop-up option would be beneficial unless there are a lot of minority businesses looking to move downtown. The pop up could vary in how long it hosted businesses, Yankee would also like to call it something other than a pop-up but it would be a more hands on learning experience. Then after the pop-up, they could be put into the rent reduction program to keep people downtown. Rust also asked what if they did well in the pop-up location and wanted to stay or failed once they left the pop-up location. Rust suggested that

the area had multiple pop ups to make it into a market. Fields asked if we would like to target established businesses or help new businesses to start, he fears that it would set up the idea that running a business is easier than it is to start ups. It could also be beneficial to have hybrid models where we try to negotiate a safety net on rent rather than just the pop up for some businesses. They also brought up the issue of trying to find an altruistic landlord. Davis has talked to John and Stacey both about opening up a market in old Taj Mahal. She is concerned with insurance and liability and if the startups have to also hold a regular job. She also put out the idea of moving around the pop up if people wanted to stay in the space that they were in and relocating the popup and having a marketplace all as different phases potentially. She fears that other start ups could feel shut out if the marketplace is exclusive to minorities. Yankee would like to take it back to her MoWBC team and Deb would like to come back to it next month after everyone thinks about it and no one knows what will happen after January 20<sup>th</sup>.

### **Business Update**

Birk updated the group on the new businesses that have opened in the District since the last meeting. 17 have left since COVID, 16 have opened.

### **Gift Cards**

More than 40 businesses have already applied to the program. Davis informed the group how the staff will push out the gift cards to the public, social media, sparkly Santa, healthcare workers, and more.

### **Street Dining**

Davis would like to start on changing ordinances or making street dining easier for businesses because closing off the street is not a viable option. This would likely be a parklet in a parking space in front of their building if they would choose to do so. This would require bringing in Tim Teddy to work through how the ordinances would need to change. Rust questioned if the City would even be interested in helping in this way. The group would like to bring Teddy to the next meeting. Fields pointed out that he was not able to do business in front their business, just rent the spaces out for events. The committee also discussed potential issues and safety concerns.

### **Curbside Pick Up**

The program was originally only one month, but the City keeps pushing it back for us thanks to select council members. Davis has not reached out to the City about paying for it but is concerned that it will come up eventually. It is less than 30 spots out of thousands, but the city is concerned, and they are expensive. Davis put out feelers for what the group wanted to do. Fields recommended trying to push it back until the vaccine and use that as the deadline to figure out what to do. Davis would like to put out a survey to see if they are being used. The group is unsure if the District should have to pay for it. The group would like to wait it out and make plan B to pull it for now, but the retailers do seem to be using it quite a bit. The group would like to compare the costs and benefits. Davis will refrain from talking to the City about it but will put out a survey to the businesses.

Fields moved to adjourn the meeting at 4:47pm, Rust seconded, all were in favor.



**Downtown Community Improvement District  
Gateways Committee  
December 18, 2020  
ZOOM**

**Present:**

Deb Sheals  
Tootie Burns  
John Ott  
Brooke Omar  
Aric Jarvis  
Marti Waigandt

**Absent:**

Tom  
Christina  
Logan

Sheals called the meeting to order at 3:33pm

Burns moved to approve the agenda, Ott seconded, all were in favor.

**PR for Gateways**

Omar and Davis walked the group through the three logo concepts, Columbia Gateway Plaza, Gateway Plaza and the Gateways Plaza. Columbia Gateway Plaza is to match the design of the sculpture, the second is to represent the globe, the third is the original Gateway logo which would match all the previous designs. The group discussed their favorite designs and why they liked them. Many liked the design of the second one but the sculpture aspect of first one. Brooke pointed out that it does need to accompany the renderings either way. Burns suggested putting Columbia on the globe so that it is branded more as a Columbia project to apply it to the community as a whole for fundraising. Omar believes the second option is the strongest logo and could include Columbia but the first represents the park more. The group would like to move forward with the second option and just have welcome to Columbia underneath it and wait to have the press release after the holidays. Sheals would like to see the website updated. The group would like to have it ready to go for the beginning of the year.

**Tagline**

The group likes Brooke's idea of just "welcome to Columbia". Ott like that idea or welcome home because of homecoming but that one might interfere with the welcome home project for veterans. They would like to add "a project of the Downtown District" as an add one of the tagline.

**Groundbreaking**

The contractors are working on the sign and Davis is planning for the groundbreaking to be in early January with a gold shovel and a tent with initiations. The date is changeable, but they

would like to start the project as early as possible but also have everything look as organized and polished as possible. Ott asked if Parks and Rec could maybe bring a bobcat to have some dirt. The committee selected a couple dates and rain dates. The Press Release could be on the 4<sup>th</sup> of January and do the 11<sup>th</sup> as the groundbreaking and make the 15<sup>th</sup> the rain date. The site will need to be cleaned up a little before the groundbreaking if possible. Davis will talk to Jesse. If needed, everything can be moved to the 25<sup>th</sup>. They would like to have it around 10am. Burns pointed out that waiting until more people are back to do the groundbreaking. COMO Magazine was planning to do a stand-alone article on this event as well.

The guestlist for this event can be larger if the CID does a really good job for setting up chairs to space everyone out. It will be outdoors so that will help. The group would like to use the level gravel area if possible next to the lot. Bring a tent, a podium, a microphone and maybe some coffee (not self-serve due to COVID). The guests would include City representative, the CID board, and mostly the media. It could also be Facebook Live. They would like to see the current and past first ward councilperson speak. The group would like Sheals, Davis, Pat and Clyde to speak, maybe introduced by Parks and Rec.

#### **Time release camera**

The two quotes Davis got were \$4000 to own and \$1200/month to rent for what the City uses on their construction sites. Ott and Burns recommended a couple local photographers and will get the contacts to Davis. To save money they may just record the sculpture installation.

#### **Site Plan**

Sheals would like to see a bit more paved, Waigandt would like to see a bench in that area.

Jarvis moved to adjourn the meeting at 4:45pm, Burns seconded, all were in favor.

**Downtown Community Improvement District  
Marketing Committee Meeting  
December 22, 2020  
ZOOM**

**Present:**

Deb Rust  
Mark Sulltrop  
Kalle LeMone  
Munir Mohammad  
Rob Nichlos, Caledon

Rust called the meeting to order at 3:33pm.

LeMone moved to approve the agenda, Sulltrop seconded, all approved.

**Caledon**

Rob introduced himself and his familiarity to Columbia to the group. He discussed the current ad campaign which contains geofencing ads and Facebook ads. They have started A/B Testing on the Facebook ads to move forward with appearance and wording on the more successful campaigns. He covered the organic reach of Facebook and Instagram which the District does in office. The Cost Per Click increased and Click Through Rate decreased. He ran through the geofencing which is targeting the entire city of Columbia, the most interaction is through the 65203 zip code. He would like to change imagery to match the winter more. 75% of the visitors are new to the website and the average session is just under a minute. Davis requested for comments to be considered on the ads for A/B testing. She would like to reassess the platform split for the ads and the targeting between the different platforms. Rob will send the summary for the group before the meetings.

**Virtual Halloween Recap**

Davis informed the group about virtual Halloweenie. Staff collected goodies from all businesses that were interested in contributing. The 300 bags that were stuffed with those items were completely given out in less than three hours and well received by everyone who came into the office. For the actual event, Coleman and Davis were in separate areas and there were technical difficulties. Hopefully it will be back to in person next year.

**Living Windows and Holiday Shop Hop**

Holiday Shop Hop was a huge success, it was shared across the nation and increased the sales of everyone participating. Davis would like to keep these after COVID. Living Windows only had 10 businesses participate and some gave pictures of previous living windows. It was only about an hour but was a feel-good event for the ones that came to the event. Rust pointed out that holidays in which people are used to gathering, they do not seem to go online but they are happy to go online for shopping.

### **Caffeine Quarantine**

Adonica is working on the graphic for that, it will be about \$34 and there can be about 100 participants. Davis would like to add any business that has anything to do with caffeine or sweets. It would be a good for the 22<sup>nd</sup> or the 23<sup>rd</sup> with advertising started on the first week of January. Jason with the Caffeine Crawl would like to do a crawl in May and Davis asked how the group felt about that timeline. The CID has paid half of his deposit for the event already. LeMone is okay with people feeling more comfortable outside in the spring and focus more on iced coffee. Sulltrop feels that it is very close together. Rust would like to see how the Quarantine one goes and survey the businesses that did both to figure out how and when to do the crawl. She talked through logistics of the Caffeine Quarantine and what businesses could feature to sell more products. If 7 businesses participate, each business would get about \$400 to participate. Mohammad was a bit concerned about the lead time for participants. He feels that Saturday would be a great day for the event. They will move the event to Jan 30<sup>th</sup> and start at 9am.

### **Dates for 2021 Events**

Davis would like to push back Restaurant Week to when Drinks in the District usually is because the Health Department will not approve of Drinks in the District. The current plan would be to still have 11 events overall. Davis does not believe the health orders will change for better or worse until March. The group discussed logistics for events and the health orders and to-go options. The Restaurant Week could be more of an eat it at home and take a picture to be entered to win. Rust asked if we wanted more or less rules to participate. They also discussed participation with the photos because dishes to go do not look as good. Davis recommended making it a competition between businesses and the one that gets the most participants wins the District buying gift cards from them. They discussed switching to bingo from the passport. Restaurant Week in February after Valentine's Day would be ideal, Feb 22-28. They would like to add a virtual Shop Hop a couple weeks after Dog Days in August. Davis will write down all the proposed dates and then they will come back together to check them in January. Rust would like everyone to brainstorm between now and then.

Sulltrop moved to adjourn at 4:42pm, LeMone seconded, all were in favor.

**Downtown Community Improvement District  
Executive Committee Meeting  
January 5, 2021  
ZOOM**

**Present:**

Mike McClung  
Kenny Greene  
Deb Sheals  
Deb Rust  
Munir Mohammad

Greene called the meeting to order at 3:31pm.

McClung moved to approve the agenda, Sheals seconded, all approved.

**Board Member Resignation**

Davis informed the group that Josh Safranski needed to resign from his position on the board because he left Alipine Shop. The runner up on the previous vote for board members was Joe Chevelier from Yellow Dog. Camilla would be the alternate and they will be submitted to the mayor as the replacement slate.

**Curbside Parking Spots**

Davis informed the committee that City requested the CID to begin to pay for the curbside pick-up spaces starting January 15<sup>th</sup>. Nichols wants \$4125 per month for the pick up spaces, half of the normal cost for the spots. This is currently 12% of the CID sales tax income. A survey to see the effect and use of the current spaces will go out to business owners. The group discussed the importance of loading zones which currently do not exist as they do in most cities. They theorized replacing curbside pick-up with loading zones if the City did not wish to provide them. The CID should not pay the rate for the spaces that the City is asking for. The committee discussed changing taxi stands to rideshare and taxi stands. McClung feels that curbside pick-up makes more sense than loading zones because it is an issue of is this for commercial loading and unloading or for customer use. Fowler discussed with Glascock about keeping the spaces or at least getting an extension. Dave Nichols was the one who wanted to begin charging the CID. Sheals suggested sending a letter to request a bit more time to look at other options.

**Agenda for Board Meeting**

Search and Review meets Thursday so committee positions will be announced and discussed. The board member resignation will be announced, and the board will vote to make Joe and Camilla the elect and alternate respectively. The audit will also be part of the update.

McClung moved to adjourn the meeting at 3:52pm, Sheals seconded, all were in favor.



**Downtown Community Improvement District  
Search and Review Committee  
January 7, 2020  
ZOOM**

**Present:**

Kenny Greene  
Mike McClung  
Deb Rust  
Adam Dushoff  
Munir Mohammad  
Van Hawxby

**Absent:**

Greene called the meeting to order at 3:30pm.

Dushoff moved to approve the agenda, Rust seconded, all were in favor.

McClung moved for the Search & Review Committee of the Downtown Community Improvement District on Thursday, January 7, 2021 to go into a Closed Meeting to discuss individually identifiable personnel records, performance ratings or records pertaining to employees or applicants for employment as authorized by Section 1(c) 610.021 (13) of the Revised Statutes of Missouri, Rust seconded, all were in favor.

**Committee and Officer Selection**

Davis reviewed the results of what the board members wanted to do for committees and officer options for positions. She informed them that Mendenhall had not been able to attend CoMo200 and DLC due to COVID. Davis also asked if they would like to open Executive Committee to more people. McClung offered that he felt topics would be discussed too far when the Executive Committee is just to decide the agenda, so if anything, he would like to make it smaller. Greene felt around the room to see if McClung would stay on as Past Chair, Rust would be Vice Chair, Fields would be treasurer, Secretary would be Hawxby and Greene would remain the chair. The committee discussed the treasurer position for a while and how Dale will be missed, but Fields and Rust can dig into financials together. They briefly discussed the committee selections; all committees had enough board members so executive was the only one to double check if it would work. Davis offered Jarvis as the plus one for executive committee because he has been attending every meeting. McClung moved to accept the slate with modifications to past chair, DLC, and CoMo200. Dushoff seconded, Greene did a roll call vote and everyone was in favor.

Hawxby moved to adjourn the meeting at 4:26pm, McClung seconded, all were in favor.

# Resolution 2021-16



The District - Downtown Community Improvement District  
11 S. Tenth Street - Columbia, Missouri 65201 - (573) 442-6816  
[discoverthedistrict.com](http://discoverthedistrict.com)

November 12, 2020

Mayor Treece  
City of Columbia  
701 East Broadway  
Columbia, MO 65205

Downtown CID Proposed Slate of 2021 - 2024

Dear Mayor Treece,

The Downtown CID Board respectfully submits a slate of five board candidates to serve from 2021-2024, for your consideration. The five proposed board members include:

- Aric Jarvis
- Mike McClung
- Van Hawxby
- Chrystal Graves-Fazici
- Lydia Melton

Attached is contact information regarding the candidates selected to represent the diverse stakeholders in the Downtown CID. Please let me know if I can provide additional information or answer any questions.

Thank you for your time,

Nickie Davis  
Executive Director  
Downtown Community Improvement District

Cc: City Council Members  
Sheela Amin, City Clerk  
John Glascock, City Manager  
Nancy Thompson, City Attorney

## CID BOARD

Logan Dale  
Landmark Bank

Adam Dushoff  
Addison's

Mikel Fields  
Cracked Up Mobile

Auben Galloway  
Callahan & Galloway Property  
Management

Kenny Greene  
Monarch Jewelry

Van Hawxby  
DogMaster Distillery

Aric Jarvis  
Broadway Hotel

Kalle LeMone  
Nourish Café & Market

Heather McGee  
On The Rocks

Tom Mendenhall  
The Lofts at 308 Ninth

Michael McClung  
Dungarees, Resident

Munir Mohammad  
Boone Olive Oil, Shortwave

Deb Rust  
Tellers

Josh Safranski  
Alpine Shop

Deb Sheals  
Historic Preservation Consulting





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## Proposed Slate of Directors

February 2021 – February 2024

### Downtown CID Board of Directors

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- *The proposed slate of candidates has been selected to represent the diverse stakeholders of the Downtown CID, complimenting the experience, skills and interests of the balance of the board.*
- Five 3 Year Terms: February 2021 – February 2024
- Expiring Term: Deb Sheals, Logan Dale, Mike McClung, Van Hawxby, Aric Jarvis
- Board Election Conducted: November 10, 2020
- Elected Slate:
  - Van Hawxby
  - Aric Jarvis
  - Mike McClung
  - Chrystal Graves-Fazici
  - Lydia Melton

Name: **Van Hawxby**

Business Owners: DogMaster Distillery

Contact Information: Email – [Van@dogmasterdistillery](mailto:Van@dogmasterdistillery) Cell Phone – (573) 777-6768

Qualifications: Van has serviced on the CID Board for three years. In these three years, he has shown a strong passion for the North Village Arts District and for bringing awareness to our board that not all businesses lay on Broadway and 9th. Van's unique voice helps our board to think outside the box. He also brings expertise from marketing to manufacturing and from reflection to leadership.



Name: **Aric Jarvis**

Legal Representative: The Broadway Doubletree Hotel

Contact Information: Email – [Aric.Jarvis@hilton.com](mailto:Aric.Jarvis@hilton.com) Cell Phone – (660) 287-0190

Qualifications: Aric has only been with us for a short time after stepping in for a vacated seat. In this brief amount of time, Aric has dedicated his time to fully understanding the workings of the CID, attending all our monthly board and committee meetings. His knowledge of the tourism and service industry will help the CID as we continue through pandemic times. A hotelier's voice is an important one when making decisions on events, marketing, and general vitality to downtown.

Name: **Mike McClung**

Business and Property Owner, Resident: Property owned – 500-504 E Broadway, 1010-1016 E Broadway, 505-515 Cherry St, 122 S 9th St. Business owned – Dungarees. Resident – 515 Cherry St.

Contact Information: Email – [Mike@dungarees.com](mailto:Mike@dungarees.com) Cell Phone – (573) 268-3011

Qualifications: Mike has been with the CID since the beginning. His historical knowledge has been invaluable in making sure we correct past decisions and make better ones moving forwards. His experience of being a property owner, business owner, and resident brings practical knowledge to our board that could otherwise be overlooked. Mike also sits on the Parking Commission with the City and is our only retail and residential representation.

Name: **Chrystal Graves-Fazici**

Business Owner: Chrystal L Hair & Makeup

Contact Information: Email – [info@chrystalhairandmakeup](mailto:info@chrystalhairandmakeup) Cell Phone – (573) 424-8835

Qualifications: Chrystal comes to us after ten years working in The District, Downtown. She has seen the downtown grow and change and looks forward to now helping continue to shape our District. Chrystal is a co-founder of The BOLD Academy and wishes to use her leadership skills to bring more diversity to our streets. She will be our only non-hospitality service and non-profit representation.

Name: **Lydia Melton**

Business Owner: Gunter Hans

Contact Information: Email – [lydia@gunterhans.com](mailto:lydia@gunterhans.com) Cell Phone – (314) 608-5734

Qualifications: Lydia opened Gunter Hans 7 years ago, and in that time, she has expanded her business twice, served as president of the Restaurant Association, and set on many other community boards. Lydia's interest in serving is to help "better shape the district for the future." Her experience owning a bar, restaurant, and now event space will help keep the CID informed as we work through our changing environment.

### Board Member Make Up – Excluding Members Rolling Off

<b>Current Members</b>	<b>Term</b>	<b>Industry</b>
Mikel Fields	February 6, 2023	Services and Retail
Kenny Greene	February 6, 2023	Retail
Heather McGee	February 6, 2023	Bar/Restaurant
Deb Rust	February 6, 2023	Bar/Restaurant
Josh Safranski	February 6, 2023	Retail
Auben Galloway	February 6, 2022	Property Owner
Kalle LeMone	February 6, 2022	Bar/Restaurant
Tom Mendenhall	February 6, 2022	Property Owner
Munir Mohammad	February 6, 2022	Retail and Bar/Restaurant
Adam Dushoff	February 6, 2022	Bar/Restaurant
Aric Jarvis	February 6, 2020	Hospitality
Mike McClung	February 6, 2020	Property
Owner/Resident/Retail		
Van Hawxby	February 6, 2020	Bar/Restaurant





The District · Downtown Community Improvement District  
11 S. Tenth Street · Columbia, Missouri 65201 · (573) 442-6816  
[discoverthedistrict.com](http://discoverthedistrict.com)

February 10, 2021

Honorable Mayor Treece  
City of Columbia  
701 East Broadway  
Columbia, MO 65205

Re: Downtown CID Slate for Replacement of Director, Josh Safranski

Dear Mayor Treece:

The Downtown CID Board respectfully submits a slate of one board candidate and one alternative candidate to complete the term of Josh Safranski, for your consideration. This uncompleted three-year board position term runs through February 6, 2023.

The proposed board member is:

- Lara Pieper

The proposed alternative board member is:

- Camellia Cosgray

Attached is information regarding the candidate, selected to represent the diverse stakeholders in the Downtown CID. Please let me know if I can provide additional information or answer any questions.

Sincerely,

Nickie Davis  
Executive Director  
Downtown Community Improvement District

Cc: City Council Members  
Sheela Amin, City Clerk  
John Glascock, City Manager  
Nancy Thompson, City Attorney  
Kenny Greene, CID Chair

#### CID BOARD

Adam Dushoff  
Addison's

Mikel Fields  
Creaked Up Mobile

Auben Galloway  
Callahan and Galloway

Chrystal Graves-Fazici  
Chrystal L Graves Hair + Makeup

Kenny Greene  
Monarch Jewelry

Van Hawxby  
DogMaster Distillery

Heather McGee  
On The Rocks

Michael McClung  
Dungarees, Resident

Lydia Melton  
Gunter Hans

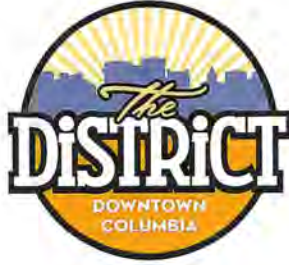
Tom Mendenhall  
The Lofts at 308 Ninth

Deb Rust  
Tellers

Kalle LeMone  
Nourish Café

Munir Mohammad  
Short Wave Coffee/Boone Olive Oil





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## Slate for Replacement Director

February 10, 2021 – February 6, 2023

## Downtown CID Board of Directors

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- *The candidate has been selected to represent the diverse stakeholders of the Downtown CID, complimenting the experience, skills and interests of the balance of the board.*
- One Term: February 2021 – 2023
- Expiring Term: Josh Safranski
- Board Election Conducted: February 9, 2021
- Elected Slate:
  - Lara Pieper

Name: **Lara Pieper**

Business Representation: Bloom Bookkeeping

Contact Information: Email – [Lara@Bloombookeeping.net](mailto:Lara@Bloombookeeping.net) Cell Phone – (573) 777-2775

Qualifications: Pieper brings welcomed financial background to the board. She has been a bookkeeper of other committees in the area and to other CIDs as well. Pieper is excited to use her skills to further The District in our endeavors to help local businesses.

- Elected Alternative Slate:
  - Camellia Cosgray

Name: **Camellia Cosgray**

Business Representation: Ragtag Film Society (Ragtag Cinema and True/False Film Fest)

Contact Information: Email – [Camellia@trefalse.org](mailto:Camellia@trefalse.org) Phone – (520) 390-9304

Qualifications: Cosgray brings a logistical and operational voice to the board. Her knowledge of running large scale events is something unseen on the CID board in recent years. Her passion lies in the arts and keeping downtown a vibrant, interesting place for tourism.

**RESOLUTION NO. 2021-17**

**A RESOLUTION APPROVING THE ADOPTION OF A  
CONFLICT OF INTEREST POLICY APPLICABLE TO THE  
DIRECTORS OF THE DISTRICT**

WHEREAS, the Downtown Community Improvement District (the "District") was formed on February 7, 2011, by Special Ordinance No. 20866 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 ("CID Act"); and

WHEREAS, Section 67.1461 RSMo., as amended, grants the board of directors of a community improvement district the authority to possess and exercise all of the community improvement district's legislative and executive powers;

WHEREAS, pursuant to 67.1461 RSMo, as amended, of the CID Act, the District is authorized to adopt a conflict of interest policy which will be applicable to its Directors; and

WHEREAS, the Board of Directors of the District have determined that it is necessary and desirable that the District enter into a Conflict of Interest policy (the "Conflict of Interest Policy"), a copy of which is attached hereto as Exhibit A.

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 Conflict of Interest Policy for the Directors of the District, in the form attached as Exhibit A hereto and incorporated herein by reference. The Chairman is hereby authorized and directed to execute the Conflict of Interest Policy on behalf of the District and the Secretary is hereby authorized and directed to attest to the Conflict of Interest Policy.

2. This Resolution shall take effect and be in full force immediately after its adoption by the Board of Directors of the District.

Passed this 9th day of February, 2021.

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

(SEAL)

Attest:

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

**EXHIBIT A  
TO RESOLUTION NO. 2021-17**

**Conflict of Interest Policy and Acknowledgement**

**DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT  
CONFLICT OF INTEREST POLICY**

The Downtown Community Improvement District (the "District") hereby adopts the following Conflict of Interest Policy (the "Policy") for its use in administering the affairs of the District.

A. **Purpose:** The purpose of this policy is to help assure that the District complies with the Community Improvement District Act (Sections 67.1401 through 67.1571 of the Revised Statutes of Missouri or "the Act"). The provisions of this policy are intended to supplement, but not replace any applicable laws of the State of Missouri governing conflicts of interest applicable to Community Improvement Districts.

B. **Definitions:** In this policy, the following terms will have the following meanings:

1. "Conflict of Interest" means a transaction: (i) between the District and a Director (directly or indirectly); or (ii) a payment by the District to a Director (directly or indirectly) which would constitute an Impermissible Financial Benefit to that Director.

2. "Director" means any person serving as a Director of the District and who has been duly elected as such.

3. "Disclosure" means either: (i) written disclosure to all Directors; or (ii) a verbal disclosure at any open meeting of the Directors which is reasonably sufficient to apprise the Directors of a potential Impermissible Financial Benefit which any Director might have with respect to a transaction being contemplated by the Directors on behalf of the District.

4. "District" means Downtown Community Improvement District.

5. "Impermissible Financial Benefit" means a material economic benefit, compensation, or payment paid directly or indirectly, either individually or through a business entity, family member, or third party by the District and which: (1) personally benefits a Director; and (2) is in an amount which exceeds the fair market value of the asset, service, or transportation project acquired in exchange for such payment. However, any payment which is made by this District which is less than or equal to the fair market value of the good, asset, or benefit purchased, and which is expended in order to accomplish the proper and lawful objectives of the District shall not be considered as an Impermissible Financial Benefit. Furthermore, a payment or benefit having a value of less than Five Hundred Dollars (\$500.00) shall not be considered as material.

C. **Policy and Prohibitions:** Any transaction to be undertaken by this District which creates the potential for an Impermissible Financial Benefit to any Director creates the potential for a Conflict of Interest. Each Director shall have the affirmative duty to fully disclose all details surrounding any potential possible Conflict of Interest with respect to a proposed action to be undertaken by the District prior to the authorization thereof by the Board of Directors. No Director shall engage in any transaction which creates a Impermissible Financial Benefit to that Director as



a result of any transaction to be undertaken by the District without the prior approval of a majority of the Board of Directors who do not have such Conflict of Interest or without fully disclosing to the Board of Directors the nature of any such potential Conflict of Interest.

D. **Presumptions:** If the District acquires property from any entity in which any Director has a material financial interest, such acquisition or purchase shall not be considered to violate this policy if: (1) the nature of any Director's interest in the transaction is known or fully disclosed to the entire Board of Directors; (2) the purchase price paid by the District for the asset or good from any person or entity in which a Director has a material financial interest is equal to or less than the fair market value of such asset or good, as determined by a competent and independent third party appraiser experienced in rendering similar appraisals. Such an appraisal shall only be obtained if required by a majority of the members of the Board of Directors without such a material financial interest.

E. **Procedures:** When considering any transaction which may have the effect of materially benefitting one or more Directors, the entire Board of Directors shall have the right to obtain such independent review of the transaction or to obtain additional appraisals as the Directors, in their discretion, deem appropriate in order to establish that the District will not, in fact, pay any amount for property, goods, or services in excess of the fair market value of same. Any acquisition of property, goods, or services which follows from a public bid and/or competitive bidding procedure and which results in the award of a contract for the acquisition of property, goods, or services from a person, business, or entity in which a Director has a financial interest shall not be deemed to be a violation of this conflict of interest policy. If the only source from which a particular property, good, or service can be procured is from a business, person, or entity in which a Director has a material financial interest, then such acquisition shall not occur unless and until an independent appraisal of the value thereof is first obtained, and the entire Board of Directors must review and approve of the valuation of said property, good, or service prior to approving any resolution for the acquisition thereof. The Director who has a potential Conflict of Interest may, in said Director's discretion, abstain from voting on a transaction if he or she believes that he has a Conflict of Interest which would violate this Policy, although he or she need not do so if full disclosure of the particulars surrounding such potential Conflict of Interest is made and the procedures referred to above in this policy are followed. In all circumstances, the Directors who approve of a transaction involving a Director's potential Conflict of Interest must be satisfied that there will not be any adverse effect on the District as a result of such approval, and that such transaction is in the best interests of the District, taking into account all facts and circumstances pertaining thereto.

F. **Records:** The District, as a part of its financial records, shall maintain a record of all information pertaining to disclosures of and resolutions adopted with respect to each Directors' potential Conflicts of Interest from and after the date of the option of this policy. Such records and information shall be disclosed to the auditor engaged by the District to perform the annual audit of the District's finances and transactions.

IN WITNESS WHEREOF, this policy has been adopted and shall be effective as of this 8th day of March, 2011.

**Downtown Community Improvement District**  
(the "District")

## Conflict of Interest Policy and Acknowledgement

### **DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT CONFLICT OF INTEREST POLICY**

The Downtown Community Improvement District (the "District") hereby adopts the following Conflict of Interest Policy (the "Policy") for its use in administering the affairs of the District.

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1. "Conflict of Interest" means a transaction: (i) between the District and a Director (directly or indirectly); or (ii) a payment by the District to a Director (directly or indirectly) which would constitute an Impermissible Financial Benefit to that Director.

2. "Director" means any person serving as a Director of the District and who has been duly elected as such.

3. "Disclosure" means either: (i) written disclosure to all Directors; or (ii) a verbal disclosure at any open meeting of the Directors which is reasonably sufficient to apprise the Directors of a potential Impermissible Financial Benefit which any Director might have with respect to a transaction being contemplated by the Directors on behalf of the District.

4. "District" means Downtown Community Improvement District.

5. "Impermissible Financial Benefit" means a material economic benefit, compensation, or payment paid directly or indirectly, either individually or through a business entity, family member, or third party by the District and which: (1) personally benefits a Director; and (2) is in an amount which exceeds the fair market value of the asset, service, or transportation project acquired in exchange for such payment. However, any payment which is made by this District which is less than or equal to the fair market value of the good, asset, or benefit purchased, and which is expended in order to accomplish the proper and lawful objectives of the District shall not be considered as an Impermissible Financial Benefit. Furthermore, a payment or benefit having a value of less than Five Hundred Dollars (\$500.00) shall not be considered as material.

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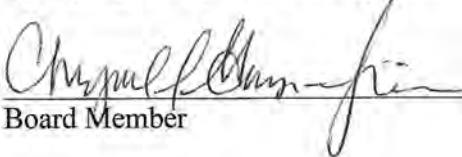
**Conflict of Interest Policy and Acknowledgement**

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E. **Procedures:** When considering any transaction which may have the effect of materially benefitting one or more Directors, the entire Board of Directors shall have the right to obtain such independent review of the transaction or to obtain additional appraisals as the Directors, in their discretion, deem appropriate in order to establish that the District will not, in fact, pay any amount for property, goods, or services in excess of the fair market value of same. Any acquisition of property, goods, or services which follows from a public bid and/or competitive bidding procedure and which results in the award of a contract for the acquisition of property, goods, or services from a person, business, or entity in which a Director has a financial interest shall not be deemed to be a violation of this conflict of interest policy. If the only source from which a particular property, good, or service can be procured is from a business, person, or entity in which a Director has a material financial interest, then such acquisition shall not occur unless and until an independent appraisal of the value thereof is first obtained, and the entire Board of Directors must review and approve of the valuation of said property, good, or service prior to approving any resolution for the acquisition thereof. The Director who has a potential Conflict of Interest may, in said Director's discretion, abstain from voting on a transaction if he or she believes that he has a Conflict of Interest which would violate this Policy, although he or she need not do so if full disclosure of the particulars surrounding such potential Conflict of Interest is made and the procedures referred to above in this policy are followed. In all circumstances, the Directors who approve of a transaction involving a Director's potential Conflict of Interest must be satisfied that there will not be any adverse effect on the District as a result of such approval, and that such transaction is in the best interests of the District, taking into account all facts and circumstances pertaining thereto.

F. **Records:** The District, as a part of its financial records, shall maintain a record of all information pertaining to disclosures of and resolutions adopted with respect to each Directors' potential Conflicts of Interest from and after the date of the option of this policy. Such records and information shall be disclosed to the auditor engaged by the District to perform the annual audit of the District's finances and transactions.

By my signature, I acknowledge that I agree to the conflict-of-interest policy as defined above.

  
\_\_\_\_\_  
Board Member

3-01-2021  
Date



Diana Hatfield &lt;mimidee633@gmail.com&gt;

---

**Fwd: Conflict of Interest Signing**

1 message

---

**Tom Mendenhall** <burnku@gmail.com>  
To: Diana Hatfield <mimidee633@gmail.com>

Thu, Feb 25, 2021 at 6:12 PM

Sent from my iPhone

Begin forwarded message:

**From:** Nickie Davis <ndavis@discoverthedistrict.com>  
**Date:** February 25, 2021 at 3:41:52 PM CST  
**To:** Tom Mendenhall <burnku@gmail.com>  
**Subject:** Conflict of Interest Signing

Hey Tom,

I hope you're doing well.

Could you take a sec to sign this for me? Or I can come to you tomorrow and bring it. Let me know!


Thank you for your time,

**Nickie Davis, CTA**  
**Executive Director**  
(she/her/hers)  
Downtown CID  
11 South 10th Street  
Columbia, MO 65201  
(573) 442-6816



www.DiscoverTheDistrict.com  
Follow us: Facebook | Twitter | Instagram | Pinterest  
#itsgoodtobehere

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 **Conflict of Interest2021.pdf**  
16K



## Conflict of Interest Policy and Acknowledgement

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## Conflict of Interest Policy and Acknowledgement

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By my signature, I acknowledge that I agree to the conflict-of-interest policy as defined above.

  
\_\_\_\_\_  
Board Member

2-26-21  
\_\_\_\_\_  
Date


**Conflict of Interest Policy and Acknowledgement**

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By my signature, I acknowledge that I agree to the conflict-of-interest policy as defined above.

  
\_\_\_\_\_  
Board Member

0.26.21  
\_\_\_\_\_  
Date

## **Conflict of Interest Policy and Acknowledgement**

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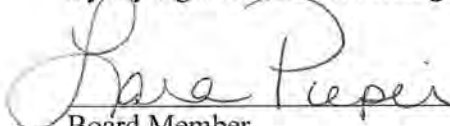
## Conflict of Interest Policy and Acknowledgement

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By my signature, I acknowledge that I agree to the conflict-of-interest policy as defined above.

  
Board Member

3/1/2021  
Date

## Conflict of Interest Policy and Acknowledgement



## Conflict of Interest Policy and Acknowledgement

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\_\_\_\_\_  
Board Member

3/2/2021  
\_\_\_\_\_  
Date

## Conflict of Interest Policy and Acknowledgement

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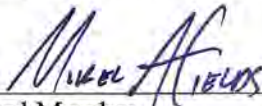
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\_\_\_\_\_  
Board Member

2-9-21  
\_\_\_\_\_  
Date

## Conflict of Interest Policy and Acknowledgement

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Board Member

  
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Date

## Conflict of Interest Policy and Acknowledgement

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Board Member

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Date

2/9/2021

## Conflict of Interest Policy and Acknowledgement

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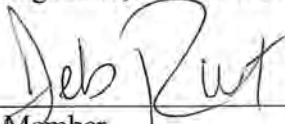
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Board Member

2.25.21  
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Date



**RESOLUTION NO. 2021-18**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT APPROVING MINUTES OF  
THE BOARD OF DIRECTORS MEETING HELD  
JANUARY 2021.**

**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 January 2021.

Passed this 9th day of February 2021

  
Chair of the Board of Directors

(SEAL)

Attest:

  
Secretary of the Board of Directors

**Downtown Community Improvement District  
Board Meeting  
January 12, 2021  
ZOOM**

**Present:**

Kenny Greene  
Mikel Fields  
Deb Rust  
Deb Sheals  
Lydia Melton  
Tom Mendenhall  
Heather McGee  
Mike McClung  
Auben Galloway  
Adam Dushoff  
Van Hawxby  
Aric Jarvis  
Kalle LeMone  
Munir Mohammad  
Chyrstal Graves

**Absent:**

**Guests:**

Robert Hollis  
Carol Rhodes  
Rebecca  
Jay Sparks

Greene called the meeting to order at 3:30pm.

Mendenhall moved to approve the agenda, Sheals seconded, all approved.

Mendenhall moved to approve the minutes Sheals seconded with an amendment to fix the dates on Gateways, all approved.

**Financials**

Becker reviewed the financials; everything was down compared to all years but the budget was still doing better than expected. CID has low recurring and non-recurring expenses. The highlight is Econ spending 20k for the COVID relief gift card program. There is 150k left for Gateways pledges. Rhodes informed that the sales tax for the City was flat. Mendenhall moved to approve the financials, Hawxby seconded, all were in favor.

## **CPD**

No one was present from the police department. Davis informed the group that COMO Mag was broken into, robbed and ransacked through their alley door. They have the faces of the suspects on camera, but the CID does not know more otherwise.

## **City Report**

Rhodes informed the group that the City is still working on vaccine logistics but there is not much new to report.

## **REDI**

Sparks encouraged the board to get on the REDI email list. They are about to open up their podcast studio for clients. COMO cooks over at the Loop is starting and he would like to be a contact to try and get future restaurants to come downtown when they are ready to open a brick-and-mortar store. He does not believe REDI is putting on a webinar for the reopened PPP loans.

## **New Business**

### **Officers and Committees**

Davis and Greene ran thru the potential committee list with the officers. Sheals and Dale will be coming off. They asked for feedback from the group if there was any. The feedback received was positive. Greene pointed out that the committees were going to have more detailed reports. Hawxby moved that the group approve the slate as the new organization for committees and officers, Sheal seconded, all approved.

## **Resignation**

Josh Safranski had to resign from the CID board because he is parting ways with the Alpine Shop. The runner ups from the last vote in December were Joe and Camilla, Joe is no longer interested so it would be Camilla and Cara. Mendenhall and Hawxby would like to open it up to the public again. Hollis pointed out that this was not necessary if they wanted to. Sheals and Greene suggested expediting the process for onboarding sake. Mendenhall moved that they open the position back up for one month, Hawxby seconded, all were in favor.

## **Old Business**

### **COVID Relief Gift Card Program**

83 businesses applied for the program; it went very smoothly overall. Santa handed out gift cards to the public on December 23<sup>rd</sup>. A large chunk of gift cards went out to the nurses, some was given to the CPD, and there were social media giveaways which were well accepted and shared and supported by the businesses and the public. Everyone involved was incredibly grateful. \$10,000 were left over and will be used for marketing purposes. This could become a recurring program if put in future budgets. Galloway asked if staff could get the gift cards out to the public sooner rather than later.

### **Curbside Pickup**

The CID received a letter from the City asking for payment for the curbside pick up spaces. After discussion with the City and Econ. Davis was able to get the payment date extended but the City needs the CID to either phase them out or decided to start paying for them. Davis would like to see more permanent spots for some sort of pick up. Businesses love the curbside pickup spaces according to the survey. None of them asked for them to be removed, the only feedback was that the time could even be less than 10 minutes. McGee and Sheals spoke in support of keeping the meters. Sheals even gave the option to throw in a dime for those meters. The City is wanting to charge about 5k a month which is half the price of normal meters. The board discussed ways to cut the cost to the CID. Dushoff would like to see Glascock in a meeting, there are so many open spaces downtown for parking at this time. Sheals would like to send a letter that the CID is looking into options to formally delay the spaces. Greene would like to go at the angle of how beneficial it is for the City to have the spaces tax-wise. Hollis told the board to point out that revenues downtown are disproportionately affected by the pandemic. McClung will try to get it on the parking commission agenda. Davis summarized that it would go to Econ, a letter will be sent that a solution is being worked on to the City, it will go to the parking commission as well.

### **Audit**

Becker informed the group that the audit is still pending. She gave them a deadline of this meeting so it should be ready next meeting.

### **Committees**

#### **Gateways**

Lots of progress on Gateways, there is a groundbreaking ceremony on January 25<sup>th</sup> and Sheals daughter is editing some renderings for the plaza. The press release went out yesterday and fundraising is underway under Eric. They have had a construction meeting with the fabricator and engineers. The globe is being fabricated by a tank company, Emmet Russel will be putting together the pieces and putting the artwork on the globe. The site will be closed off soon by PEC. Dushoff moved that Sheals would remain chair of the Gateway committee, Mendenhall seconded, all approved. They discussed the space and RSVP logistics for the health department for the groundbreaking.

#### **Operations**

Cancelled

#### **Economic Development**

Majority of Econ was discussing the grant programs for COVID and Minority owned businesses. There was also some discussion on giving businesses more access to the outdoors to help spread out as the weather warms up.

**Marketing**

They discussed Caledon and other potential options that the office could have. The analytics were positive, but the ads had many negative comments on them. The other part of the meeting was discussion on events. The caffeine quarantine will be coming up soon and is a ticketed at-home event that will be launched this week.

**NVAD**

NVAD is working on giving art supplies to kids at Boys and Girls Club, Blind Boone, and Second Saturday. Glascock has finalized a lot of the plans for the Ameren Lot.

**DLC**

Cancelled

**CoMo 200**

Discussed dates, mostly the fourth of July, and sponsorship opportunities. The KBIA series is supposed to be continuing on their new platform.

**Parking Commission**

Cancelled

**Staff**

Davis thanked Sheals and Dale for all their hard work on the board.

**Public Comment**

None

Haxwby moved to adjourn, at 4:37pm, Mendenhall seconded, all were in favor.



**Downtown Community Improvement District  
Gateways Committee  
January 14, 2020  
ZOOM**

**Present:**

Tootie Burns  
Deb Sheals  
Christina Kelley  
Tom Mendenhall  
John Ott  
Aric Jarvis  
Mike Snyder, Parks and Rec  
Eric Staley, Mission Mappings

Sheals called the meeting to order at 3:34pm.

Mendenhall moved to approve the agenda, Burns seconded, all were in favor.

**Fundraising Update**

Staley has created a campaign plan and a document to name potential donors. He has a group of prospects ideas for each letter with rationale and multiple prospects for globe for it will likely be a group of donors. He explained the marketing funnel in terms of donations as outlined in his campaign plan. He has given at least 50 prospects but there are many more. The names have been redacted to protect their identities. Sheals loves the campaign plan. The case statement is on page three of the plan. There are six different case statement options to use for campaigning. Staley pulled up an older spiral plan for the Gateways Plan and would like to modernize it for the current plan and get it more specific for Gateways as a point-of-sale piece, essentially a picture book to talk through donations. Sheals would like to see it as a digital piece as well for ZOOM meetings. Burns pointed out that she would like to avoid tax season to approach potential donors. Staley pointed out that the beginning of the year is when potential donors would create their philanthropic budget and it is a less saturated time to ask for donations. He would like to make it more of a marketing budget than philanthropic budget item for these companies. He also pointed out that these are just pledges, they do not have to pay right away. Sheals asked if it would be discouraging since it is already being built. Staley did not believe so because it is a naming opportunity and a connection to the City's history. Present it as a true opportunity to them, not a need of the District. It will be built either way. He also pointed out not to bring up the line of credit to any of the donor prospects. The group discussed people pulling out of the donation, the industry usually predicts 80% of funds to be given but it is rare that people do not go through with their donation unless something catastrophic happened to their business. He would like everyone to sit down and go through the list of prospects to see who each person knows and who would be best to approach first. The group discussed different strategies for how to divide up donations for the globe. Each contributor should pay equal parts. The group discussed how to meet and keep prospects

confidential; staff will be in touch with City attorneys to ask about specifics for the Sunshine Law.

### **Staff and Volunteer Responsibilities**

Everything will come down to who knows who, but it will take the full commitment of committee members who know the prospects to pop the question. Groups of two to ask for gifts is recommended. Donations are tax deductible and will all go through the Community Foundation. There is also an option to gift stocks or IRA funds and other forms of funds. Becker will get clarification on what is all optional to gift. Staley will work month by month with the CID. He recommended three months. Mendenhall moved to keep Staley for two more months, Burns seconded, all were in favor.

### **PR**

The website has been updated; Davis had to fix some of SEO on it. Sheals' daughter edited the rendering to look very close to how the project will actually turn out. The logo for the project is in the Dropbox and everyone was encouraged to use it for communications to sponsors or media. Russel will already have a time lapse of his fabrication of the project using a go Pro, so the CID would just have to film the install in the fall. The group would like to talk to CAT TV about logistics for that.

### **Groundbreaking**

The weather is supposed to be perfect on the 25<sup>th</sup>. Kelley will provide the tent, T/F is providing the podium, Orr Street Studios has the chairs. We are looking for a generator. PCE will have golden shovels and there will be a dirt mover. The limit is 20 people for Health guidelines. This will hopefully be only a half hour. In the chairs will be a call to action to donate as well as handwarmers in the place of coffee. It will be streamed online. Sheals would like the newsletter blurb about Gateways to just be forwarded to board and committee members. Staley encouraged Davis to make sure that all potential donors are invited at the least to the virtual event. Clyde Ruffin and Pat Fowler will be speaking with Davis and Sheals. The site is supposed to be fenced this week. Tootie would like to touch base with the Health Dept either way whether it's less or more than 20 people in attendance.

### **Contracts**

We have paid for half of the construction already for Russell's materials. PCE will be putting up a fence and clearing the site this week. The text for the globe is ready to go out and has been proofed many times and will be turned into vector files for Arcturus.

Burns moved to adjourn the meeting at 4:38pm, Mendenhall seconded, all approved.

**Downtown Community Improvement  
Economic Development Committee  
January 19, 2021  
ZOOM**

**Present:**

Lydia Melton  
Auben Galloway  
Aric Jarvis  
Mikel Fields  
Adam Dushoff  
Deb Rust

**Guests:**

Tim Teddy

Fields called the meeting to order at 3:32pm.

Rust moved to approve the agenda, Dushoff seconded, all were in favor.

**Teddy**

Davis asked Teddy about using parking spaces to extend outdoor dining. She had put a survey out to businesses in October, and not too many were interested then out of the seven that responded. Street closures are not going to work in the District, but she would like to have a program set up to dine in parking spaces for the businesses to be able to do this directly with the City. Teddy asked if it would elevate the dining like a parklet. For safety, Davis thinks it should be raised as well as have a barrier. She asked about potential ways to do it safely on Broadway with the angled spaces as well. He would like to see if the restaurants would pay the bag fee for the use of those spaces. Galloway was interested if the sidewalks could have some leniency to increase outdoor dining space. The group expressed liability concerns along with the safety and alcohol. They discussed the parklets that the City used to have. One was hit with a car and the other did not go up because of COVID. The parklets are also run by Parks and Rec so Griggs would be good to talk to. They were used often and by many. It would be required to have a barrier and talk to all the other businesses on the block. It was also pointed out that it would have the perception of taking away parking even though it is currently not an issues. They discussed options to increase sidewalk dining areas but in a way that looks good including Street closures. Emergency service access is the biggest limiting factor in street closures. The group did not feel it would be in the best interest of everyone and work well and be safe.

**Business Changes**

The net changes were 0, there is the same amount of new and lost businesses during COVID. Some of the new businesses include Brassy Bird, Delia's, the Gold Bar, Hempriety, Wicked Asian wings and more. Businesses closing include Consign and Design and both pop ups. A few businesses are relocating and expanding.

**Gift Card COVID Relief Program**

Very successful program, over 80 applicants. It was fantastic PR and well covered, putting the District in a great light. The business owners were so grateful, some cried. There are about \$10,000 worth in gift cards still in the office which is currently in the process of being given away. Staff could push them out ASAP or save them for handing out on campus. The group would like to see them pushed out by Spring Break. Davis would like this to be a more permanent program.

**Minority Owned Business Grant**

Davis is working with Yankee to get more details on the grant program. The WBC is currently overwhelmed with the PPP assistance.

**Curbside Pickup**

The City sent a letter to request the CID begins paying for curbside parking spaces. The CID requested an extension to figure out how to make the spaces more permanent and useful. Ideally, neither the City nor the CID has to pay for the parking space. The curbside spaces help with marketing and perception for easy parking downtown to make it more approachable to come downtown quickly. They discussed how to make it enforceable and if the business should send staff out and people stay in their cars or if people can walk in. Downtown had the biggest loss in sales taxes and revenues, these businesses are restricted the most and are hurt the most. The group members feel the City should figure out how to help and not make it a burden on the local businesses. They would like to show the City how far down the sales tax revenue is downtown vs all of Columbia because the City does not seem to be aware of how hard the District has been hit vs everywhere else to do the math for them and much it costs them to not have people downtown. The group needs to pin down the ask and put in something more permanent. Davis would like to ask the City for six months more to work with the CID to figure out something more permanent. Jarvis pointed out that the parking garages are free for the first hour, why could the City not do with certain meters. CID staff is working with parking to create how to videos on using parking. Rust suggested that the first ten minutes would be free with the park mobile app.

Fields moved to adjourn the meeting at 4:30pm, Galloway seconded, all were in favor.

**Downtown Community Improvement District  
Operations Committee  
January 21, 2020  
ZOOM**

**Present:**

John Ott  
Aric Jarvis  
Chris Kelly

**Absent:**

Van Hawxby

Sadia Moumita

Davis called the meeting to order at 3:30pm.

Ott moved to approve the agenda moving the community refrigerator to the top, Jarvis seconded, all were in favor.

**Community Fridge**

Sadia explained the concept of a community refrigerator that is stocked by the community and accessible to all without having to see people face to face. She has found people interested in stocking and cleaning the fridge. She would like it to be outside so that it would be more accessible than inside somewhere with specific hours. Ott thinks it would be wise to do on a church property so that there is more control over issues. He would also like to partner with Room at the Inn to see what the needs are. Sadia has not yet been able to discuss the idea with the Health Department yet. She would like it to be a year around project but must look into logistics for rain and snow. Ott suggested that Mike Trapp would be ideal to talk to for suggestions on how it would work and what area would be the best. People in need may not have access to a car. Davis would like to see it become part of an art installation so that it appeals to stay taken care of.

**Planters**

Snyder was unable to attend. He sent over the conceptual pictures and informed Becker that there is no funding for this project, new or repair. The budget is under Richard Stone and it would be their bare minimum to fix something at least for the next year while COVID has affected the budget. Ott would like to see a masterplan created now so that when funding becomes available, there is a plan, and it is a priority. Kelly pointed out that the new governmental change may send some funds to local governments and there may be grants available. Ott would not like to see it fixed, just torn out to be done right. Becker suggested asking them to see what the cost difference is to see what it would look like done right. The group discussed tying it into an outdoor café. Kelly would like to take it to the full board so that the plan can be ready at the City. They would like to possibly add a small fence around the planter as well to prevent tripping and laying down in the planters. Davis would like to get a



price tag on the project. She also pointed out that once the Gateway Plaza is done, there will be more of the budget available.

### **Extra Space**

The new downstairs space is cleared out and needs to be deep cleaned, the carpet will be shampooed, and the walls repainted. She would in the future like to get some more furniture down there for CPD. The display window will be the District's.

### **Bird Scooters**

Most of the businesses are against the scooters coming back because they are not ridden in the street instead of the sidewalk, they are not maintained for ADA compliance and also often end up in the road. Some businesses felt it brought more traffic their way. There is a concern for how the birds would interact with downtown outdoor dining. The group would like to see nests involved for the scooters if they come back. The scooter company can continue charging the rider until the scooter is left in a nest. There is also a liability issue if a Bird causes an accident on the property owner or business owner because the sidewalk is their responsibility. Davis would like to take it to the full board to do a report and potentially be ready to write a letter of support for Pat Fowler if she needed it since she pushed it off the City agenda for six months which will come up in March.

### **Other**

Ott asked if there was an easier way to renew trespassing enforcements for businesses with CPD. Davis would like to see what the impact of CPD being more present downtown to enforce ticketing on parking. Becker would like to invite Jones to the March meeting and invite all board members.

Jarvis moved to adjourn at 4:14pm, Ott seconded, all approved.

**Downtown Community Improvement District  
Marketing Committee  
January 26, 2021  
ZOOM**

**Present:**

Heather McGee  
Christina Kelley  
Kalle LeMone  
Mark Sulltrop  
Deb Rust  
Aric Jarvis  
Munir Mohammad

**Guests:**

Rob Nichols, Caledon

Rust called the meeting to order at 3:33pm.

Sulltrop moved to approve the agenda, McGee seconded, all were in favor.

**Caledon**

Allie will be the District's new account manager because Monica moved regions. Nichols ran through the analytics on the latest ads. He stated that they ran a video ad this time which disabled some of the analytics. They are reaching 22k people. Close to 8k viewed the full video. He reviewed the staff's organic IG success with 800+ followers after a recent giveaway. December overall, IG gained 1,100 followers. Geofencing has held fairly stable, increased slightly. The Dunkin Doughnuts by Rangeline within the two-mile radius has the most conversions. The group discussed the geofencing locations and rewording and new pictures for the ads. Nichols asked for a tentative calendar of events which the group will discuss later in this meeting so that he can fluctuate the budget around certain events. He asked if we want to target the season or the events more, Davis would like to focus more on overall image advertising due to the uncertainty of events right now. Davis asked if they had started Google AdWords because the office received a large bill for that. Nichols admitted that there was an overspend that Facebook is refunding. It is unknown how much of the reach is repeat or unique reach. McGee requested more personal touch that could not be used in every other city in the US. The city is unique, and she would like to see that reflected. Kelley called out a misspelling on one of the ads and was frustrated by that and she saw it twice within a week and a half. The group discussed the wording and topics of future ads.

**Caffeine Quarantine**

The event is sold out already, 32 tickets were sold. There were two different tier groups for tickets depending on if people wanted to pick up the items or have home delivery. The vouchers for picking up themselves have been mailed out and hopefully will be received in time because they were sent locally. Saturday morning, the District will be live with the business

owners. She believes we could have sold more tickets, the tickets sold out an entire week before the event. Davis will give a full recap with surveys at the next meeting. The Caffeine Crawl will also happen at some point this year, McGee threw out other "taste off" and crawl ideas. She put out the idea of growlers to keep it legal and help with liability.

### **Restaurant Week**

The plan is for RW to be the 22<sup>nd</sup> through the 28<sup>th</sup>. The idea last time was to focus more on takeout and change the passport more to a bingo style and social media competition between participants and restaurants. Kelley pointed out the KC RW was Dine Your Way, take out, delivery, dine in. She also stated that the event could focus more on specialty items. They discussed having more winners with significant amounts of gift cards and the chances to win would increase with bingo card spots. LeMone would like to theme it along the lines of keeping District businesses alive. They debated requiring restaurants to have specials or not. Davis feels for this year to not have a requirement for food specials but to make them encouraged but staff knowledge necessary. Rust asked if Drinks in the District and RW could be combined. The bingo card would not be a line requirement but a fill in as many spaces as possible. Delivery would be necessary way to get credit. Davis pointed out that passwords and stamps are complicated to do both. The passwords on a bingo card and then the participants are responsible for turning in their paper electronically or into the office. There will be ten winners of \$100 District gift cards.

### **Event Dates**

The group was unsure that they are ready to decide on official event dates. Restaurant Week is decided and that is the next event.

Kelley moved to adjourn the meeting at 5:09pm, McGee seconded, all were in favor.

Downtown Community Improvement District  
Executive Committee Meeting  
February 2, 2021  
ZOOM

Present:

Kenny Greene  
John Koch, BBB  
Deb Rust  
Aric Jarvis  
Van Hawxby

Absent:

Mike McClung

Greene called the meeting to order at 3:30pm.

Hawxby moved to approve the agenda, Jarvis seconded, all approved.

Streetlights

City is working on RFPs for streetlights, the RFP is a 90-day process that will hopefully get all 90 streetlights put in by July 31<sup>st</sup>. The City will invoice the CID for it. The CID already approved it.

Audit

The auditors will have the audit prepared for the next board meeting. Becker encouraged everyone to look at it early and will try to have it to everyone by Friday.

Agenda

Vote for new board members. Randy Minchew for 6<sup>th</sup> Ward has requested to talk to the board (Davis is willing to invite Betsy as well) it is technically not in the District but it is the neighboring ward at College Ave. His business is in the District but he would not have jurisdiction over us unless he joins the board. The conflict of interest needs to be signed again. The board manual will be ready to be updated. The audit will be reviewed, and they will answer questions. Hollis will give his line of credit recommendations as Becker gave them to Commerce Bank. Gateway update- one letter has already been sold, two are in the making of being sold. Greene would like to push support for the green space at the Ameren lot, everyone involved seems to be enthusiastic other than the Mayor. Hawxby will meet with the Mayor with Greene to discuss it.

Jarvis moved to adjourn the meeting at 3:43pm, Rust seconded, all approved.

**RESOLUTION NO. 2021-19**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT APPROVING MINUTES OF  
THE BOARD OF DIRECTORS MEETINGS HELD  
FEBRUARY 2021.**

**BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE DOWNTOWN  
COMMUNITY IMPROVEMENT DISTRICT AS FOLLOWS:**

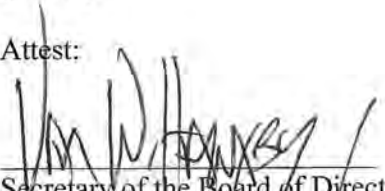
The Downtown Community Improvement District (the "District") hereby approves of the meeting minutes for the meeting of the Directors held January 2021.

Passed this 3rd day of August 2021

  
Chair of the Board of Directors

(SEAL)

Attest:

  
Secretary of the Board of Directors



**Downtown Community Improvement District  
Board Meeting  
February 9, 2021  
ZOOM**

**Present:**

Van Hawxby  
Kenny Greene  
Deb Rust  
Mike McClung  
Kalle LeMone  
Munir Mohammad  
Lydia Melton  
Aric Jarvis  
Heather McGee  
Auben Galloway  
Tom Mendenhall  
Adam Dushoff

**Guests:**

Greg Pierson  
Randy Minchew  
Adam Burger  
Robert Hollis  
Camilla Cosgray  
Rhett Brengar  
Lara Pieper  
Zach Wagner  
Betsy Peters  
Steve  
Geoff Jones

Greene called the meeting to order at 3:35pm.

Mendenhall moved to approve the agenda moving up the line of credit and the audit, Galloway seconded, all approved.

Mendenhall moved to approve the minutes, Hawxby seconded, all approved.

**Financials**

Becker gave a run-down of the financials, there is three months left to go on sales tax collection, 25% of the budget has been spent with 33% of the budget year complete, nonrecurring expenses are up due to Gateways expenses. We are \$100,000 down from collection at this time last year. Financials from GKC are up from last month. Mendenhall moved to approve the financials, Jarvis seconded, all approved.

**CPD**

Jones introduced the two new downtown officers that will be working on crime, homelessness, and quality of life issues downtown. They came highly recommended by Jones. The new officers are trying to do meet and greets with businesses and residents right now, they have only been on the scene for three weeks. Davis would like to set up a meet and greet with them. They currently work 8-5 Monday- Thursday. They will email us to set something up.

**City Update**

Rhodes not present due to a City meeting but had nothing specific to share with the group about downtown.

**REDI Report**

Jay is at the same meeting as Carol

**New Business**

**Ward 6**

Minchew introduced himself to the group, he used to have businesses downtown which he sold and now works for DLine. He is very involved in the community, RBHS, sober living, and more and would like to help problem solve on the City level as a councilmember. His main issue is that there is not enough officers in Columbia or enough funding for them. He would like to be creative on issues like this and the trash and recycling.

Betsy Peters introduced herself as the current councilwomen. She has been on council for six years and is a retired physician and landlord. She thanked the board for using tax dollars to clean the streets with BBB and would like to solve issues with CPD and the homeless population.

**New Member**

**Role Call Vote**

Adam Dushoff	Camilla	Camilla
Auben Galloway	Camilla	Camilla
Kalle LeMone	Laura	Laura
Tom Mendenhall	Camila	Laura
Munir Mohammad	Camilla	Camilla
Deb Rust	Camilla	Camilla
Mikel Fields	Laura	Laura
Kenny Greene	Laura	
Heather McGee	Zach	Laura
Mike McClung	Camilla	Camilla
Lydia Melton	Laura	Laura
Aric Jarvis	Laura	Laura
Van Hawxby	Laura	Laura

### **Line of Credit**

Burger sent the terms to Becker and Hollis and is happy to address any questions or concerns the committee and full board has. Hollis listed some of his concerns to the group, the main one being the collateral issues. The only two solutions are no collateral because the securities would be artwork on public property, or the security would be in the revenues of the District. Burger countered that he wanted to make it as straight forward as possible. They would need collateral so would be more interested in future revenues but has some reservations doing so with tax dollars and would need to ask their legal. Hollis recommended that the board just alter the resolution he wrote with the change of granting permission to the bank to collect tax revenue as security. McClung moved to accept the loan documents with Hollis's edits, Hawxby seconded, all were in favor.

### **Audit**

Becker introduced the auditor as something her and Davis were interested in getting once they were hired. Steve thanked Becker for all her hard work sending him things due to COVID. He read through the audit document without going into too much depth. His balance sheet does not include the Gateway fund in the Community Foundation. He pointed out that the expenses were a lot less than budgeted, mostly due to long term projects which have not been spent yet. He advised that the one signing the checks should not be the one with direct access to the accounts and accounting just to alleviate the risks for the CID and Becker. He thanked the group for the transparency. Dushoff moved to accept the audit, Hawxby seconded, all were in favor. McGee made sure that the letter would not question Becker's honor if read in the future.

### **Conflict of Interest**

Davis told the board members that she needed their conflict of interest signed. Birk has updated the board binders and has new ones for the new board members. Jarvis pointed out that he never got a binder, Birk will create one for him and the new board member.

### **CCA Financials**

Becker asked everyone to look at the end of year financials for the CCA and periodically check it, there was only bank fees and maybe two gift cards that came out of the account. Hollis advised against voting to approve the CCA financials because we are not the CCA but the CID and GKC does it on their behalf and has to send in the reports to the government. It turned into a discussion of how to dissolve the CCA.

### **Trash**

Mendenhall has been doing some research on the trash situation in the City, he believes the best solution would be to just raise the fees and it is affecting downtown because people are trying to throw away their trash in the dumpsters downtown. The group would like to send the issue to operations. McGee pointed out that many felt it was the City's revenge about the roll carts and there is already an issue with oversized loads. Minchew discussed some issues he has talked about to the Health Department.

### **Tie Breaker**

There was a tie between Laura and Camilla

### **Committee Updates**

#### **Gateways**

Jarvis summarized the work that they have been doing for fundraising and the groundbreaking. They also made the first payment to Grove Construction. The groundbreaking was successful and two letters were already sold after the groundbreaking. Davis encouraged the group to send any potential donators to Davis. She also told the group that they could get small pins for the Gateway.

#### **Operations**

Becker updated the group that the space downstairs is cleared and ready for CPD or BBB, they discussed planters, Bird Scooters.

#### **Economic Development**

Fields discussed the gift card grant and would like to continue the effort with that, they talked about curbside pickup, minority business grants, and worked with the City on outdoor dining.

#### **Marketing Committee**

Rust updated that events were the main discussion. The Caffeine Quarantine sold out early and went very well. Only 32 tickets were available. Coleman made it so that the businesses that participated were able to collect money for their products. Caledon has had some issue with the ads with spelling, phrasing and lack of variety. No one on the account lives in Columbia.

#### **NVAD**

Greene talked to the Mayor about how to fund the purchase of the Ameren Lot and turning it into a green space between private and public funding with fundraisers. It looks like there is a lot of potential and things are underway.

#### **DLC**

Did not meet

#### **COMO 200**

Becker summarized that they are moving forward with the park expansion and started fundraising for the bridge

#### **Parking Commission**

The meter collection and ticketing is down 50% so the group is in a holding pattern with revenues. McClung believes that ticketing should not be a way to make money but changing to CSAs has helped decrease the ticketing due to training, but they are still short employees. There are fewer cars and less manpower. Fields mentioned that the ticket prices no longer double if not paid in time. Ticket revenue goes to the general fund but meters and permits go to the parking utility.

**Staff Update**

Tomorrow at 3pm the City is doing a COVID update and it is likely that they will be pushing back the closing times to midnight. Staff letters will go out every other week

Fields moved to adjourn at 5pm, Mendenhall seconded, all were in favor.



**Downtown Community Improvement District  
Gateways Committee Meeting  
February 11, 2021  
ZOOM**

**Present:**

Christina Kelley  
Marti Waigandt  
Tom Mendenhall  
Heather McGee  
Kenny Greene  
Mike Synder  
Eric Staley  
Tootie Burns  
Deb Sheals  
Aric Jarvis  
John Ott

Sheals called the meeting to order at 3:30pm.

Mendenhall moved to approve the agenda, Burns seconded, all were in favor.

**Fundraising Update**

Two of the letters have officially been sponsored, the CVB was unable to commit at this time so it is a possibility, but the board is uncertain of funding at this time. Jarvis talked to the Cosmo Club about the I and they were interested in finding out what they get from sponsoring a letter and Jarvis was unsure of which letters were sold. REMAX was also interested in a letter as well.

Staley promoted that when asking for funds, inform the group that they will be the permanent sponsor and will also have their name on a plaque later on as well as having their name craved into the sidewalk. The group reviewed the first draft of the donation information slide show created by Sheals and Brook will have the official slide show ready next week. Staley has language for the donation pledge card to include the tax deductibility and how to work with Community Foundation. He encouraged the group to change the current image on the Community Foundation website to the current photo. He feels that the power point is good in place of the spiral binder and would like the trifold for in person meetings. Staley and Sheals will provide statements about what donors get in return. The group will clean up the power point and Brook will now work on the updated trifold. Staley would like to sum up the entire cost of the entire project of 1,300,000 million and state 85% of the funding is directly from the CID. McGee would like to set it up to show that that is the community involvement side of the project, a part of the legacy, not out of need and everything donated is all funding construction. Staley clarified after the discussion to just say that the CID has committed 1 million toward the project.

### **Prospects**

The group discussed the list of prospects and discussed who would like to contact whom. Davis will put them in a Google Doc so everyone can put their name next to the person they would like to talk to. Staley encouraged everyone to go in teams. He feels there may be enough prospects left after to get funding for the light columns.

### **Fundraising Work Group**

Sheals would like to form a fundraising work group to meet more often and would like to extend that invitation to everyone on the board and invite them to the Zoom training for how to pitch the project to prospects. They discussed further how to talk about the marketing, history, and tax deductibility for the training. Jarvis will get presentation opportunities with the tourism board and the Cosmo Club. The slide deck will be added to the website.

### **Groundbreaking Ceremony**

The groundbreaking ceremony went well, press coverage was good of the event, that's how multiple letters sold. The major downside was that it was difficult to hear the live. Davis told the group about the pins and encouraged everyone in the group to grab one and give them to anyone who commits.

### **Time Lapse Camera**

CATTV is looking into the time lapse camera situation and are looking for a good place to place the camera and they will need some funds to get new equipment. They could put a lift on the site for the camera during the install. The office would like to look into purchasing a Go Pro to use for other projects as well as this one.

### **Site Update**

Site clean-up will start as soon as the ground is not too frozen to sink a bobcat into.

### **Budget Tracking**

Becker based the budget off the one approved by the CID board. The insurance was approved outside that number. Crockett's contract is on track, he may go over slightly. She is very concerned with the attorney fees because he has currently charged \$17000 and not including anything before the board vote. We only budgeted \$13k for them. So far marketing and fundraising has stayed under/on track. Becker will track sponsorship funds on the budget as they come in.

McGee motioned to adjourn at 4:43pm, Greene seconded, all approved.

Downtown Community Improvement District  
Economic Development Committee  
February 16, 2021  
ZOOM

Present:

Lydia Melton  
Erica Pefferman  
Auben Galloway  
Adam Dushoff

Fields called the meeting to order at 3:33pm.

Galloway moved to approve the agenda, Dushoff seconded, all were in favor.

At-Large Members

Davis introduced Pefferman to the group with her interest of being an at-large member on the committee and explained how at-large membership worked. She is very interested in Economic Development and is on the committee at the Chamber of Commerce. Dushoff moved to make Erica an at-large member, Fields seconded, all approved.

Business Update

Since the last meeting, Shortwave opened their second location, Essentialz opened next to the District office, Bonsai Sushi and the Pickleman's by campus closed. A water main burst and flooded multiple businesses with basements on 9<sup>th</sup> Street. The street is still messed up but most of the businesses are back open. The group discussed District boundaries and maps and would like to look into the City getting a map of who pays the CID tax. The group discussed the stats of the businesses closing, opening and expanding.

Goals

Davis and Becker listed out the 2020 Goals including improving business communication, public communication, new business packers, CID boundary expansion, and continuing relationships with public works about solid waste. Davis discussed where the committee was on each initiative and offered sending solid waste back to operations. Business recruitment and retention will be key post pandemic and look into making sure the ground floor is not too many offices on the main drags. Fields would like to be more proactive on getting businesses to move downtown and work together here. The group will send solid waste back to operations as long as operations agrees. Davis would like to add an informational piece to recruit businesses with foot traffic and business make up stats but otherwise is very pleased with the progress of the New Business Packets. Fields would like to change that point to Update Business Packets with Analytics and Data as well as clarifying the CID boundary lines. The group would like to contact the residential buildings to get an approximate estimate on residential numbers and vacancy rates both commercially and residentially. Galloway presented Moore and Shyrock statistics. They would like to add recruitment and retention for businesses to the goal list and measure

with the vacancy rate. The group discussed advocating for the businesses and measuring their interests for the City. They will further discuss the topic next meeting

#### Minority Grant

Davis met with the WBC, their major hold up is how the funds would be distributed. The CID currently only has about ten black-owned businesses inside the boundaries. It would be a repeating line item on the CID budget starting at \$20,000 this year. Jessie or Adonica will be present at the next meeting to present the grant information so far. Fields suggested the idea of helping fewer businesses with more funds and the group discussed possibilities. The District will have to write the check directly to the business or property owner and the business owner will present their plan to the committee for approval.

#### Curbside Parking

Fields summarized where the group ended last meeting, Davis has since talked to Fowler and Glascock, the City is not expecting payment soon while the CID decides what options to take for more permanent curbside parking spots on each block. The board still does not believe the CID should pay. Becker presented that Parkmobile can present a code through the app for ten minutes of free parking that cannot be renewed. Davis asked the banks what they pay for their spaces but it seems to be less than the City was trying to charge the CID for the curbside spots.

Dushoff moved to adjourn the meeting at 4:41pm, Galloway seconded, all approved.

**Downtown Community Improvement District  
Operations Committee Meeting  
February 18, 2021  
ZOOM**

**Present:**

Chris Kelly  
Van Hawxby  
Aric Jarvis  
Kevin Czaicki  
Tom Mendenhall

Davis called the meeting to order at 3:31pm.

Kelly moved to approve the agenda, Hawxby seconded, all approved.

**Operations Chair**

Dale has rolled off the board. Davis briefly explained the role of the chair and asked the group if anyone was interested in the position. Jarvis stated that he is happy to take the position if staff is willing to help him in the beginning. Kelly moved to make Jarvis the chair, Czaicki seconded, all approved.

**At Large Members**

Davis invited the current members to reach out and introduced Czaicki, Kelly and Ott as the current at large members. Kelly moved to keep the current at large members, Hawxby seconded, all approved.

**Committee Goals**

Davis went over the committee goals as they were decided in 2020 and 2019. There were six goals so she would like to focus more on fewer. She explained the current horticulture situation and the Adopt a Spot ideas. MU has spoken for the four at 9<sup>th</sup> and Broadway. Ideally this program will go back to the City. The trees continue to be an issue with the City. Damaged curbs continue to be an issue as well. The group discussed who is responsible for repairing curbs and how to get them fixed faster. They discussed parking and issues with the garage and meter times to match up. The parking department is currently looking at making all meters more uniform and changing two to three hours, they still need to figure out what is going on with curbside pickup and loading zones. Crosswalk safety is still an issue with people turning left and the scramble at Elm and 9<sup>th</sup>. Solid waste will move back to Operations with Steve Hunt returning to Columbia to continue the Solid Waste Master Plan. The Ameren site is still in negotiations for the City to purchase as long as the City approves a tax increase for Parks and Rec. Jarvis suggested adding the crosswalk on 4<sup>th</sup> Street, it is pretty well a complete plan.

**Downtown Trash Pickup**

Mendenhall brought up concerns that with the change at the City with the bags that people will begin to do more illegal dumping. The committee is not sure that this is an issue that they



should be proactive over until there is specific complaints. They would like to keep it as the City's battle to fight.

#### Planters

The group mostly discussed this during the goal setting section, but the group does need to add planter funds to the next budget for the next year so that they can be replaced. They will invite Snyder to the next meeting to discuss designs

#### Main Street Grant

Becker summarized a grant program that the CID could take advantage of. They pay 19k in a 60-40 split and it would get Columbia more on the map for major downtowns. They help with long term planning and evaluation for priorities to improve. This will be after Gateways is complete.

#### Other

Birk and Elder asked the group if anyone recalled being part of a bike share program between the City, Pednet, and MU.

Jarvis moved to adjourn the meeting at 4:18pm, Hawxby seconded, all approved.

**Downtown Community Improvement Downtown  
Marketing Committee  
February 23, 2021  
ZOOM**

**Present:**

Christina Kelley  
Heather McGee  
Kalle LeMone  
Deb Rust  
Chrystal L Graves  
Munir Mohammad

**Guest:**

Rob Nichlos

Rust called the meeting to order at 3:33pm.

McGee moved to approve the agenda, Kelley seconded.

**Caledon**

Rob informed the group that the numbers would be a bit off because of the overspend last month. The clicks and impressions are still high, as well as the click-through rate. Organic total reach on Facebook is reaching almost 270k. The paid ads reach 238k. The team has been redoing pictures for the ads. The redo/update should kick off next week and they will share with Davis to get approved this week pulling pictures off the CID IG and FB and Dropbox. Becker pointed out that the Business without the "s" ad this last weekend. He said that they team is no longer running that ad, same with the overview with the orange glow. They are still running from FB's ads and will ticket FB asap. The FB coding issue has now been resolved so that Caledon is unlocked.

Rust asked if we could get a cost break down of Caledon once Nichlos was out of the meeting.

**Goals**

Davis went through the previous list of goals, many of them, specifically event related, were different than anticipated due to COVID. Kelley explained what the Taste of the District idea was and how it would be more of a crawl and focused on trying as many things as possible. This could replace one Restaurant Week and could even have booths and include retailers as well. The event goal will remain as is. We could work on partnering with events that already exist and working on outreach. McGee would like to add in a logo that says located in the District in the media kit that may be able to get discounts from media companies. Davis would be willing to add it to the media buy to ask of the companies that pitch to us. Davis would like to create longer lead times for events, but six weeks is too long to announce to the public. She asked the group if they would like to change any of the goals. They felt they were still good, relevant goals.

### **At Large Members**

Sulltrop from 44 Canteen and Kelley from Makes Scents. McGee suggested Zach Wagner from Bright City Lights. Davis asked everyone to encourage people to come to a meeting and see if they would be interested.

### **Media Buy**

Davis summarized what the Media Buy is for all new committee members. She asked McGee when a good time would be to have the media buy. McGee recommended late March or early April. They will try to make it for the Tuesday of our meeting in March so that the times will just run into the meeting.

### **Website**

Davis guided the committee through the new website. She went over the homepage, the navigation, new features like the development toolkit where the media kit will be, blog, business directory and interactive map. She would like to do a soft launch, send it to the businesses for them to go through the directory and let them know if they would like to change anything about their listing, hopefully by March 1<sup>st</sup>.

### **Restaurant Week**

Currently happening and getting good press. People have been tagging the District in their stories and posts. Servers are still trying to use stamps but otherwise it seems to be going well so far.

### **Wedding Stroll**

The Stroll was canceled right before the COVID due to COVID last year. The group discussed when weddings are regular again. They would like to talk to the venues and those in the industry first. Graves stated that her spring weddings are still on the fence. Kelley thinks that in the fall or winter would be good because people will hopefully feel more comfortable planning weddings in the spring of 2020. They had it right after Valentine's Day and the Holidays to be one of the first wedding events newly engaged people attend. They will revisit planning in August. The group would like to involve Coleman again but discuss it during budgeting.

### **Other Comments**

The group revisited the website and a couple of specific things. Mohammad asked if we were still working on the doorway galleries. It is in Econ but the board of realtors contacted the District about offering a grant for the cost of art work. LeMone asked what T/F was doing to involve the local businesses. The banners are going up, they are having a town square for small businesses, they will still be using the office. The businesses can set up booths for free to sell at Stephens with free power. They have not sent out information yet because restaurants will be trickier. True/Love is still happening March 6<sup>th</sup>.

Mohammad told the group to make sure that we have a backup of the website saved before ending the contact.

McGee moved to adjourn the meeting at 4:37pm, Kelley seconded, all approved.

**Downtown Community Improvement District  
Executive Committee  
March 2, 2021  
ZOOM**

**Present:**

Kenny Greene  
Mikel Fields  
Deb Rust  
Mike McClung  
Van Hawxby  
Aric Jarvis

Greene called the meeting to order at 3:31pm.

Hawxby moved to approve the agenda, Fields seconded, all were in favor.

**Grants**

The board of realtors reached out the CID about the grants they have available. One is for projects up to \$15,000 and up to \$5,000. The CID will be applying to both of them. The larger one would be for the alley door gallery to hire artists and wrap the doors with art in the gallery. The smaller one would be used for 'For Columbia' to paint the trash cans and recycling bins downtown. We would use the funds to get paint and brushes for the 200 volunteers. This is what Gartner used to create the pop-up park on the Loop. The grant needs to be applied for soon as to not lose the momentum of the board of realtors. McClung would like to take it to the board for full approval.

**Agenda Creation**

For Columbia and the grants previously discussed will be on there. Davis pointed out that T/F is happening the same weekend as gradation at MU. It will likely overflow restaurants sue to lack of staff and social distancing. Davis suggested starting a fund for helping restaurants build out their outdoor dining since the street closures do not seem like they will go over well. McClung believes the statewide alcohol ordinance is the main logistical issue here. Rust believes the only way it would work well would be if the CVB funded the common seating areas and make it more of a place to take and enjoy to go orders. The Spring Board Retreat did not happen due to COVID, it used to happen at Rose and hand out the annual report. Same with the Fall Retreat but that was more for future planning. Greene would like to see one that it outdoor and ZOOM so that it can be in person. Preliminary discussions for budgets will need to start happening.

**Other**

Fields offered that his father is the new leader of the local Crime Stoppers chapter and would love to meet with the board and bounce ideas off each other.

Jarvis moved to adjourn the meeting at 3:51pm, Greene seconded, all were in favor.



**RESOLUTION NO. 2021-20**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING MINUTES OF THE BOARD OF DIRECTORS MEETINGS HELD MARCH 2021.**

**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 January 2021.

Passed this 3rd day of August 2021

  
Chair of the Board of Directors

(SEAL)

Attest:

  
Secretary of the Board of Directors

**Downtown Community Improvement District  
Board Meeting  
March 9, 2021  
ZOOM**

**Present:**

Kenny Greene  
Mikel Fields  
Aric Jarvis  
Kalle LeMone  
Deb Rust  
Heather McGee  
Mike McClung  
Tom Mendenhall  
Munir Mohammad  
Lara Pieper  
Van Hawxby  
Auben Galloway  
Lydia Melton  
Chrystal L Graves

**Absent:**

Adam Dushoff

**Guests:**

Pat Fowler  
Austin Marshburn, Bird  
Carol Rhodes  
TJ Rowlan, CPS  
Robert Hollis

Greene called the meeting to order at 3:31pm.

Mendenhall moved to approve the agenda moving the Bird discussion up, Hawxby seconded, all approved.

Mendenhall moved to approve the minutes, Fields seconded, all approved.

**Financials**

Fields summarized that all of the property assessment tax has been collected. Sales taxes still have three more months of collection. We are on track (although down 20%) in sales tax and interest revenue. This is the lowest sales tax collection in CID history. Gateway is projected to be completely spent this year. The lighting project from 2017 was finally paid in February. \$11k left to collect for the last projected budget. Two Gateway letters have been sold. Mendenhall moved to approve the agenda, Hawxby seconded, all approved.

### **CPD Report**

CPDs main concern is that with the warm weather, the calls have increased. They wanted to make the CID aware that there have been reports of someone impersonating a CSA agent at 9<sup>th</sup> and Broadway. He asked everyone to keep an eye out for someone wearing the reflective gear and possibly targeting college girls. They also have had an increase of calls about panhandlers and homeless. The CPD meet and greet is on the 22<sup>nd</sup> and everyone is invited. CPD has been working through greeting the businesses individual.

### **City Report**

March 15<sup>th</sup> agenda for council is being developed and there is a hearing for the Flat Branch expansion project. Bird will be coming back to council for consideration at that meeting as well.

### **REDI Report**

Not Present

### **New Business**

#### **Bird Scooters**

Austin pointed out the positive aspects of having Birds in Columbia including affordable transit, reducing emissions, reduces parking, invests shared infrastructure, Research partnerships. He admitted there was probably a bad taste in our mouth due to the launch in 2018. Since then, they have been able to implement more rules and a parking requirement that would fine people \$100 for poorly parking. They have including in app education and a system so they can find when people are riding and parking incorrectly. Rider management now includes dismount zones around high pedestrian areas, geo-speed zones, use bike racks as parking areas, nests where scooters must be parked, community mode to report bad parking or unsafe riders and scooters. Scooters never stay out past midnight. Fowler asked the District how everyone was feeling and what input to give the City. Davis had put out a survey to the businesses in November, the issues mainly focused on were parking, liability and riding on the sidewalk. McClung expressed concerns with nest locations and execution. Austin responded that the goal is to make everyone happy District-wise so that Bird is welcome back to Columbia. Fields would like to advocate for something that brings more people downtown as long as the previous issues are resolved and we are involved in the processes of identifying nests and warehouse zones and general agreements of usage. McClung moved to support the Bird Scooters as long as we are involved in the nesting, timing, and riding decision making process, Rust seconded, Hawxby and McGee abstained, all else approved, motion passed.

#### **Expanded Outdoor Dining**

Davis met with the CVB, Chamber, City and Health Department. MU Graduation, True/False, and Mother's Day are all the same week of May. The mayor wanted Davis to push street closures, she does not believe this is a plausible idea for the CID. She would like to focus on improving parklet options, pedwalk, placing tables in front of neighboring businesses, and more that keeps the sidewalk and street open. The issues is that the City is looking at this for a two

week period in May, Davis would like to see it as an option all summer. She is currently sending out a survey to the restaurants to be completed by Friday because it would need to be out to Council Monday. Rust expressed the necessity to make sure that businesses wouldn't buy spaces in front of other businesses without permission. Jarvis expressed that if the City only allowed it for two weeks, no one would do it for two weeks, it's not cost effective. The main concern is the length of time people are able to use them. Davis has reached out to construction companies to see if they could help build those out quickly. There were also liability concerns.

#### **Board of Realtors Grants**

They have two grants for beautification at different levels, Davis would like to use both of them. The applications are due in October. The \$2500 one would go towards For Columbia to paint the trashcans downtown. The larger grant of \$5000 could go towards the alleyway galleries in the same way that the City does the traffic boxes. If the board is not interested in those two projects, it could go to committees. Fowler expressed a need public restroom, Becker stated that she does not believe that this grant could go towards that. Greene is unsure if this is in the CID purview but will send it to Operations.

#### **Budget**

Becker informed everyone that staff has begun to look into the next fiscal year budget. She encouraged everyone to bring projects they wanted funded to staff and committees.

#### **Spring Board Retreat**

Davis is attempting to schedule a retreat for late spring, early summer. The goal will be for board members to connect and connect to constituents.

#### **Flat Branch Expansion**

The City would like support asking council to pay for infrastructure and improvement to the park. The board would like to support this with a letter. Mendenhall moved to approve, McClung seconded, all approved.

#### **Old Business**

##### **CTA Training**

Becker is organizing CTA trainings for the board members; they will be one of the first back since COVID. Look for a message from Andrea.

#### **Streetlight Improvements**

The check is paid, and improvement should be seen on Broadway soon.

#### **Committee Reports**

##### **Gateway**

Jarvis informed the board that they looked into pursuing sponsors, holding a fundraising training, making connections, and having marketing material for the plaza. They discussed the groundbreaking as well.

**Operations**

Jarvis stated that they updated the goals for operations, discussed trash pickup and monitoring dumping, planter replacement and adoption.

**Economic Development**

Fields updated that they discussed about the goals and ways to engage the business community and being more proactive about recruitment and retention using data. They also discussed the minority business grant and curbside parking.

**Marketing**

Caledon gave the committee a monthly update. Rust asked everyone to send possible at large members their direction, they reviewed goals and Birk and Davis completed the website.

**NVAD**

The Ameren site is generating more interest and hopefully some grant money and funding from parks and rec.

**DLC**

Davis and Becker presented at DLC about Gateways and asked about outdoor dining expansion. The leader of DLC would like to be more connected to the CID.

**CoMo200**

Did not meet due to lack of quorum but had a presentation of people who wanted to do short films and are looking into funding the bridge.

**Parking Commission**

Revenue and parking are down but increasing as more CSAs are trained. They are skipping the next meeting to gain more data on garages and permits to figure out if they can issue more or less permits.

**Other Comment**

Muhammad pointed out that 9<sup>th</sup> Street was closed to repair the pavement after the water main burst. He just wanted to state that the signs read that anyone who parked there would be towed and would like to recommend that the City fixes the wording and posts contact information so that people who parked there before the date started did not think that they would be towed if ticketed.

McClung moved to adjourn at 5:03pm, Jarvis seconded, all approved.



**Downtown Community Improvement District  
Gateway Committee  
March 11, 2021  
ZOOM**

**Present:**

Christina Kelley  
Marti Waigandt  
Aric Jarvis  
Deb Sheals  
Kenny Greene  
Tootie Burns

**Guest:**

Eric Staley

Sheals called the meeting to order at 3:32pm.

Waigandt moved to approved the agenda, Kelley seconded, all approved.

**Marketing Materials**

Davis showed the printed items that can to the office today for marketing including the trifold, the booklet and pledge card. The majority of presentations should be over zoom so the booklet pdf will be more useful. They discussed having the materials and how to disperse them. Davis informed the group that the office may be interested in buying a Go Pro to use in future endeavors but to be used by CATV for the installation.

**Constructions**

Sheals updated that construction is going well other than the culvert being too solid and may require more to money, but it would still be in budget with the contingency. She is delighted with the construction team overall. The bricks that the group thought about using for landscaping, but the City Council would have to give specific permission to use them. The group was shown a picture, but the policy is to save them for the streets. The group came up with the idea to use a couple of them with a smoother wall for landscaping and add signage to explain the historic significance.

They discussed brick options for paving based on brick color and texture at the job site.

The City and Parks and Rec are discussing funding the creek restoration which would be next to the plaza. This will be going to council for approval Monday. CoMo 200 is beginning to fundraise and are starting to set up some events downtown.

**Budget**

Becker informed the group that they were doing well on everything except for attorney fees but everything else is on track. Becker believes we should be done with legal on most levels of this project. We are still within the contingency budget either way for now.

**Fundraising Process**

Staley explained how he would do a solicitation based on your relationship to the prospect and what the prospects interest in the project would be. He suggested sending preliminary information to the prospect, like the brochure, and then hold a meeting with the person. He reviewed the materials for marketing. The pledge card is to be used at the close of a meeting with a potential sponsor. The presentation slides are to be used during the meeting. Staley put himself into the screen to make the PowerPoint the background of his ZOOM. He then worked through the presentation as he would to a potential donor. There is a recording of this for the board members that are not present.

**Sponsorship Recognition**

Russel offered to make small letters for the fundraiser for \$1200 with the etching for the sponsors. The group discussed making the letter smaller and hopefully cheaper. They will be mentioned in the plaque, social media, newsletter, and on the website for recognition. We could also have banners on the site while it is being constructed to recognize sponsors and have an event in their honor. The group discussed potential prospects and divided them up.

**Other Comment**

Davis pointed out that there are people pointing out the lack of black history on the Globe and asked how to approach that comment. Staley said that every attempt to make this project as diverse as possible has been taken and the One Word Project. Sheals pointed out that they tried to not make individuals the topic but the first black school and council person and CPD officer and desegregation. Kelley pointed out that it was overall Gateway project as a whole points out black history a lot. The group would like to add Sharp End to the globe if possible. They would like to swap magic tree for Sharp End on the globe if something needs to be removed.

Sheals moved to adjourn the meeting at 5:08pm, Greene seconded, all approved.

**Downtown Community Improvement District  
Economic Development Committee  
March 16, 2021  
ZOOM**

**Present:**

Mikel Fields  
Lydia Melton  
Erica Pefferman  
Adam Dushoff  
Auben Galloway

Fields called the meeting to order at 3:35pm.

Pefferman moved to approve the agenda, Melton seconded, all were in favor.

**Business Updates**

Birk updated the group that Szechuan House left the District this week. 22 businesses have left and 21 have been gained. Strollway Market is the most recent. Maude is moving to 10<sup>th</sup> Street and Liz Tucker is having another pop up next to the atrium soon.

**Econ Budget**

Becker informed everyone that staff is preparing the budget to FY 2022. There should no longer be Development because it will be combined with benchmarking and marketing. The reduction in benchmarking is due to an initial \$4,000 happening this year. The staff proposed budget was explained to the committee and the committee discussed priorities and grants. The committee will take the budget to the board as is.

**Minority Owned Business Grant**

Davis showed the group the current perimeters that the WBC came up with for the group. They would like to use the \$5000 for marketing but they cannot completely enforce what it is spent towards once approved but the ongoing relationship with the business coach will help monitor the situation. The businesses once approved by the Business Center will present to Econ to be selected and then the CID will write them a check. Pefferman offered to publish information once finalized to get the word out. Fields asked everyone to read over it. This would start in October when the fiscal year begins. Fields believes the board may want to be involved, Davis would like them to pitch the full board but during the econ meeting and invite the full board. Dushoff would like to give the option to the full board. Davis would like feedback from the committee about the plan before the full board meeting so it can be discussed.

**Short Term Parking**

Davis reminded the group on their favored options of having short term parking meters for loading and curbside. She believes the next step in office is deciding where these spaces should be. Becker would like to send it to parking commission since they are discussing meter length soon before the CID takes it to the City. There are currently 32 curbside pickup spots and Davis

and the group thinks it would be good to use the same 32. This would encourage more people to download park mobile. Dushoff moved to take the current curbside map to the full board to switch from curbside to short term parking meters, Galloway seconded, all were in favor.

### **Alley Door Galleries**

Davis informed the new group members of this public art and beautification project. There is already \$2000 set aside in this FY budget, if we get the realty grant, we could do two doors this year. The property owners will have to approve their doors to be used. Paperwork is going through Hollis right now. The committee will select the artwork. Davis would like to start with the District's alley doors and then probably move to John Ott because they can be easily approved. The vinyl will help to prevent graffiti, but paint overall will help graffiti artists tend to not tag other peoples' work. She told the group to keep an eye out for other good doors. Melton asked if the CID could find stats to see the effect of it helping prevent graffiti even though if it doesn't, it is still a good public art idea. Galloway would like to see art on the Missouri Theater to collaborate with the University. The group discussed alley beautification in general. They could potentially paint alleys or put down a thin pavement to cover the potholes and paint a yellow brick road of sorts. They would like more murals in general downtown. The group would like to put a call out just to make sure everyone hears about it and give everyone a fair chance.

Pefferman moved to adjourn the meeting at 4:21pm, Dushoff seconded, all were in favor.

**Downtown Community Improvement District  
Operations Committee  
March 18, 2021  
ZOOM**

**Present:**

John Ott  
Tom Mendenhall  
Aric Jarvis  
Chris Kelly  
Van Hawxby

**Guests:**

Mike Snyder, Parks and Rec  
Allison Anderson, Public Works

Davis called the meeting to order at 3:35pm.

Mendenhall moved to approve the agenda, Kelly seconded, all were in favor.

**Planters**

Davis shared pictures of the planter concept this committee moved forward with last year. Snyder recommended that if these plans move forward, a subcommittee is formed to get more specific details and a budget going. Anderson was present to discuss utilities under the planters and storm water issues. Snyder pointed out that each planter is already different and would require unique costs and consideration. Mendenhall requested to not lose any more parking spaces. Snyder would like to see himself, Anderson, and three others to meet on site to discuss where benches, bike racks and such. Ott moved to form a subcommittee, Kelly, Ott, and Mendenhall offered to be on it. The group discussed funding for the project which would hopefully be between the CID and the City, especially if federal funding goes through. The group pointed out all the mini bike racks right in front of shops down 9<sup>th</sup> Street. Davis suggested they meet on Wednesday the 31<sup>st</sup> at 1pm at 9<sup>th</sup> and Broadway. Hawxby feels strongly that the CID should not solely fund such a Broadway centric project. Davis said they would talk to the City about options for funding and look into grants. Anderson said that design work would take a year or two to go through all the City approval processes. Kelly seconded Ott's motion, all approved.

**Downtown Trash Pick Up**

Davis has received two pictures of an alley overflowing with trash. It was the Alley behind Broadway Brewery. Ott saw the alley behind Las Margs overflowing as well, he believes the main issue is cardboard. Hawxby pointed out that he is right against residential and has not seen any influx in trash in their dumpster. Ott thinks the City may have decreased pickup during COVID and has not picked back up to the regular schedule yet. Davis will ask Hunt about the current schedule and requested the group keep an eye out and send any concerns to her.



### **ForColumbia**

The group is hoping to send 200 people downtown on June 5<sup>th</sup> to paint the trash cans and recycling bins. Davis informed the group about the Board of Realtors grant that could hopefully be used to pay for paint and brushes. Ott had concerns with the cans not being powder coated. Davis pointed out that this would not last many years and they can sand them which would improve the situation. Davis could also look at the fire hydrants, but Ott believes the fire departments used to do that but could be improved with permission and paint them a standard color. ForColumbia offered to do some stenciling on the sidewalk to exaggerate the where the bins are. She would have to go to the City for permission if the group was interested in. The group wanted to prioritize the artists downtown and get everything painted solid colors first.

### **Budget**

Becker informed the committee that staff would like to go out to bid on all contracts more than \$5,000. The group discussed Block by Block and 4AChange. They would like to take it to the board if they would like to keep services or if they would like to put it out to bid. They would like to find out more about homeless services. Ott pointed out that there are not City services that will immediately help a business move a homeless person on if they are being disruptive like 4AChange does. Becker walked the group through the operations section of the proposed budget. Ott asked about lowering banners on the poles with the new lights coming in if possible. The person to discuss curbs will be at the next meeting to discuss next steps but Mendenhall would like to get a few costs estimates on concrete companies per linear foot for the worst 20.

### **Other Discussion Items**

Ott pointed out that when he turned in his permission to enforce no trespassing and CPD went around and checked with the businesses if they were okay with it. Ott would like to know what the rule is property owner vs business owner. Davis encouraged him to come to the Meet and Greet Monday to talk to them. The group also discussed parking enforcement, it is much less aggressive than it was in the past and turnover seems to be down.

Hawxby moved to adjourn at 4:30pm, Ott seconded, all approved.

**Downtown Community Improvement District  
Executive Committee  
April 6, 2021  
ZOOM**

**Present:**

Kenny Greene  
Mikel Fields  
Aric Jarvis  
Deb Rust  
Van Hawby

Greene called the meeting to order at 3:30pm

Hawxby moved to approve the agenda, Fields seconded, all approved.

**Wabash Trash Compactor**

Staff has received multiple unhappy phone calls about the compactor moving. Davis reviewed that this was a small part of the solid waste master plan. There was a public input meeting about this compactor two years ago but was stalled with Steve Hunt gone. There will now be a second public meeting about it and if there is a majority of negative reactions to the issue, the move will go back to the drawing board. The idea was originally to make the compactor equidistant from everyone who uses it. Ernie's dislikes the move because it significantly distances the trash from them. The Warehouse dislikes the move because they will lose parking and their adopt-a-spot. Kenny pointed out that the Ameren Lot may be a solution. Someone will come to speak at the full board meeting about this issue but the board and public works needs to find the best move for everyone. Greene pointed out that they also need to empty the dumpster more often as well.

**SBDC**

SBDC approached Davis to use \$40,000 to hire a new business councilor. They would ideally be housed in the District office and not in their office at the Parkade Plaza. Mark would like to have the District contribute \$10-15,000 to increase that person's salary. Davis would also like to consider if this would hurt other relationships with WBC or REDI. McClung is concerned that this person would appear to be representing the District without being managed by the District and that would be concerning. Fields pointed out that the hub space at REDI may be a better place to house that person and we could split the cost with them.

**Expanded Outdoor Dining**

Friday, the City put together an ordinance proposal for the parking dining. It would be a permit process; you have two weeks to put up the diner and then take it down but with the option to renew. The business would also need to give 21 days' notice to the City which would not be enough time to get everything up for the May weekends of Mother's Day, graduation, and True/False. There are still a few businesses interested but this does deter enthusiasm for many. Davis did receive a call from a retailer that was concerned about parking decreasing and being

disadvantage for retail. Hawxby pointed out that it is not something he would choose to do himself, but it is an option. The group discussed the option to let retailers expand as well, it should be open to all businesses. McClung pointed out that the ordinance states that renting spaces is for construction or a performance. Fields followed that up with he was allowed to use the spaces in front of his store for seating but not selling.

### **Banners**

Davis informed the group that more and more people have been asking for things to go on the banners. COMO200 would like us to hang theirs for the bicentennial but there is a concern that they want to have logos for their sponsors on there. McClung agrees that staff should start a policy and draft up a few bullet points for the board.

### **Ameren Lot**

The City has a good opportunity to buy the Ameren Lot, it was on the council agenda Monday, but the Mayor pulled the item from the agenda because the language was too specific towards using the space for a green space. Davis pushed everyone to educate NVAD and council members that NVAD has been trying to make that a green space for eight years. Greene would like to create the narrative with talking points and have a large presence of supporters at the council meeting. Rust pointed out that the space cannot be a bus station because you can't dig there. John Ott would like to donate the funds to the District or NVAD for the person who created the drawing for the green space to attend the council meeting as well.

### **Agenda**

April's agenda will consist of Bird Scooter speed, the Wabash compactor, contracts/RFPs, Ameren Lot, Banner Policy, Outdoor Dining, SBDC. Davis asked if anyone would like to add anything to the agenda. Fields offered to have his dad talk to the board about Crime Stoppers. The group would like to discuss homelessness with him and CPD at the next Operations meeting.

Hawxby moved to adjourn the meeting at 4:12pm, Jarvis seconded, all approved.

**RESOLUTION NO. 2021-21**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT APPROVING MINUTES OF  
THE BOARD OF DIRECTORS MEETINGS HELD APRIL  
2021.**

**BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE DOWNTOWN  
COMMUNITY IMPROVEMENT DISTRICT AS FOLLOWS:**

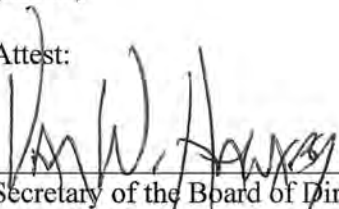
The Downtown Community Improvement District (the "District") hereby approves of the meeting minutes for the meeting of the Directors held January 2021.

Passed this 3rd day of August 2021

  
Chair of the Board of Directors

(SEAL)

Attest:

  
Secretary of the Board of Directors

**Downtown Community Improvement District**  
**Gateway Committee**  
**April 8, 2021**  
**ZOOM**

**Present:**

Heather McGee  
Deb Sheals  
Christina Kelley  
Aric Jarvis  
Marti Waigandt  
Tootie Burns

Sheals called the meeting to order at 3:31pm.

Burns moved to approve the agenda, Kelley, seconded, all approved.

**Fundraising**

Sheals stated that she, Waigandt, Burns and Jarvis needed to meet to get detailed and do work on fundraising. McGee asked if everyone on the donation list was vetted. Jarvis has done some of that work but everyone was encouraged to double check the list to make sure their values all align with ours. She announced the meetings that she knew were scheduled. Davis updated the group on other meetings she had set up with potential sponsors. Russel has offered to help with the donor recognition design and fabrication. The group discussed sponsorship sign ideas. They would like the signs to be stainless steel and in the planters. Sheals would like Brooke to design a rendering to show people how they would be recognized. If a bank or insurance group were to donate, we should be able to quarantine category exclusivity. McGee would like them to consider first right of refusal or gathering multiple to work together. Sheals would like to pitch it as the globe being category exclusive and play the letters by ear.

**Construction Progress**

There was a slight issue for pouring the concrete for the retaining wall with Stevenson, but it is poured and up and currently getting smoothed out. They will give a sample of dyed concrete for the committee to look at and approve.

**Budget**

Becker updated the group on how they were doing with the budget so far. The budget is on track, there is a little over \$6000 for marketing left which will easily be completely used. The attorney fees should be done, there was a \$300 charge on the last invoice. Staff will print more booklets and Brook will design the rendering for the signs.

**PR and Marketing**

CAT TV is working with Davis on installing a Go Pro to film the installation of the letters. The new website is up and running. Sheals stated that it looked good but would like to see if



Gateways and projects can be more front and center. The contract with Eric Staley is over. The group discussed having sponsored stickers for the booklets.

**Other**

Sheals will touch base with those who want to help with the donation conversations.

McGee moved to adjourn the meeting 4:05pm, Jarvis seconded, all approved.

Downtown Community Improvement District  
Board Meeting  
April 13, 2020  
ZOOM

Present:

Kalle LeMone  
Mikel Fields  
Kenny Greene  
Heather McGee  
Tom Mendenhall  
Van Hawxby  
Munir Mohammad  
Mike McClung  
Deb Rust  
Lara Pieper  
Aric Jarvis  
Adam Dushoff  
Chrystal Graves

Guests:

Todd and Dan, CPD  
Jay Sparks  
Carol Rhodes  
Robert Hollis

Greene called the meeting to order at 3:30pm.

Introductions were made around the ZOOM.

Mendenhall moved to approve the agenda, Hawxby seconded, all approved.

Mendenhall moved to approve the minutes, Dushoff seconded, all approved.

Financials

Fields summarized the financials for the board. Collection of sales taxes is still coming in over budget. Over still down 21% this year. Property taxes are still being collected and Gateways is running at budget. Mendenhall moved to approve the financials, McGee seconded, all approved.

CPD Report

Officers updated the group that they have seen members of the homeless community that had previously relocated. There are issues with the old US Bank site and CPD is working to get a trespass warning there. Rust asked them to come look at a fence behind Sake for the hotel site.

Officers are working on POP Projects. They are experiencing issues with open containers on 10<sup>th</sup> Street.

#### City Report

Council meets next Monday and the outdoor dining right of way will be voted on. Greene encouraged everyone to get familiar with those specs if needed.

#### REDI Report

Sparks filled in everyone on the CoMo Cooks opportunities. Davis asked if they keep track of the areas that they open businesses in. Sparks responded that it was a work in progress.

#### New Business

##### Wabash Compactor

Greene introduced Melodi to discuss the trash compactor. Davis filled in everyone about the situation. It was a part of the Solid Waste Master Plan. There was a public input meeting about the issues, multiple people in the NVAD are not pleased with the new location. Jean from Coming Home came in to tell that they are unhappy that it is currently behind businesses and would move in front of businesses moving inside of Wabash. The City has gone back to looking at the older version of what was initially planned there. Greene summarized that the hope is to please as many as possible by adding recycling, changing location, and making it more aesthetically pleasing. If the major of the comments on the IP meeting is negative, they will need to rework the idea.

##### Ameren Lot

NVAD and the District have been working towards making the Ameren Lot a green space. The City has the power to purchase it. Treece took it off the agenda because he would like to see it become a bus station or a homeless shelter. Davis encouraged group members to attend City Council to speak out about it. Tootie Burns put the plans together for how to discuss this at council and it is in the Dropbox. Greene asked the CPD offices if they had concerns about putting a shelter there. Dan agreed that that would not be an ideal location for a homeless shelter because it would make their job more difficult. Hawxby feels that it would prevent downtown from expanding that direction if it became a bus depot or homeless shelter. CPD discussed the resources available to the homeless community that they feel would be more appropriate to contribute to. Greene pushed support for the green space that have been in the works for eight years and pointed out that they cannot dig more than ten feet. Mendenhall moved to approve an opposition to that becoming a homeless shelter. Hawxby went farther to motion that they oppose anything other than a green space going in the Ameren Lot as according to the original skratte, Jarvis seconded, all approved.

##### Banner Policy

Davis updated the group that the Executive Committee discussed sponsorship issues with banners downtown that they may not be a District business. Birk summarized the current situation and the policy as drafted up. McClung agreed that a policy would be needed if the District is going down a slippery slope and the banners need to benefit the CID. McGee pointed

out that it could go through a certain approval to weed out people. Hollis stated that any outside entities should not be able to participate because the CID cannot fund things that do not benefit downtown specifically.

#### Bird Scooters

Davis met with Bird to discuss nesting areas. The scooters were set to relaunch in Columbia today but has not seen any so far. The Bird team has been very responsive to feedback and will adjust as needed. She encouraged everyone to keep an eye out and let her know the comments they hear. Speed has not been touched yet but can be if needed.

#### Outdoor Dining Expansion

Davis has been working with the CVB on this issue. Council surprised her by bringing it up earlier. Glascock moved forward with the issue in a way that he did not need council approval. They have to have barriers, approval from neighbors, permits, hoods and ADA compliant and covered by insurance. They can be up for two weeks at a time.

#### RFP for Contracts

Staff would like to put out an RFP for all contracts except Artistic for all services over \$5000 annually.

#### Budget Discussion

Becker reminded the group that this has gone to all the committees at least once and will be going to them one more time after being reworked. She encouraged them to all go through it. The income is likely to be higher than anticipated but still lower than usual.

#### Committee Reports

##### Gateway

Jarvis summarized that two letters are currently sponsored, and potential sponsors are being identified. Construction is going as planned and staying on budget so far. The focus is fundraising and finalizing all words become they are fabricated.

##### Operations

Jarvis updated that the planters were a large focus of the meeting. The group discusses plans for replacing the planters and how to deal with trash downtown under the new ordinances.

##### Economic Development

Fields updated everyone that the group discussed the budget and minority grants. Short term parking with curbside is going to the Parking Commission and progress on the alley doors looks good.

##### Marketing

Rust informed everyone that the focus has been the media buy and how to spend the marketing budget.

#### NVAD

Greene stated that a soft First Friday happened successfully this month. Sager Braudis, DogMaster, and Orr Street had successful events. The booklets are being remade again and a lot of focus is on the Ameren Lot

#### DLC

Davis spoke to the group about dining for the parking spaces and the Ameren Lot. She is glad to be more involved with them. DLC also discussed the housing authority.

#### CoMo200

Becker updated that the banners are to thank those contributing to the park expansion. They are focused on event planning and fundraising for the park.

#### Parking Commission

The parking commission did not meet.

#### Staff Report

Birk has accepted a position in Austin, Texas. There are two positions open, as a marketing intern and an office manager in the office. Davis pushed everyone to come to the council meeting. The board is having issues with Dropbox.

#### Public Comment

None

Jarvis moved to adjourn the meeting at 4:48pm, Fields seconded, all approved.



Downtown Community Improvement District  
Operations Committee  
April 15, 2020  
ZOOM

Present:

John Ott  
Tom Mendenhall  
Chris Kelley  
Aric Jarvis

Guests:

Allison Anderson  
Richard Stone

Jarvis called the meeting to order at 3:32pm.

Mendenhall moved to approve the agenda, Ott seconded, all approved.

Curbs and Sidewalks

Stone had some technical issues, so the group circled back. Mendenhall contacted a local contractor and received a price estimate of \$66 per linear foot to repair to the City's standard. Stone informed the group that priority went to curbs that were important for stormwater drainage and aesthetic curb repair was at the bottom. The City has a list of repairs to do for curbs that will hopefully have funding and worker hours for the project in the near future. Stone told Mendenhall to go ahead and send a list of the worst curbs in the District, he has an old list.

Unsheltered Budget

Becker broke down the all the funding that is well known in the City. Mendenhall felt there was not much progress being made. Ott would like to see the organizations that help the homeless community work together so that they are not being counter productive. The group would like to make sure the interests are aligned and working together. Becker will ask Steve Hollis to come back to another District meeting.

Budget

Becker went over the operations budget, it has not changed since the previous meeting. Banner installation costs decreased, Block by Block increased as they do each year, horticulture is moving in house but the funding is still the same. Block by Block and 4AChange will go out to bid with all the other contracts. Ott moved to pass the budget with the services going out to bid, Mendenhall seconded, all approved.

### Banner Policy

Birk summarized her draft of the banner policy based on current banner policies that are unwritten and for future banner requests. Ott had questions about sizing and placement and Jarvis asked about how new banner requests would be covered. Once those questions were answered on the draft, Ott moved to approve the banner policy, Kelly seconded, all were in favor.

### Planters

Davis updated the group on how the walk went with Parks and Rec, they would like to add modular benches, tables, and bike racks to be able to adjust as businesses change. Five of the adopt a planters this year are still available. Most concerns are due to watering. Ott offered water from his buildings if there is a spicket near the planter.

### Other

The group discussed issues with trash compactors. Ott ran through the solid waste plan and why the Wabash compactor is an issue and how moving it would help.

Kelly moved to adjourn the meeting at 4:22pm, Ott seconded, all approved.

Downtown Community Improvement District  
Economic Development  
April 20, 2021  
ZOOM

CANCELED DUE TO LACK OF QUORUM

Downtown Community Improvement District  
Marketing Committee  
April 27, 2021  
ZOOM

Present:

Christina Kelley  
Mark Sulltrop  
Chrystal Graves  
Heather McGee  
Deb Rust

Guests:

Shera Martin, Caledon  
Rob, Caledon

Davis called the meeting to order at 3:33pm

McGee moved to approve the agenda, Kelley seconded, all approved.

Caledon

Shera introduced herself to the group. She is taking over the main management role for the District's account at Caledon. Rob informed the group that app advertising decreased because IOS rolled out a new update in which tracking could be blocked more. All Facebook likes are organic. Reach is slightly more to paid. CPC increased and ad impressions are down as well as clicks. Instagram has decreased in likes and reach but increased in followers by 147. Geofencing had a payment issue so there were no ads running for a while. Rob asked the group if they would like to make any changes and what they would like to see change. McGee asked what he would recommend, and he stated that he would like to run strong with the spring ads and get the summer ads planned to hit in July. They are using the District social media and newsletters for media content. Becker asked what dates the ads were down; Shera believes it was around March 3<sup>rd</sup> but will get back with more precise numbers. After Caledon left, Becker pointed out that she believes ads were down from the 3<sup>rd</sup> to the 22<sup>nd</sup> and they did not figure out until the 17<sup>th</sup> and the payment issue was not with our credit card.

Marketing Budget

Davis ran through the marketing budget based on the media buy and recurring costs. TV will have at least two different stations, increasing it slightly per station. Graphic design decreased. Davis got a quote from Carl Bussen which came back slightly higher than budgeted for. The quote for several videos over the course of a year is \$7,200. This includes ten videos. For twelve hours of photography and a drone video is \$1200 for the year. Carl is also in the District, in Orr Street Studio. McGee suggested doing a comparison with media companies for costs, Kelley asked that they also compare portfolios if that comparison. The group discussed spending on tv and how to fit photography and videography into the budget. Sulltrop would like to keep imagining up to date and take \$2000 out of the increased tv budget. Becker pointed out that

printing could also be taken down if the maps are printed more this year. The printing is where the group would like to decrease the budget to increase photography and videography. Kelley moved to take that budget to the board, McGee seconded, all were in favor.

#### Spring Shop Hop

Viewership was down likely due to algorithm changes. Graves pointed out that Instagram is rolling out 10 new features so everyone is down. Fewer businesses signed up for it because they were short staffed or had other events. It was a great weekend for most businesses downtown, but it is unclear whether Shop Hop influenced that because the 2020 Graduations happened and there were several mom's weekends. Kelley pointed out that it is difficult for businesses to attend during their hours so pre-recorded videos may be better in the future. Rust pointed out that the online audience reaches more than just Columbia and can connect businesses to people further away. The group brainstormed ideas of making it work in the future, like having in store Saturday and online Sunday for a Shop Hop weekend.

#### Restaurant Week

Davis has RW tentatively scheduled for the 14<sup>th</sup> through the 21<sup>st</sup> so it would end on Father's Day. She asked if they wanted specials and passports again, if the group felt comfortable asking the restaurants to do more. The restaurant owners of the group expressed that they have been very full the last few weeks so Davis will send out a survey to the restaurants to see if they would be interested or feel capable. The group discussed capacity limits increasing and how the caps and lack of staff make more space with the outdoor dining interesting. Masks with so many from out of town were very tricky this last weekend and they anticipate that will be interesting very soon. They will get back together earlier if needed to plan the event if the survey comes back with interest. Rust suggested making the date a couple different options on the survey. The group just discussed changing the date to July either way because the health orders may have a chance to loosen up more. They will move it to July the week before Dog Days and just not have a survey.

Rust motioned to adjourn the meeting, Kelley seconded, all were in favor.



**Downtown Community Improvement District  
Executive Committee  
May 4, 2021  
ZOOM**

**Present:**

Kenny Greene  
Mikel Fields  
Aric Jarvis  
Mike McClung  
Deb Rust

Greene called the meeting to order at 3:33pm.

McClung moved to approve the agenda, Jarvis seconded, all were in favor.

**Traffic Boxes**

Dresser informed Davis that some of the art boxes need to be retired. They can go to SHSMO as an exhibit or stay in storage at the District. The group had concerns about the replacement process and how quickly they will be swapped out. Davis stated that they would still be used as art pieces but changed out as they come.

**Agenda for Board Meeting**

Update on the scooters, traffic boxes, Ameren Lot (which looks like it will be approved), expanded outdoor dining (too little, too late by the City) will be part of the meeting. The group is noticing less activity on them and more of them stay standing when unused. The first draft of the budget will be presented under financials. The board will also review the banner policy.

Fields' father will show up to the board meeting to introduce himself and discuss how crime stoppers can help. Rust, on the topic of law enforcement, needs to address some of the aggressive panhandlers that are on her street. The three of them pee on her patio and pass out behind the dumpster. We will address it during the CPD report. One of the Trapp brothers is leaving as well.

Rust moved to adjourn at 3:53pm, Fields seconded, all approved.


**RESOLUTION NO. 2021-22**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING MINUTES OF THE BOARD OF DIRECTORS MEETINGS HELD MAY 2021.**

**BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT AS FOLLOWS:**

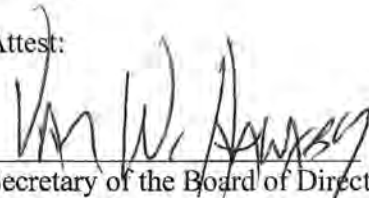
The Downtown Community Improvement District (the "District") hereby approves of the meeting minutes for the meeting of the Directors held January 2021.

Passed this 3rd day of August 2021

  
Chair of the Board of Directors

(SEAL)

Attest:

  
Secretary of the Board of Directors

Downtown Community Improvement District  
Board Meeting  
May 11, 2021  
ZOOM

Present:

Mikel Fields  
Kenny Greene  
Heather McGee  
Van Hawxby  
Aric Jarvis  
Auben Galloway  
Lydia Melton  
Laura Pieper  
Deb Rust  
Adam Dushoff

Guests:

Robert Hollis  
Pat Fowler  
Sarah Dresser  
Robert Hollis  
Carol Rhodes  
Jay Sparks  
Dan, CPD  
Todd Rowlan  
Jeff Jones  
John Fields  
Greg Wingert, Goodwill

Greene called the meeting to order at 3:33pm and introduced everyone.

Davis requested to add Greg from Goodwill after the banner policy to the agenda, Dushoff moved to approve the change and agenda, Jarvis seconded, all were in favor.

Rust moved to approve the minutes, Hawxby seconded, all approved.

Financials

Fields updated everyone how far along in the budget the CID is, we are on budget and have collected all money budgeted for. The Gateways are going forward and staying on budget so far but only two letters have sold so far.

CPD Report

The officers informed the group about their new projects working with the panhandlers in and around downtown. Rust's request to get the gate and hole in the property behind her have

been repaired. Their current focus is on the US Bank property and those panhandlers who are often problematic and aggressive. Rust updated that she believes that parking lot next to Sake has been purchased by the hotel but thinks the building is not yet. The three panhandlers seem to hang around at 127 Hitt which is a vacant lot owned by MU. They have open containers but that is more of a citation issue. 4A Change has helped a lot of the homeless population but the issue is with the panhandlers who do not want help or services. CPD is also trying to work with LOVE Columbia to get people connected to services when they can identify people who want off the street. The group discussed the issues with that group at US Bank. The Chief asked if Rust felt a plan clothes operation would help with that. She felt anything would be better than nothing. They will report back after the fact. One in the group is under investigation for a different incident so the group may be lowered down to two.

#### City Report

Rhodes reported about the parking spot dining ordinance and pointed the group in the direction of the CVB events department with any questions or concerns. Davis will update further progress later in the meeting but it is unfortunate that it was not ready in time for graduation and True/False.

Davis asked Rhodes if there were any ordinances against people playing music on the sidewalks. McGee had an issue with someone playing in front of her business and ATM which made people uncomfortable due to tip requests. CPD stated that people can make more noise downtown than the rest of the City, but people cannot erect things on the sidewalk and that can often be used to make people move.

No one has an update if the property behind Sake if it would still be a hotel in the future. Rust believes the property is just on pause due to COVID.

#### REDI Report

Sparks is unsure how many people used the HUB in the District for success but one of their best stories is Pizza Tree. He thinks CoMo Cooks will be useful for this as well to give them an operating office space. There are not a large amount of brick and mortar places downtown that came directly from the HUB

#### New Business

##### Traffic Boxes

Davis informed the group that the City needs to retire a few of the boxes but would like to keep them as part of history. Dresser informed the group that Public Works needs to retire 5 boxes to update and maintain. She listed the ones that needed to have work done. Three of the five are suitable to continue being displayed so she would like to put the art on some light poles for the public to enjoy. 90 light poles will be replaced in July so Davis suggested waited until then to reuse the artwork.

#### Crime Stoppers

Fields introduced his father how he would like to use Crime Stoppers resources, if possible, downtown. Fields launched into the history of Crime Stoppers, which is now made up of community members and business owners, and how they work behind the scenes to support law enforcement. He explained how the nonprofit works, how everyone stays anonymous and receives tip money if the tip leads to an arrest. Greene asked what the board could do to help them help us. Fields responded that if you see something even if it seems small to the case, share it, it helps to paint the bigger picture. There could also be more Crime Stopper signage downtown to help spread the word and show support.

#### Banner Policy

Davis shared the draft of the banner policy Birk crafted. Birk ran through the purpose of the policy and the policy itself as it would be presented to those requesting to hang banners downtown. Jarvis moved to accept the banner policy, Fields seconded, all were in favor.

#### Goodwill Parking

Wingert informed the group what Goodwill is doing in the Excel and Career Centers in the Old Tribune building. The purpose to give people a chance to be successful when they are underserved. They have issues with handicapped accessibility due to lack of parking. He has been working with Allison from the City to get two options of parking in front of the building. He likes the option for parallel parking and not pull in parking better. The City would choose the cheaper option, but they will do a cost sharing program with the City and Goodwill. Wingert asked the board for approval of parking down there. No other businesses would be affected on that side of the building because they are the lone business on that corner. Davis asked the group if they wanted to send it to Operations for approval and to examine the documents so that a letter of support can be written after next meeting.

#### Ameren Lot

The lot has moved through City Council and it has been accepted to purchase the land. They would like to do some more testing on the soil, but it is moving forward. Hawxby received many questions from council and from that line of questioning encouraged that the CID did not purchase that property ever. There are some ideas for it to be something other than a green space, but it will be part of Parks and Rec.

#### Bird Scooters

Since the return of the Birds, there has not been many complaints to the CID. Davis did find out that they apparently do not have to park in the "Nests" but the nests do exist. They only seem to get pickup up once the batteries die or are close to dead. Complaints can be filed through the app when scooters are parked or used incorrectly. The group discussed with Fowler what everyone's understanding of the deal was and they will invite Tim Teddy to the next meeting to discuss issues and problem solve.

#### Expanded Outdoor Dining

City finally passed parking spot dining but the application process is not ready yet which is frustrating when the intention was to help with May events. Businesses are required to go



through a contractor to build these spaces up. Davis has worked with Parking and the CVB to try and figure everything out.

#### Budget

Becker did a board first review for the budget staff has worked on for FY2022. She encouraged health insurance for two employees to improve retention. Banners have decreased, office manager salary has decreased, the minority business grants and gift card grants have increased the econ budget, Gateways will be 100k for one more year and then drop. We may have a surplus if there is success for Gateway but a slight deficit if not.

#### Committee Reports

##### Gateways Committee

Gateways is just working on funding, there are a few promising sponsor prospects and construction is going well.

##### Operations Committee

Jarvis informed everyone that the group is identifying the most important curbs to update and work on planter boxes and budgets.

##### Marketing Committee

Rust brought the budget to the table and stated that Shop Hop was good but not great. Restaurant Week was moved to July.

##### Economic Development

Meeting canceled

##### NVAD

First Friday was light because of T/F and June will have a more active FF and Art on the Roof is scheduled to happen in September.

##### DLC

Discussed their support for Ameren and mostly discussed funding.

##### COMO200

Becker informed everyone what would be occurring for celebrations and that Logboat is brewing a beer for those occasions.

##### Parking Commission

Cancelled

##### Staff Report

This is Birk's last meeting with the CID, she is moving to Austin this week. Davis will be out next week because she got the keys to her house and will be moving in.

Public Comment

Fowler invited the group to her First Ward meeting and asked for volunteers to help her pull it off.

Moved to adjourn the meeting at 5:20pm, seconded, all approved.

**RESOLUTION NO. 2021-23**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING MINUTES OF THE BOARD OF DIRECTORS MEETING HELD JUNE 2021.**

**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 January 2021.

Passed this 3rd day of August 2021

  
Chair of the Board of Directors

(SEAL)

Attest:

  
Secretary of the Board of Directors

Downtown Community Improvement District  
Executive Committee Meeting  
June 1, 2021  
ZOOM

Present:

Mikel Fields  
Kenny Greene  
Van Hawxby  
Aric Jarvis  
Mike McClung  
Nickie Davis  
Kathy Becker

Greene called the meeting to order at 3:30pm

Nickie discussed the Banner policy and need to vote again due to some minor changes made by Robert Hollis our attorney.

Nickie state that the Better Business Bureau wants to make a presentation to the Board. They wish to talk about how they can help small business and how they can help prevent fraud, etc. This may be something that we can provide to all the businesses in the District.

Nickie also discussed the need to vote on the new custodial records. With the hire of the new office manager, Hannah Bilau, a vote to change to her name from Raven Birk is required.

Mikel will review the final budget at 4:15 tomorrow. If anyone has any questions or want to be involved let us know. It will be held at the office.

Raven Birk was sent an exit interview. It will be given to the board when it is completed.

The Executive Committee reviewed the agenda for the June 8, 2021 Board meeting.

Tim Teddy is being asked to come to the meeting to talk about Bird Scooters. There have not been many complaints lately.

The Committee was informed that FourColumbia will be painting trash cans this Saturday, June 5<sup>th</sup>. They are volunteering to paint the cans.

Kenny Greene asked about the light pole. There is some confusion so Nickie is following up with Carol Rhodes. A update will be provided at the meeting.

Meeting was adjourned at 3:50 p.m.

Davis requested to add Greg from Goodwill after the banner policy to the agenda, Dushoff moved to approve the change and agenda, Jarvis seconded, all were in favor.

Rust moved to approve the minutes, Hawxby seconded, all approved.

#### Financials

Fields updated everyone how far along in the budget the CID is, we are on budget and have collected all money budgeted for. The Gateways are going forward and staying on budget so far but only two letters have sold so far.

#### CPD Report

The officers informed the group about their new projects working with the panhandlers in and around downtown. Rust's request to get the gate and hole in the property behind her have been repaired. Their current focus is on the US Bank property and those panhandlers who are often problematic and aggressive. Rust updated that she believes that parking lot next to Sake has been purchased by the hotel but thinks the building is not yet. The three panhandlers seem to hang around at 127 Hitt which is a vacant lot owned by MU. They have open containers but that is more of a citation issue. 4A Change has helped a lot of the homeless population but the issue is with the panhandlers who do not want help or services. CPD is also trying to work with LOVE Columbia to get people connected to services when they can identify people who want off the street. The group discussed the issues with that group at US Bank. The Chief asked if Rust felt a plan clothes operation would help with that. She felt anything would be better than nothing. They will report back after the fact. One in the group is under investigation for a different incident so the group may be lowered down to two.

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Public Comment

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Moved to adjourn the meeting at 5:20pm, seconded, all approved.

**Downtown Community Improvement District  
Monthly Board of Directors Meeting  
6.8.2021 - 3:30pm  
ZOOM & in person at 11 S 10th St**

**Present**

Brian Anderson - CPD  
Dan Wright - CPD  
Nickie Davis - Downtown CID  
Kathy Becker - Downtown CID  
Hannah Bilau - Downtown CID  
Mikel Fields  
Heather Mcgee  
Tom Mendenhall  
Van Hawxby  
Kenny Greene  
Munir Mohammad  
Kalle LeMone  
Lara Pieper  
Mike McClung  
Carol - Asst. City Manager  
Robert Hollis  
Aric Jarvis  
Auben Galloway

**Guests**

Greg Wingert - Goodwill  
Michelle Gleba - Regional Director, Midmo BBB

Kenny called the meeting to order at 3:32 pm

**Approval of Agenda**

Mikel motioned to move the approval of the budget agenda item to top of old business. Motion approved by Tom and then Seconded. Passed.

**Approval of Minutes**

Approved by Tom then Seconded. Passed.

### **Police Report**

Was delayed because Dan was on a call. Brad is still the downtown officer, but is mostly in court these days. Waited for Dan because he is more directly involved in the day to day happenings downtown.

Dan stepped in at 3:58 pm to talk about shots being fired at 9th and Cherry recently. No damage. Arrest was made. Mentioned that the group of folks who regularly post up at 10th and Broadway and bring in complaints have been spoken with. Problem seems to be alleviated for the time being. Dan mentioned creating a partnership "fair" potentially at Flat Branch park for people experiencing houslessness to get connected with resources and services to help their situation. No concrete plans - just ideation.

Tom asked if there was a way to try people who fire shots downtown federally. Dan said it is a possibility, but it depends on the case and the state.

Nickie Davis voiced support for the resource fair for the houseless. Asked Dan to let the Downtown CID know how they can be of service for the event. Opened for questions - none.

### **City Report**

Amy Schneider and the CBB are busy planning for COMO 200. Waiting on schedule. Will be sent to Nickie Davis once finalized.

### **REDI Report**

No updates. Nickie Davis will speak with Jay about attending future board meetings.

### **New Business / BBB Presentation**

Nickie Davis introduced Michelle from BBB. Michelle went over BBB History, services offered for businesses and consumers, and common scams targeting mid-Missouri businesses and how to avoid them. Opened for questions. Nickie Davis shared that bots target information that is publicly available - board members might be targeted by scammers sending phony emails. Heather also shared some tips she has learned on how to avoid cyber-scams specifically.

### **Old Business**



- **MERS/Goodwill Parking**

- Greg Linghert came by to discuss parking near the old tribune building. They are investigating ways to provide accessible parking in their area. Per Greg, there are no accessible parking spots within a block of their building. Went over 2 proposed plans over diagonal vs parallel parking. Total cost estimate around \$35,000. MERS/Goodwill is considering splitting costs with the city. Needs a letter of support from the Board to approve the parking. Board parking commission prefers the parallel version of the parking plan due to parking being available on both sides of the street. Mike moved that we support the parallel parking plan. Seconded by Tom. Unanimous vote of Aye. Passed. Letter of support will be sent to Greg tomorrow.

- **Banner Policy**

- Nickie Davis and Kathy Becker went over banner policy after the police report at 4:06 pm. Resumed agenda schedule.
- Questions were raised regarding the design/content of banners and the CID's level of authority regarding banner content. Recommended changing one sentence for clarity.
- Mikel motioned that the grammatical change be made. Seconded. Passed. Policy stands.

- **Streetlight Replacement**

- N.Davis went over how the CID has paid the city \$30,000 to replace street lights downtown to help with crowd disbursement late at night. Questions have been raised by Block by Block regarding streetlight replacement affecting the number of ashtray/waste dispensers that have been removed from replaced lights.

- **Financials**

- Mikel went over financials from May. Sales tax collection is trending upwards. Below budget on expenses. On pace with gateway - 95% paid for by eom. New letter sold.
- Props were given to Kathy Becker for her successful financial forecasting
- Heather suggested having a monthly/quarterly contingency budget. No motion made
- Tom moved to accept the financials. It was seconded.

- **Budget Final Vote**

Kathy Becker went line by line through the proposed budget. The budget leans toward the conservative side.

- Two questions from Tom regarding property assessment and curb replacements. Curb replacement idea being sent to operations.
- Mikel reiterated on the CID being at a surplus.
- Mike suggested maintaining a surplus to create a nest-egg for future large projects that are on a gateway plaza scale. Will revisit towards the end of the year.
- Mike moved to approve the budget. Tom seconded the motion. No opposition or abstentions. Passed.

**Committee Reports**

- **Gateway**

- Aric provided updates from COMO 200. Ribbon-cutting has been pushed to July 1st at 5:30 pm. Hoping to get more buzz on sponsorships. The C was recently sponsored by the Cosmopolitan Luncheon Club.

- **Operations**

- No update.

- **Economic Development**

- No update.

- **Marketing**

- Caledon has been let go. The CID is taking over social media and google adwords. Caffeine Crawl date has been set. Considering some community recommended events.

**NVAD Report**

- City Council was receptive to the change of location for trash compactor and dumpster at Wabash Station. First Friday went great.

**DLC Report**

- Did not meet this month.

**Bicentennial Report**

- No updates

**Parking Commission Report**

- Made 2 motions in parking. Asked for parking leadership to look into the \$5 fee that is going into neighborhood parking. Also asked them to

look into a pilot program for electric charging stations - few existing spots that are well suited for it.

**Staff Report**

- Introduced a new office manager to the board and went over survey results on the return to in-person meetings. Moving to a flex model with in-person attendance being strongly encouraged. Committee meetings will follow the same model. Went over the exit interview for the former office manager. Nickie Davis received information from Pat on government funds being distributed (recommended) by the Mayor - currently no funds are being allocated to The District. The Board will be sent a copy of the plan. Pro-active networking with the council was recommended. Will make future plans to discuss how the Board wants to act.

**Public Comment**

- none

Tom moved to adjourn the meeting at 4:56 pm, Van seconded, all approved.

**Downtown Community Improvement District  
Economic Development Committee Meeting  
June 15th, 2021  
ZOOM and 11 S 10th St**

Present

Lydia Melton

Mikel Fields

Nickie Davis - CID

Kathy Becker - CID

Hannah Bilau - CID

Adam Dushoff

Lara Pieper

Guests

None

Mikel called the meeting to order at 3:33pm.

**Approval of Agenda**

Motioned to move Paul Land towards the end of the meeting. Seconded by Adam. Approved.

**American Rescue Plan and Columbia**

N.Davis introduced the American Rescue Plan and the recommendation the Mayor gave as to where the money is to be spent. Council vote is this Monday, the 22nd. Nickie asked the committee for their thoughts/needs/recommendations on how to approach the Council. Public meeting for thoughts an hour before Council meeting. Our council person is not pleased with how the money is being distributed currently. City believes the main need is infrastructure - conflicting opinions on the depth of that need. 1st ward should be behind the district on lobbying to have more funds directed downtown. Majority of the money is currently allocated for the Loop. Main disparities noticed in the funds currently - sanitation, help for small-biz hiring, minority/Black owned businesses, affordable housing, public health, etc. 19 mil - currently "allocated, 5 mil still open. Mikel brought up some stats

regarding local sales tax funds and how the CID was down 20% during COVID while the county was up - shows need for funding and how hard downtown was hit by the pandemic. Other options the city listed for consideration - Blvd style exit ramp to Stephens, CC, and Downtown from 63/70 interchange (connects I-70 to Wilkes) or converting the rail near rogers/paris into a bike path.

### **Alley Door Update**

Alley galleries are still coming along. Held up on an agreement between the property owners and the CID. Artist agreement is done, Robert Hollis has the property owners release. We are waiting for him to get back with us with any changes to the agreement. Should hopefully be able to get RFP's out soon.

### **Rental Market Report**

CID has less vacancy than the City of Columbia, also doing better than the national average. Occupancy rate is not bad. Losses and gains over COVID stayed pretty even. Paul Land was unable to attend the meeting, but Kathy Becker walked through the presentation. Key take away from data is the vacancy rate - while it is not bad, it is higher than the CID has seen in a while. Want to do some outreach to encourage people to lease/occupy office and retail space downtown.

### **Public/Staff Comment**

None

Lydia moved to adjourn the meeting at 3:56, Lara seconded, all approved.



**Downtown Community Improvement District  
Gateway Plaza Committee  
June 10th 2021  
ZOOM and 11 S 10th St**

**Present**

Kenny Greene  
Aric Jarvis  
Nickie Davis  
Kathy Becker  
Hannah Bilau  
Deb Sheals  
John Ott  
Christina Kelley  
Marti Waigandt  
Tootie Burns

**Guests**

Brooke Omar - Graphic Designer

Deb Sheals called the meeting to order at 3:36pm

Deb petitioned to move budget update to the first item on the agenda.  
Seconded. Passed.

**Budget Update**

Everything is on track so far with the exception of the site construction project. There was more unsuitable materials found than expected so a change order was needed. Currently it looks like we will be over by 7k over. If we go over the initial commitment we will need to go back to the Board.

**Fundraising**

Cosmo Luncheon Club sponsored a letter. University and Stephens are also interested - trying to get Columbia College involved as well. Aric will be reaching out to CC to see if we can get an answer from them on involvement. Check from Cosmo should be deposited soon. Would love to have a check presented from Cosmo at the ribbon cutting.

Nailing down the globe is the highest fundraising priority. Unlikely that globe sponsorship will be ready by ribbon cutting. U, B, I, and L still available.

### **Sponsorship Plaques**

Brooke spoke about her process regarding the sponsorship plaques. Viewing the COLUMBIA sign as the star with the plaques being a supporting role. Goal is to complement the sculpture, but not compete with it. Brooke introduced the "tri-fold" design. Question was raised on how the O is presented on the sponsorship signage. Recommended doing a separate sign for the globe. Walked committee through how to view and comprehend the mock-ups she has created. Deb expressed preference for the tri-fold design over doing different signs for each letter. Cleanliness is main goal. Discussed layout of park to see where the most effective place for signage. Hard to visualize without seeing the space. Planning on taking foam boards to the site to help mock-up the signs. Meeting at the site Tuesday the 15th at 8:30 am. . Discussion was also had regarding having the plaza logo vs the district logo on the plaque(s).

### **Funding for Greenspace/Planters**

City is not doing any management of the beds at the intersection of Providence/Broadway. Like the idea of having them sponsored. Mentioned Helmi, but they are concerned about the environmental factors of the space affecting the plant life. Want flower beds to match/compliment the plaza. Recommended pitching it to Shelter. Need to figure out cost. Pulling the planters out of the contractor's obligation. Placing temporary annuals with the labor of the committee was also mentioned.

### **Construction progress**

Cannot be done by June 22nd. Held up by installation of the safety rails. Must be up in order to open up to the public. Ribbon cutting for phase 1 moved to July 1st. Like the idea of kicking off the COMO 200 bicentennial/4th weekend. Getting big balloons of each letter or cut out letter. Party City has 34' silver letters. H.Bilau will be contacting Party City and other supply stores to see if they have helium.

### **Maintenance**

Going to contact parks and rec to see if they will do snow removal and mowing for the plaza. Need to get that narrowed down.

### **Water spigot/Landscaping**

Looking at pricing to get a spigot installed. For landscaping maintenance. Quotes received were vastly different, so Deb will be doing more investigating there. Thinks it will cost around \$400. Extra \$600 to do sod instead of wintercreeper. Consensus is that sod is more welcoming and creates an environment that is designed to be explored. Consensus is that the committee approves spending an extra \$1,000 to approve spigot and sod.

### **Electric Socket**

Should be included in regular cost. Will not need to spend anything extra to get an outlet put in.

### **Phase 1 Ribbon Cutting**

The Chamber is going to do the ribbon cutting. Cosmo club will present a big check. Making it optional for other sponsors. Might have some small remarks. Deb wants 1 big group photo. Considering passing out stickers and water bottles. \$105 for 250 stickers of the gateway logo. Stickers approved. Will get 150 small water bottles. CID staff will create an event on facebook. Phase 2 is the sculpture being installed - estimate is this fall. Going to touch base with the artist to check in on date. Need to make sure contractors are invited.

Changing the website to talk more about the project and linking to individual sponsors and thanking them for their support. H.Bilau will take care of changing the plaza page on the district website. Will include pull quotes from committee members and hopefully Cosmo that have sponsored and why they invested. Quotes will also be included in the press release to create a sense of urgency so folks can envision being involved.

Deb and Kenny will make remarks at the ribbon cutting ceremony.

Nickie did an interview with the Eagle that will air on Saturday morning from 7 to 9 am.

Kathy motioned for the meeting to adjourn at 4:50 pm. Seconded by Deb. Approved.

**Downtown Community Improvement District  
Marketing Committee  
June 22, 2021  
ZOOM and 11 S 10th St**

**Present**

Deb Rust  
Munir Mohammad  
Christina  
Mike McClung  
Heather  
Kalle

**Guests**

Christina called the meeting to order at 3:32, Kalle seconded

**Approval of Agenda - no comment**

**Internal Media Update**

Nickie let everyone know that we let Caledon go. Nickie and Hannah sat down on Friday to go over our 2022 plan. Should have the schedule done soon. Good amount of money left for this year to give CID staff something to work with.

**Restaurant Week/Drinks in the District**

As of right now we are at 14 businesses that have signed up. Brooke is working on signage and passports. Should be available beginning of July. Need to figure out if businesses still have stamps. Mostly committee members and normal ones. Heather will reach out to Coleys and El Rancho.

**Dog Days**

Christina asked about dates - 29th through the 1st. Thursday - Sunday.

**The Weekend After Event**

During covid we chatted about a weekend after event virtually. Nickie asked if that was something we were still interested in. Christina thought that it was a better idea to do it before. Brought up the point that as a clearance sale is that it is hard to feature individual items when there was only a few of each

item. Kalle asked if the virtual event was necessary. Nickie noted that the virtual events do really well. Brought up that virtual options would be better suited to shop hop or restaurant week/drinks in the district. Christina mentioned doing something like instagram reels and constant posts on the socials. Christina does not think it doesn't need to be its own separate feature - just day of content on socials. Consensus was not doing weekend after event.

### **Fire in the Sky**

Hannah is going to man a table at fire in the sky. Asked for volunteers to help out during the day if available.

### **Events Schedule 2021**

Fall wedding stroll - september 11th or 12th are the only non football weekends. Confirmed during the meeting that the 12th works. Heather might try to get the zombie pub crawl back up. Want to see if another non-profit wants to take it over. No school on October 29th, so Halloweenie should be popping off early. Heather mentioned geofencing/device id/sponsored posts for SEC fans likely to travel to town to target ads for specific events. Going to try virtual shop hop one more year to see if participation was a COVID fluke or something sustainable. Christina voiced that virtual events would be a better compliment before or the same day as the shop hop rather than after.

For virtual events - 1st day of event at 4 or 2nd day. Scrapped virtual for living windows.

Locked in event dates.

### **Cultural Events**

General consensus was to promote cultural events happening in the district, but not throwing our own. Highlight individual events/product lines. Having businesses share what pride/Juneteenth/AAPI month etc means to them. Deb recommended doing some research on what similar communities have been doing and model ourselves after that. Christina mentioned having a tent/booth at community ran cultural events.

### **Member/Staff/Public Comment**



Mike Henry was going to attend the meeting but couldn't make it. Was going to chat about more family events downtown. Heather suggested making some recommended itineraries and posting them on the website that are options for "I'm here for a day, what should I do?" "I'm here for a week" etc. Adding family recommendations specifically. Or a list of 10 ideas you can do in the district at any time. CVB has similar content already. Nickie mentioned utilizing our blog to do posts like this - boosts SEO.

Calle seconded Deb's idea to look at what other downtown's do for cultural events and bring it to the next board meeting- specifically to look at things we haven't thought of. Nickie would like to tack our support on and make things bigger and better.

Heather moved to adjourn the meeting at 4:22, Christina seconded, all approved. (or whatever happened to end meeting)

**RESOLUTION NO. 2021-24**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT APPROVING MINUTES OF  
THE BOARD OF DIRECTORS MEETING HELD JULY  
2021.**

**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 January 2021.

Passed this 3rd day of August 2021

  
Chair of the Board of Directors

(SEAL)

Attest:

  
Secretary of the Board of Directors

**Downtown Community Improvement District  
Executive Committee Meeting  
7.6.2021  
ZOOM and 11 S 10th St**

Present

Kathy Becker - CID

Nickie Davis - CID

Hannah Bilau - CID

Mikel Fields

Deb Rust

Mike McClung

Kenny Greene

Aric Jarvis

Guests

David Parmley - The Broadway Hotel

**Approval of Agenda**

Deb approved agenda at 3:33pm served as calling meeting to order, Mike seconded. Mikel third.

**American Rescue Act Funds**

Nickie Davis introduced the ARA funds and Dave from the Broadway Hotel. Noted that most of the money is being diverted to the Loop. Provided an overview of slides he brought about potentially building a covention center in Columbia. Would love to have this downtown. Talked about the ripple effect the conference center would have on local economy and businesses. Since downtown is the heart of Columbia, they believe putting the conference center within The District makes the most sense. Main question is where would it go? Dave is currently thinking next to Broadway tower 2 to the Atrium on Walnut (D-Sports, Parking lots, and the Bridge). It's about 28-45,000 square feet of usable space. Currently the largest ballroom in town is Windsor at Stephens. Current proposal is to have the City own and build the site and either have the CID or the Broadway own it. Kenny asked about parking for the center. Mentioned Century-Tell lawsuit as another source of funding. Consensus would be that the center would clearly bring more people downtown and to the NAVD.

Davis let the committee know that there is another public comment meeting at the council to discuss how ARA funds should be used. CID is attending tonight to make our case. Our main focus is pandemic business recovery and minority-owned businesses. Curbs, sidewalks, and alley ways becoming ADA compliant is also a focus. Increasing public transportation to downtown - especially for workers trying to staff downtown restaurants. Plumbing/water-main repair is also a focus. Unsure if act can be used towards trash. The former are the talking points Nickie would like to put into a letter to the council. May include the conference center into that list of points.

Dave recommended doing an impact study to help argue the need/benefit of a convention center. Mike raised the concern that this isn't something the executive committee can vote on - asked if it needs to be presented to the whole board. Nickie is worried about time constraints, but feels like there will be time to send it to the board for a full vote.

Mike is worried that if our list is too big the council will outright ignore our concerns. Deb and Kenny agreed.

Committee debated on the specifics of where trash lies within the "infrastructure" umbrella. Committee agreed that parking and sidewalks are key.

Nickie relayed that Pat Fowler's main concerns are homelessness and gun violence. Mayor's plan does have something in there for a rapid treatment center, but the location of the center is unknown. Kenny mentioned that the health center at the Howard building on 6th and Broadway would be a good location.

Nickie pulled up the full list of suggestions from the Mayor and walked through it with the committee. Mike brought up concerns regarding the Mayor's math in his recommendation - mentioned there is remainder that we might be able to fight for. Also mentioned that sidewalks are the responsibility of the property owners - might not want to assist there. Deb asked what the city could/would do to encourage repairs. His point is that we need to be careful about what we are asking so the city cannot refute it for a

loophole-esque reason. Mike mentioned maybe accelerating it like the city did with grease traps.

City currently has a 50-50 program for when city trees affect the sidewalks.

Nickie let everyone know that she will present the comments made and the letter she will eventually submit to the city at next week's full board meeting.

Aric asked if Nickie knew if Pat had a specific plan for gun violence. Nickie was unsure.

Kenny asked if anyone was against any of the points brought up. Nobody was. Differences are just in how we present our desires for the funding.

Dave brought up a similar project he is doing in Jefferson City with a hotel, convention center, hockey rink, and office park area. Brought up ways they have learned to make that project break even and how we can replicate it in The District. Said that it's definitely complicated, but it pays significant dividends. Mikel mentioned studying the convention center in Overland Park and seeing how it has affected that area.

### **July Board Agenda Creation**

- **Custodian of Records** - need to vote on Hannah being official custodian of records
- **American Rescue Act**
- **RFP Update** - RFP's are going out to update vendors we have been using for x amount of years.
- Mike mentioned that there will most likely be a petition to bring electric charging stations downtown at tonight's council meeting. Suggested making it it's own point

### **Member/Staff/Public Comment**

Kenny asked if there will be support for a garage on Walnut. Mike mentioned that Tower 2 of the Broadway and the convention center will create a definite need for it. Mentioned concerns regarding 10th and Cherry garage for hotel parking. In Columbia's building code there is no demanded allotment for parking. Only required for residential spaces.



Mike moved to adjourn the meeting at 4:20pm, Mikel seconded, all approved.

**Downtown Community Improvement District  
Gateway Committee Meeting  
7.8.2021  
ZOOM & 11 S 10th St**

Present

Deb Sheals

Marti

Christina Kelley

Nickie Davis - CID

Aric Jarvis

Kathy Becker - CID

Hannah Bilau - CID

Tom Mendenhall

Guests

**Approval of Agenda**

Deb moved to approve the agenda and call meeting to order at 3:32pm. Tom seconded. All approved.

**Fundraising**

- **Update** - Dan Raider, owner of MyHouse, has signed on to take the letter L for "Public Schools". Finally made contact with CC - they seem very interested. Safe to say all 3 schools are locked in for the globe. A group of 25 women have been gathered for the "I". "U" and "B" are remaining. Had a meeting on tuesday with MeM - said she would need to take it back and think about it, does not think they will jump. On the letter "I", the principal of Douglass is gathering the group of women. Asked how long we should hold it for her - not indefinitely, but a good amount of time available. Several women have already signed on. Deb would not like to make any more calls until the globe is finalized - want to offer the U to Stephens in case the globe falls through. Tom suggested sending a letter of support to the folks who organized fire in the sky. Deb asked about the turn lane flower bed maintenance - Kathy is going to reach out to Block by Block. Nickie thinks that should be the responsibility of the City - kind of on the edge of the CID boundary. Budget has 2k in it for maintenance. Scott Cristal was also

interested in a letter, and if he cannot purchase he will do some advertising for us. Might be a good idea for the "B".

- **Sponsor Plaques**

- Deb thinks design work on the plaque needs to stop until all of the letters are signed. Have a good enough idea for what we want to do for right now.

### **Ribbon Cutting Recap**

Was overwhelmingly successful - turnout was great. Lots of good photos and conversations. Light pole should be up soon. Deb thinks PCE is putting it up. Just a few things left .

### **Construction Progress**

- **Gateway Site** - Tom is concerned about salt/traffic damage to the site. Suggested placing some boulders on the edge of the property near Providence. Site only has the punch list and it is ready to go. Jessie doesn't want PCE to take the fence down until they are fully done with everything. Once they are done with the punch list the only thing they have left is the sponsor sign. Tom asked about security signs - recommended that we put it on the list for liability. Kathy is going to do some research on security.
- **Sculpture** - On track for October completion for sculpture. B, I, and A are mostly finished.
- **Maintenance** - Only maintenance bill is going to be water and electricity.
- **Sprinkler & Lighting System** - Wifi box has been purchased to automate the lights and maybe the sprinkler. Should only take 1 g a month. Need to purchase a data plan still. Need to nail down time for sprinklers to go off - thinking 2 am. Kathy is going to set up a meeting to chat about Sprinkler and Light logistics.

### **Gateway Budget update**

Kathy does not see any changes for site work. Doesn't think Emmett will come in over budget. Running low at marketing and PR. Thinks Jessie will come in right at their budget. Kathy thinks the board should know that we will be going slightly over. Need to ask for approval and give an update. Going to be about 20k over budget. Sitework contingency, Hollis, and Brooke are all currently over budget or projected to be over budget. Security might add to

this. Recommended giving the Board a heads up this month and exact number next month. Might need to ask Hollis about the legality of the security cameras. Going to chat with Carol Rhodes first. Would rather the city monitor it anyways. Going to ask the city to take on security costs before we bring it to the board. As letters come in the budget balances anyways. Aric will bring Cosmo's check to the board meeting. Kathy asked about if she needs to ask the board if we draw down the foundation account and move to the line of credit. Overall consensus is positive relating to where we are at budget wise.

### **Public Relations/Marketing**

Deb thinks it is time to start planning our big party/final ribbon cutting. Suggested asking John Ott about using the Atrium. Saturdays are gone there - want to do a weekday evening (Wednesday or Thursday). Deb suggested opening it to the public and doing a cash bar and appetizers. Christina suggested drink tickets for committee members and sponsors. Cash bar for the general public. Should take the party into account when we ask the board for more money. Kathy suggested inviting all downtown businesses since their sales tax funded the project. Would love to do an announcement for once the globe is finalized and/or once everything is locked in for the rest of the letters. Hoping to have the globe finalized within a week or two.

Creek work at FBP should be done before phase 2 ribbon cutting. Aric suggested having someone from Parks and Rec coming to the CID board to give an update on the progress (not in July). Deb suggested having them come the same time the gateway committee comes to ask for more money.

### **Public Comment**

none

Deb moved to adjourn the meeting at 4:17pm, Tom seconded, all approved.

**Downtown Community Improvement District  
CID Board Meeting  
7.13.21  
ZOOM & 11 S 10th St**

**Present**

Nickie Davis - CID  
Mikel Fields  
Laura Pieper  
Robert Hollis  
Deb Rust  
Carol Rhodes  
Adam  
Lydia Melton  
Munir Mohammad  
Todd - CPD  
Dan - CPD  
Kathy Becker -CID  
Hannah Bilau - CID  
Kenny Greene

**Guests**

Dave Parmley  
Pat Fowler  
Dave Sorrel  
Damon Crumb  
Jay Sparks

Kenny Greene called the meeting to order at 3:30 pm

**Approval of Agenda**

Mike's talk on parking moved to old business. Motion to accept new agenda by Van, approved by Laura.

**Approval of Minutes**

Minutes approved by Kenny and seconded by Van



### **Approval of Financials**

Collection of sales tax is higher than expected. Graduation & True False are part of the reason. 75% through the fiscal year. More gateway letters sold. Good sign that sales tax is being paid in the summer. Vote to approve financials. Laura made a motion to approve. Van seconded. All in favor.

### **Police Report**

Dan encouraged businesses to call as soon as possible if they notice folks camping out downtown. Nothing else to report.

### **City Report**

Carol let everyone know when the next city council meeting is - July 19th. Admin delay related to short term rentals is coming back. Several items related to Cherry st hotel are on agenda as well -including parking. Carol introduced Dave to chat about trash issues. Nickie introduced the problem related to trash in the alleys. Explained BlockbyBlock's contract. Asked for clarification regarding why it is happening. Dave explained that staffing is a concern. Dave does not know the best way to address this issue. Ordinance is clear that overfilling is not allowed and is a responsibility of the people using the bins. Nickie asked if that is something CPD should be involved to monitor bins. Dave suggested looking at the trash to see if there were addresses or names to see who has been dumping there. Seems like issue with the trash compactor behind Gumbys is related to the students living at Brookside and not business owners. Dave thinks the best way to combat the issue is to start handing out fines for littering. Nickie asked Carol if we could get the amount of the fine - asked for educational materials to be created by the city for businesses and student housing. Deb brought up the new city trash policy for residences potentially being a reason for an increase of dumping downtown. Lydia voiced that her main concern is the large items like mattresses and furniture that is sitting out. Suggested signage about the dumping fines before making educational materials. Aric asked about the rate of dumpsters being filled. Public waste thinks people don't know how to use the compactors, because they are usually empty when they check them every week, but there is trash surrounding them. Dan said he can chat with Brookside about their dumpster near No Gas since it is always overflowing.

Kenny summarized that a solution is not immediately available due to staffing. Signage and education seems like the best course of action currently. Carol is going to take some things back to the city. Apparently a new position in neighborhood services to help with enforcement of policy.

Lydia asked if we could do some research on other cities to see what has been working elsewhere. Seems like current setup is conducive to dumping. Pat Fowler had a conversation with an apartment owner about how they have been also experiencing an increase in dumping. She took some photos of the conditions of the alley trash situations this weekend. She is going to send a message to the City Manager to include the CID board in the conversation they will be having with Apartment Complex owners soon.

Kenny suggested physically reminding folks how to work the compactors whenever a chance happens.

### **REDI Report**

REDI is at over 50 HUB clients currently on Walnut. Mostly service oriented and non-profit businesses currently. Entrepreneurial spirit is alive and well. June events went really well. Would love to work with The District and landowners downtown to connect with founders and startups to pitch brick & mortar and real estate to them. REDI would love for their HUB businesses to think a bit bigger. Nickie asked how the district can assist. Global Entrepreneurship week is 2nd week of November - would love to make a video with local entrepreneurs. Wants to continue strengthening relationship with the CID.

### **New Business**

- **American Rescue Act Funds**

- Nickie directed board members to the Mayors current recommendations and went over the limitations of the act. She laid out a very quick list of ideas for what the funds could go towards to better serve downtown. She is going to write a letter to the council requesting more funds to benefit downtown.
- Sidewalks, Curbs, and Alleyways, small business recovery, Black & Minority owned business grants, Transportation, Stormwater/sewage are the main focuses for the CID. A

convention center and public restrooms are also items for consideration.

- Dave Parmley introduced his idea for a conference center on Walnut. Thinks it could bring thousands of people downtown. Provided some data on the ripple effect this could have for The District and Columbia as a whole. The conference center would provide 24,000 sq feet of usable meeting space. Mentioned the Century-Tell funds as a backup source of funding. Recommended doing an impact study that would prove the benefits of the center to help pitch the idea to the city. Kenny asked what the next step would be - Dave said it would be the market/impact study. Asked if the CID would put a bid out for that. Lydia voiced support for the suggestion.
  - Pat mentioned that the rescue act is our one opportunity to spend the money for people and unsheltered folks. Supporting small businesses is also a concern for her. Businesses that are struggling to make rent is a big point for her as well. Programs that go towards the root causes of domestic and gun violence is a central focus of hers. Supporting the unhoused and getting folks off the street is going to be her central focus though, and she might be at odds with the CID for things other than what she listed.
  - Aric asked about timeline for getting input submitted. There is time, but should be submitted sooner rather than later.
  - Pat went over how she sees funds being distributed. Mentioned how Maryland is using the ARA funds to provide legal services for low income people. Suggested looking for the right person in city government to be the "champion" for any idea we want pushed forward.
  - Aric suggested circling back to this at the operations meeting on Thursday to create a more concrete plan/adjustment of priorities. If everything is finalized at the operations committee Nickie can then send everything off to the city after that.
  - Aric made the motion to move this conversation to Operations. Laura seconded. All approved. Motion carried.
- **Electric Meter Spots**
    - A pilot program where 1 electric charging spot in NVAD and 1 short street garage will be going up. Persons using the spot will

need to pay for the parking spot and the electricity. First come first serve. Tom Mendenhall could not attend the meeting, but Nickie made a point to mention he is not in favor of this.

- **Cherry St Parking Garage**

- Mike McClung could not make the meeting, so Nickie introduced the topic. The proposed hotel on Cherry st asked for 99 parking spots at the 10th and Cherry garage. Broke down how all of the spots will be used. Mike layed out the percentages and stats for 3 garages downtown. If the hotel gets all 99 spots the 10th and Cherry garage will end up being like the 8th and Cherry garage - hard to park in for the public. 10th street garage would be losing many hourly spots if the parking plan is approved by the council.
- Deb suggested making the large garage on Walnut as a valet spot for the hotels downtown.
- Nickie mentioned that approving only 60 spots is an option.
- There might be a fear that the hotel will back out of the building downtown if the parking is not approved.
- The CID is going to write a letter of either support, disapproval, time extension, or a request for research before the vote.
- Kenny thinks a move does not need to be made right now. Going to move to a committee. City Council is voting on Monday night. Going to discuss more at Operations on Thursday.

## **Old Business**

- **Custodian of records**

- Aric made a motion to accept Hannah as the custodian of records. Laura seconded. Mikel third. All approved.

- **Gateway Plaza Budget**

- Kathy let the board know that the project is going to go a bit over and that the committee will let everyone know next meeting the exact numbers and bring it back to be approved.

## **Committee Reports**

- **Gateway Plaza**

- Ribbon cutting was well attended and successful. Several letters have been purchased and the Globe is close to being finalized. No longer promoting sponsorship opportunities. Construction is

pretty much complete. Chatted about cameras on the site. Mostly wrapping up and finalizing of costs. Would like to have a final send-off as a donor party/celebration for the folks who made the project happen. Since fundraising has been so successful we will be under the million dollar commitment.

- **Operations - did not meet**
- **Economics - did not meet**
- **Marketing**
  - Let go of Caledon. Marketing will be moving in-house. RW and Drinks in the District is currently happening.

### **NVAD Report**

Fundraiser at Orr St Studio on the 24th. July 1st Friday was great. Event on the Roof in September.

### **DLC Report**

No update other than there was a lot of talks around the ARA and Minority Owned business grants

### **Bicentennial Report**

Fire in the Sky and COMO 200 went well. Nice recognition for the plaza was made.

### **Parking Commission Report**

Skipped since Mike is out.

### **Staff Report**

Nickie reminded everyone of the rebate program for licensing fees and lodging tax.

Aric moved to adjourn the meeting at 4:45 pm, Van seconded, all approved.



**Downtown Community Improvement District  
Operations Committee Meeting  
7.15.2021  
ZOOM & 11 S 10th St**

**Present**

Van Hawxby  
Tom Mendenhall  
Aric Jarvis  
John Ott  
Chris Kelly  
Nickie Davis - CID  
Kathy Becker - CID  
Hannah Bilau - CID

Guests

Aric called the meeting to order at 3:33pm

**Approval of Agenda**

Tom moved to approve agenda, Van seconded. All approved.

**Curbs and Sidewalks**

Kathy and Tom provided an update of the curb walk they did a few weeks back. The city owns about half-40% of the curbs. Kathy put together a list of the curbs and problems they noticed. Tom is thinking about asking the city to fix the curbs they own and also provide some funding for the district curbs that need repair. Tom thinks we should bring the data he and Kathy gathered to the board and then the city. Tom wants us to do a 25% match with the businesses and have the city pay the remainder. City owns crosswalks - some of them are in disrepair. Mayor's AMA plan does contain funds for sidewalks - unsure of if this will be distributed to the businesses or not. Kathy does not want to report any of the businesses with curb issues to the city. Aric suggested doing an education outreach to the businesses to see if the businesses know it is their responsibility. Aric suggested pushing the city to fix the curb issues on their property first before moving to the private



businesses. Van asked if we would put a time limit on the 25% match to create a sense of urgency. Tom is going to do some more research and have something concrete before the next board meeting. Nickie reminded the committee that the CID has a request for curbs and sidewalk in our ARA request. General consensus is to wait for the ARA funds to be officially allocated - see if we can get funding through that first before moving towards pushing the city to act. Aric wants to have a cost estimate before bringing anything to the board. Tom is reaching out to a construction company for an estimate. John suggested that we need an advocate with the city. Need to determine who exactly that would be.

### **Cherry Street Hotel**

Nickie overviewed the Board's conversation regarding the hotel. Requested a letter to urge the city to slow down. It's not that we do not want the hotel or not have them park in our garages - we just need a little more information. John mentioned that it would be a waste of city resources to just hand over these parking spots that are most likely only going to be used in the evenings through early morning. John suggested removing the long-term student parking option from the garage to create more spaces for the hotel. Tom asked why the hotel isn't building their own parking - John thinks it is just because it is cheaper to rent from the city. Aric brought up a good point that the gates have a tracking system that collects data related to how many spots are being used and how long cars are staying parked. Suggested looking at that data to help make a decision for the hotel. Aric suggested that we reach out to the parking authority to get that gate data to prove the need for hourly spaces in the garage. Aric mentioned that the hotel spots for the Broadway are only for weekday hours during the paid hours of the garage. Parking becomes a free-for-all during the evening and weekend hours.

### **American Rescue Act Funds**

Aric provided an overview of the board's conversation on Tuesday. Introduced our goal for this meeting. Want to narrow down what the CID's plan for the ARA. Aric went over the current priority list. Nickie has created. Kathy suggested adding in repaving of the alleys to our sidewalk bullet points. Confirmed that having a dollar amount attached to each priority would strengthen our case. Van and Tom suggested getting our numbers based on the sales tax the cid brings in as compared to the city as a whole. Having a base amount that should be allocated to the district total and then separate

it out by priority. Nickie does not want to sell us short. City Manager's recommendation for the ARA should be coming out soon. John Ott made a point to put funds into a mental health facility and creating space for public restrooms near there instead of in the district. Aric suggested diverting more funds to AAAChange instead of public restrooms. John voiced support for the new hotel and convention center. Called the state of our sidewalks and curbs embarrassing. John views our downtown as the tourism hub of Columbia. Suggested adding a request for funds to update and replace the planters downtown. John things planters is too simple - suggested calling it "intersection improvement" or something similar. Tom talked about how the city should have a "reserve and replacement" fund for some of these more "basic" infrastructure needs so the city will immediately fix things once they are broken. Current infrastructure replacement is on a triage "emergency" basis. Questions were raised about the dollar amount we connect to the convention center. The timing might be wrong for right now. Consensus is that it's worth tying our name to the project even if we can't tie an amount to it right now. John suggested a shuttle that runs up and down Broadway from the library to Boone Hospital and one from CC to memorial union to help with parking issues/help drive folks downtown. Kathy suggested it be like an electric trolley amount. Tom suggested diverting some of the "empty" bus lines to act as the shuttle.

Committee decided to remove the public restroom priority from the list.

Aric asked about the dollar amounts attached to each priority. Nickie would like to add large numbers to each one. Wants to ask for something large to hopefully get something small. Gave Nickie ability to come up with the numbers.

### **Other Discussion Items**

Trash was moved to economic development.

### **Public Comment**

none

Tom motioned to adjourn at 4:32pm. Van seconded. Approved.

**Downtown Community Improvement District  
Economic Development Meeting  
7.20.2021  
ZOOM & 11 S 10th St**

**Present**

Deb Rust  
Laura Pieper  
Mikel Fields  
Adam Dushoff  
Auben Galloway  
Lydia Melton  
Erica Pefferman

**Guests**

Mikel called the meeting to order at 3:32 pm. Deb approved the agenda and Lara seconded the motion.

**Solid Waste**

Nickie introduced the problem with waste. The city is saying that the dumpsters in the alleyways are not their problem to clean up around there. Saying that it is the adjacent businesses responsibility to clean around their dumpsters. Also have heard that the city does not have the staffing to keep up with the dumping that is happening.

Deb/Sake had to treat their building for flies due to the large amount of trash in the alley dumpster. She had Steve's pest control spray the dumpster for flies, and uncovered a large swarm of roaches. Pest control is becoming a large control as a result of the influx of trash.

Worried that if it becomes the concern of the businesses the businesses are going to remove the dumpsters. Kathy is not sure Dave Sorrell knows about the central trash downtown/that downtown businesses are paying extra for trash pickup. There was formerly a person who worked for the city whose job was to take care of the downtown dumpsters - that person has since gotten sick and left the city and it appears that there has been a breakdown in

communication regarding what his job responsibilities were. Deb is going to review her trash bills since the increase started to see how/if the rates have changed over time. Kathy raised the point that a good amount of the dumpsters are on city property and city alleyways, so if they are the property owners why are their bins as bad as the "private" dumpsters. In regards to Brookside on 10th, their dumpster would be either Mizzou's or Brookside's responsibility - but the city tells businesses on 9th st that their recycling area. Question was raised about ways the CID could meet the City in the middle to reduce the overflow of the dumpsters and the dumping issues. Residents were also directed to the 9 dumpsters downtown at the City Council meeting on 7.19. Brought up bringing Pat Fowler, Dave Sorrel, and maybe Steve's Pest Control to our next meeting to chat about standards/strategy regarding the waste issue in the district. The city's waste department currently has 15 open positions, so staffing is clearly an issue. Block by Block is a courtesy the CID provides district businesses, but is not a requirement of our bylaws. Unsure if Block by Block can even do their annual powerwashing due to the large amount of dumping on the sides of the bins.

There are issues with folks not pushing the compactor buttons. Bill from Block by Block has noticed that there are some compactors that are broken or not plugged in, but could not provide exact locations for where this is.

Mikel reiterated that having Dave or another public waste representative come to a meeting so we can find common ground on who's responsibilities are who's.

Inconsistencies in the compactors were also brought up. The one on 5th is a key while others are buttons. Lydia brought up that she would never touch a key unless she was told she could.

Brought up that signage and education is needed, but it is not going to resolve the issue. Mikel thinks (at least at his compactor on 10th/Elm) that education and staffing are the main problems.

Adam brought up the transient nature of downtown makes education campaigns difficult since the population cycles in and out so frequently.

The risk of having drunk students around the compactors in general was mentioned as well.

### **Alley Door Update**

Nickie introduced the alley gallery program. Purpose is to reduce the amount of graffiti on alley doors. Project is going to be similar to the traffic boxes. CID has permission from our landlord to do our 2 alley doors. Have received both of the contracts back from our lawyer. 1 contract is for property owners and the other is for the artists. Need permission from the landlords and the artists for each installation. Each piece is projected to stay up for 5 years at a time. \$500 of artist payment is towards sealing the work to last.

Adam and Deb both voiced that they are in favor of moving forward with the project. Going to start sending out the RFP's. Current pace is 1 door a year for the budget - would need to dip into the contingency if we want a faster pace.

Pat Fowler would like us to reach out to graffiti and street artists for the project.

Mikel asked about the location of artists. Nickie would prefer local, but if someone not from Columbia or Boone County submits a great idea we are not opposed.

### **Public/Staff Comment**

Mikel opened the conversation up to the floor to see if anyone had any additional topics. Provided an overview for what he would like to see from the committee moving forward and what the purpose of our meetings should be.

Question was raised regarding the capacity of different types of businesses in the District. Nickie mentioned wanting to have a survey done of what our strengths are, areas of improvement, distro of types of businesses, # of foot traffic, what is considered healthy for a downtown of our size. There is room in the budget to have that type of in depth market research done.

Kathy brought up the conference center to get the committee's opinion on the proposal. Nickie provided an overview of Dave's idea for the area. Would



be around \$20,000 to get a market report for the impact of a conference center. Nickie would like to have input from the NVAD board.

Overviewed the Cherry St. Hotel parking situation and the updates from the City Council meeting on 7.19. Nickie recommended that the committee watch the discussion from Council.

Moved to adjourn the meeting at 4:25, Deb seconded, all approved.

**Downtown Community Improvement District  
Marketing Committee Meeting  
July 27th 2021  
ZOOM & 11 S 10th St**

**Present**

Christina Kelly  
Nickie Davis - CID  
Hannah Bilau - CID  
Deb Rust  
Callie  
Munir Mohammad  
Mark

**Guests**

none

Deb called the meeting to order at 3:31pm.

- **Approval of Agenda**

- Callie motioned to approve. Christina seconded.

- **Restaurant Week/Drinks in The District Update**

- Nickie thinks RW went really well considering businesses were short staffed. Good social coverage. 100 entries into drawing. Winners being picked today. Several passports are full. A few who went to every business. Nickie asked if we wanted to keep the events together. Deb said it was nice - suggested combining them every summer. Said Monday of Restaurant Week was super busy. Munir and Callie agreed that the Monday of RW was very busy for them as well. If the events are going to be combined, we might need to come up with a separate name. Deb suggested that the committee should try to better define the event so it is easier to sell it to the public and inform restaurant staff. Might make brainstorming a hot topic for next week. Might do research and participate in other towns RW equiv. Is next summer too soon/far to do a "Taste of The District" food festival? Christina brought up London Cocktail week as a reference. KC Tacos and Tequila event is another reference point to look at. Nickie pictures

a traditional Restaurant Week. Nickie would like to meet with Adonica from A2D events to get some ideas for the event. Deb's big thing is really nailing down what we want the event to be and how we want businesses to participate. Almost like creating a rubric for the restaurants for what we would like to see from them for the event. Suggested looking at other "taste of events" and how they do their sales.

- **Dog Days Sidewalk Sale Update**

- Starts on Thursday. Nickie thinks we should have a good amount of participation - minus rain chance.

- **Black and Gold Football Season**

- The Mayor told the CVB that he wanted a more "spirit-filled" football season starting at Move-in through winter. The idea started with putting flags along Broadway, but are concerned they will be stolen. Now they want to put 10 ft banners along Broadway. MU football will be taking on the costs. They want to do sidewalk decals as well in place of the round ones the CID currently has. Also want window clings. In the meantime it might be worth putting an email out for our businesses to let them know and to help sell it. CVB should be passing out window clings.

- **Self Guided Walking Tour & Scavenger Hunt**

- Nickie is going to present at Mizzou this fall. Wants to have things that drive young people downtown or that instructors make them do for credit. Could promote as a team building activity for companies in town. Munir suggested geocaching or making maps for little kids to follow. Deb said we talked about a coloring book at one time too. We have coloring pages currently. Deb also suggested making activity books for kids that restaurants and shops could print off. Munir said we should probably print it off as restaurants would do it once and forget. Committee really liked the idea for a kid's activity page.

- **Member, Staff, and Public Comment**

- Munir asked about the Alley doors. Press Release is going out today. Starting with our backdoor. Info up on the website. Nickie is going to propose to the Econ committee that we get everything locked down for Spring 2022. Would like to get 3 done

next year. Art will stay up for 5 years. We will correct any damages once (unless it is defaced, then we will cover). Deb asked about conflict of interest with the board. Nickie said painting the door of a board member's business isn't a concern, but if a board member wanted to be a commissioned artist we would need to bring that to the lawyer.

- o Went over some of the '22 budget as related to committee contingencies.

Mark moved to adjourn the meeting at 4:10 pm, Munir seconded, all approved.

**RESOLUTION NO. 2021-25**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING THE SPECIAL ASSESSMENT RATE BASED ON THE VALUE OF REAL PROPERTY FOR THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT FOR TAX YEAR 2021 TO FUND THE FY 2021-2022 ANNUAL BUDGET AT 0.4778 CENTS PER \$100 ASSESSED VALUATION**

**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 that the special assessment rate for the 2022 Downtown Community Improvement District property assessment is **0.4778 cents** per \$100 assessed valuation. This represents no change in assessment rate.

Passed this 10<sup>th</sup> day of August 2021.



Chair of the Board of Directors

(SEAL)

Attest:



Secretary of the Board of Directors



**RESOLUTION NO. 2021-26**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING MINUTES OF THE BOARD OF DIRECTORS MEETING HELD AUGUST 2021.**

**BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT AS FOLLOWS:**

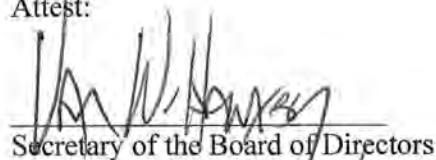
The Downtown Community Improvement District (the "District") hereby approves of the meeting minutes for the meeting of the Directors held AUGUST 2021.

Passed this 14th day of September 2021

  
Chair of the Board of Directors

(SEAL)

Attest:

  
Secretary of the Board of Directors

**Downtown Community Improvement District  
Executive Committee Meeting  
Tuesday, August 3, 2021  
ZOOM & 11 S 10th St**

Present

Deb Rust

Kenny Greene

Nickie Davis - CID

Kathy Becker - CID

Hannah Bilau - CID

Mikel Fields

Aric Jarvis

Mike McClung

Guests

Melea - StreetsPlus

Kenny called the meeting to order at 3:32PM

Nickie introduced Melea from StreetsPlus.

Mikel moved to approve the agenda, Aric seconded. All approved.

• **Trash Issues**

- Nickie provided an overview of the situation. City has had several different stances on who's problem trash is. Struggled to make sure trash is picked up on schedule, and that trash is cleaned up around the dumpsters. Rose has a private bin on their lot, and maintenance is becoming an issue for them since they have tour busses coming in and big name guests are seeing their overflowing dumpsters immediately after getting off the bus. Looking into potential locations to move the dumpster off their lot. If the dumpster is fully removed and not relocated, the closest dumpsters will be at the Armory or Wabash. Walker from Broadway Brewery also reached out to us as a representative from a good portion of the businesses/apartments/airb&b/former

Maude Vintage location regarding the trash situation in their alley. We have the potential to create a second alley A, but the trash situation is preventing development/economic improvement. Most of the dumping is furniture/small appliances trash that is obviously not from the businesses. City wants to blame small businesses for the issue. Mikel brought up the idea of putting temporary dumpsters up during move in/out. Kenny asked if we should propose this to the city. Deb mentioned the new city "policy" of once trash is on the ground it's the cid's or businesses responsibility. Mike noted that the new compactor near First State Bank seems to be more effective than the older style like the one near Sake. An automatic compactor was suggested as well. Mixed recycling bin behind Nourish was removed by the city after they "cleaned it up". City has been saying the trash problem is due to lack of full time staff, but they have reduced one of the main district collectors from full time to part time, and Deb is concerned about how/why that happened.

- Recommended that Nolan from Rose come to the full board next week, as that is a faster solution.
- With Broadway and the dumpsters on 9th we recommended pushing that to a committee and putting pressure on the city. Being moved to Operations.

○ **Mask Mandate**

- Came back up at the City Council meeting on 8.2.21. Council tried to vote, but they are waiting on the responses from the business survey Nickie sent out. Passed mask mandate for city buildings. Will most likely vote on it next week. Nickie went over the questions on the survey and the percentage of responses. Currently at 50/50 pro-con for a mask mandate

○ **City Manager Recommendations for ARA Funds**

- His recommendations are somewhat in line with the Mayor's recommendations, but with less funds being directed towards The Loop. Nickie sent the full document to the committee for them to review at their discretion.

○ **August Board Agenda Creation**

- **Annual Meeting** - property tax vote
- **Board Pictures** - Nickie would like to do a full group picture at the next Board meeting.

- **Cherry St Hotel** - no update currently, should have more info after the parking commission meeting.
- **FY 2021 Resolutions** - going to take off agenda, until RFP's are settled. Should be decided by Sept. meeting.
- **RFP Process Update** - 4 or 5 out currently. ●

**Member, Staff, and Public Comment**

Mike moved to adjourn the meeting at 4:14pm, Mikel seconded, all approved.

**Downtown Community Improvement District  
Board Meeting  
Tuesday, August 10, 2021  
ZOOM & 11 S 10th St**

**Present**

Deb Rust  
Kenny Greene  
Nickie Davis - CID  
Kathy Becker - CID  
Hannah Bilau - CID  
Aric Jarvis  
Mike McClung  
Hollis  
Brian - CPD  
Tom Mendenhall  
Caille  
Dan - CPD  
Adam Dushoff  
Auben Callahan  
Heather McGee

**Guests**

Mike Nolan  
Amy Schnider  
Dave Parmley  
Jay Sparks

Kenny called the meeting to order at 3:32PM

Tom approved the agenda, Mike seconded the motion. Approved.

Motion to approve the minutes as they existed by Tom. Mike Seconded.  
Approved.

## **Financials**

Kathy introduced the financials. On income we are doing 4% above what is budgeted. Sales tax is up. 3 months going into next year's budget. Doing better than we have since 2017. 83% of the fiscal year is complete. Under on recurring expenses. On track for non-recurring (Gateway). Have spent 86% of Gateway budget. Tom moved that the financials were approved. Mike seconded. All in favor - motion approved.

## **Police Report**

Dan went over the CPD update for the board. Wanted to mention that someone drove down Broadway throwing out counterfeit \$100 bills out of their window. Sent an email to Nickie Davis. Wants to get businesses aware of the issue so they are not accepted, but they look clearly fabricated. Dan was able to track down the person who distributed the bills.

## **City Report**

Carol is out of office so we skipped the city report.

## **New Business • Trash relocation**

- o CID had multiple contacts regarding trash this week. Mike Nolan introduced the problem he is having at Rose Music Hall. Typically the container bins are overflowing and Rose's staff has to pick it up, because it is on their property. Mike considers it a bad image for bigger artists they are bringing into Columbia since it is the first thing the artists see when they get to town. Mike feels like there needs to be a better solution. City referred Rose to Wabash station and the Armory, and Mike feels like that is unacceptable for his staff late at night. Wants to get their bins moved off property. Thinks the unused Ameren lot might be the best case scenario/be the least inconvenient for the businesses in that part of NVAD. Kenny believes the Ameren lot is the easiest option, but a potential eye sore. Recommended building a wall around the bin if moved to Ameren lot. Pat Fowler let the board know that the city has an option to buy the lot, but the deal has not gone through yet. Might be the push needed to get the city to seal the deal. Pat also brought up that the Wabash container is being moved closer to Rose soon. Mike mentioned that could be a solution if recycling is also moved to Wabash, but considers his



staff walking to the Amory unacceptable. Pat reiterated that how public waste is being managed is of a great concern to her. The compactor being moved to the NE side of Wabash has been finalized/approved, but nothing has been started towards that process. Kenny believes there are a few places recycling could go over that. Asked Hollis if he had a suggestion for what we could do to pressure the city, and he did not have a recommendation. Nickie Davis suggested writing a letter to the city suggesting that recycling be added and that the compactor at Wabash be expedited. Kenny wanted to focus on the trash compactor first and then recycling. Pat is going to put some pressure on the City Manager, but is also feeling as hopeless as the CID is has been. Cannot really do an instant action item on the situation unfortunately. So far a letter seems like the best option. Mike made a motion to write a letter to the city and public waste. Deb seconded the motion. All in favor. No opposition. Motion carries. Mike Nolan and Pat will be CC'ed on the letter. Mike is happy to be included in future discussions if necessary.

- **2022 property assessment rate and public hearing**

- Nickie Davis introduced the property tax assessment for this fiscal year. We have historically been at a 0.4478% rate. It is up to the board to decide to raise, lower, or maintain the rate. Heather asked how the board would know to change the rate. Hollis said it is at the board's discretion. Mike made a motion to retain the rate, Deb seconded. All approved. Passed.

- **Convention center**

- Nickie Davis reintroduced the possibility of a proposed convention center on Walnut. Research needs to be done on the center and its impact on Columbia and downtown specifically. Nickie wants to first do some research on a feasibility study, and then move it to a committee to decide on spending money on the study or not. Dave believed that Nickie summarized the situation well and then recommended a few companies to run the study. First step would be to gather some proposals from research firms and then bring those either to a committee or the Board.

## **Old Business**

- **Trash**

- Kathy let the board know that her and Nickie walked the District with Bill from BBB to assess the trash situation. BBB had power

washed and cleaned the alleys and then the problem immediately returned within a few days. Move in/move out is definitely making the situation worse. No solution yet, but it is being monitored. Pat asked what day the city skips trash collection, because it is our understanding that the city collects 6 days a week currently. Supposed to be Monday-Saturday, but we know they pick up on Sundays.

- **Cherry St Hotel Parking**

- Nickie provided an update on the Cherry St Hotel parking situation. At this point, the proposed hotel is ready for a yes or no answer on the garage parking. Hotel is threatening to pull out once again if the parking is denied. The CID asked for data on the gate arms, but we have yet to receive that information. Nickie asked the board if they would like to take a formal position on the situation or take an additional step. Mike let everyone know that the parking commission has not made a recommendation yet due to lack of information as well. The parking commission also wrote a letter to the council requesting more information. Pat was under the impression that Council had made a request of the commission to do that research. She is going to bring this up to the City Manager as well. Aric mentioned that he has not heard even 1 person show support for the Cherry St Hotel using the 10th and Cherry Garage. Aric believes we should take a stance against giving the hotel the spots due to the lack of communication/information from the city. Mike believes that taking a stance against the hotel getting any spots is pretty harsh considering that parking is a public utility. Mike would rather us say that we would love to work with the developer to find a solution, but we do not believe that 99 spots in 10th/Cherry is the appropriate solution. Deb brought up having all the hotel's valet a shuttle from the large garage on Walnut since it has the most space. Kenny believes it is up to the developer to come up with the solution. Dave Parmely made a comment that it seems like the developer does not seem willing to work with the CID or the city regarding the parking. Kenny does not think we need to take it up either way until we are given more information or the developer seems willing to work with folks. Mike made a motion for the CID to say we don't support 91 spots in the garage they want, but there might be 91 spots in several or other garages in

the city. Hollis reiterated that the letter Nickie sent previously said basically the same thing. Discussion was tabled for now.

- **RFP Process Update**

- Kathy Becker provided an update on the RFP's for any service we spend more than \$5,000 on. Will go to committee after August 20th once the rfp process ends.

- **ARAF Update**

- Nickie went over the City Managers proposed budget for 2022. Suggested the Board members go through the information individually. This information will be brought up at the next several council meetings. CM also made his own recommendations for the American Rescue Act Funds. City Managers funds are a bit more broad across the city as a whole instead of being largely focused in the loop like the Mayor's. Pat voiced her dissent against the recommendations that have been made so far. Thinks more than 20% needs to go towards the houseless population. Pat wanted to let the board know that she will be working towards having all of the money going towards structural inequity and the losses that occurred due to COVID. She does not want the ARA money to go towards projects. Pat broke down other income streams the city has that can go towards projects.

- **Committee Reports • Operations**

- Aric went over Operation's July Meeting. Spoke about curbs and the ARA funds. Also talked about the garage situation. Conversation was largely about the rescue act funds.

- **Economic**

- Nickie went over Econ since Mikel was out. Also spoke about ARA funds and where they wanted to see those spent. Spoke about trash. Went over how the businesses along Broadway who use the trash receptacles in the alley off 9th RFP's for the alley galleries have gone out.

- **Marketing**

- Main discussion was about RW & Drinks in the District. General consensus was that it was successful, but the why it was successful is unclear. Thinking about doing it always in the summertime as a combined event and then doing it separately in the school year. Committee also went over dog days.

- **Gateway**

- Meets this week. May be an additional request for spending, but not to extend what has already been approved. Landscaping and mowing has been discussed. No other updates outside of that.

**DLC Report**

Did not meet in July. Looking for someone to be on the Parking Commission to represent them.

**COMO 200 Report**

Did not meet after the July 4th Celebration.

**Parking Commission Report**

Nothing else discussed outside of what Mike mentioned in the Cherry St. Hotel discussion.

**Staff Report**

Kathy brought up the planters on 9th street. They have been planted and look nice. Nickie brought it up to John Glascock about taking the planters back next year. Still hoping they will take them back, but have not received an answer from Dave Griggs yet.

Amy from the CVB let the board know that she is going to become a regular fixture at our meetings.

Mike moved to adjourn the meeting at 4:40 pm. Aric seconded. All approved.

**Downtown Community Improvement District**

**Gateway Committee Meeting**

**Tuesday, August 12, 2021**

**ZOOM & 11 S 10th St**

Present

Nickie Davis - CID

Kathy Becker - CID

Tootie Burns

Marti W

Deb Sheals

Guests

n/a

### **Approval of Agenda**

Deb moved to approve the agenda. Tootie seconded. So moved.

### **Construction Update • Installation video**

- One of the guys from grove can set up a timelapse camera high on a light pole that we can use to film the installation. Deb suggested taking some of Emmett's instagram videos to stitch into the final timelapse. Committee agreed that it would be fun. Nickie asked about the budget - we don't have one. Would love to have it, but don't know what we would do with it. Deb does not think the shooting of the film will cost anything - just the editing. Going to research editing costs. Tootie recommended adding the video into the press release packet to get it played on local stations.
- Fabrication of sculpture should be done Oct. 14th. Ribbon cutting on November 4th. Aric Jarvis confirmed we can use The Roof on the 4th. Deb thinks we might be able to get a sponsor specifically for the event. Deb thinks all sponsors should get all of their drinks free.

### **Fundraising**

VU and MFA oil have turned us down. Doesn't fall into their categories of giving. Still leaves Head Motor and Machens for the B. Columbia College is pretty much nailed down - just need to sign the paperwork. Nickie spoke with Susan and David Russell had said they are in. To Nickie that means it's pretty much closed. Just need to connect them with John Baker and get them to submit the paperwork. Nickie might prefill out as much of the paperwork as she can for the colleges and then just ask them to sign as a way to get it nailed down.

- C - Cosmo Luncheon Club
- O - Mizzou, Stephens, Columbia College
- L - Dan Rader
- U - Open
- M - Deb Sheals
- B - Open
- I - Open
- A - Tootie and Kenny

Nickie has talked to Simmons and Commerce - interested in being involved, but letters are more than they wanted to spend - might be a good party sponsor.



Committee tried to think of a list of women who might be interested in donating \$1,000+ to go into the Education for Women letter.

Deb is going to ask Bill about liquor distributors.

Nickie reiterated that she needs contacts for organizations mentioned - otherwise she can't reach out to a shareholder/decision maker

Tootie suggested having a Como Gives campaign for a letter - missed deadline. Deb asked about crowdfunding - could be another idea.

Tootie asked if we will continue to try and raise funds after November if we need to yes, we will if necessary. Timelapse video will be helpful if we decide to crowdfund.

### **Marketing/Public Relations • Final Ribbon Cutting**

- Nickie will email Deb once we get the sheets back from all 3 colleges.  
Will put out a press release once that is solidified.

### **Plaza Maintenance and Upkeep**

Deb thinks we need to pull the dead plants out. Kathy mentioned that watering needs to be adjusted - seems like they are missing the back ones. Deb pulled half a bushel of weeds out from the plaza recently. Deb thinks the trees need to be watered more frequently to ensure they grow properly. Going to look at Atkins for maintenance and mowing due to the tire tracks left by the last company. Dead trees need to be pulled out or staked. Deb mentioned that the trash can has been moved way down away from the plaza. Wants to figure out a specific place for it. Jessie was thinking on the Southend near the light pole would be the best spot. Deb brought up that Jessie suggested that we put pavers down to keep the trashcan in its designated spot. Committee wants to go down to the site and take a look to determine the best place for the can.

### **Gateway Budget Update**

This last month we did draw from the line of credit. Kathy thinks we will continue to draw from it as we are fundraising. We need to figure out how we collect and have the foundation pay the balance. Will be over the contingency after Grove is paid. We are looking okay. Kathy thinks we are done with PCE. Should not have any change orders unless Grove has to install the sponsor sign. Crockett might go over, but they are close to being done. If we need to go over next year's budget CID staff will come back to the committee/full board. Need to let the board know that the budget has changed, but will most likely not need to vote. Deb thinks we will be fine, just need to stay tight to budget. Need to narrow down - party cost, video cost, Jessie's expenses, sign installation, and maintenance upkeep cost. Could have extra



sponsorship opportunities for remaining expenses. Deb asked if we have enough in our budget to finish the graphic design. Nickie asked Deb to clarify - shouldn't be too much to add some words in.

John Glascock told Nickie that if cameras face traffic or use a city pole we would need to chat with the chief of police and the council. Might not need to go through that approval process if we can contain them within the plaza.

### **Public Comment**

None

### **Adjournment**

Deb moved to adjourn the meeting, Tootie seconded. So moved.

**Downtown Community Improvement District  
Economic Development Committee Meeting  
Tuesday, August 17, 2021  
ZOOM & 11 S 10th St**

### **Present**

Mikel Fields  
Lydia Melton  
Lara Pieper  
Adam Dushoff

### **Guests**

Steve Hunt  
Walker Claridge

### **Approval of agenda**

Lara made a motion to approve the agenda. Lydia seconded. Approved.

### **Solid Waste**

Steve Hunt was invited to chat about the solid waste master plan that was created in 2018. There are currently 17/18 compactors downtown, and they had identified 5 more potential sites. MyHouse will be adding a space for a

compactor with their expansion. Identified one behind Broadway Brewery that seems unlikely. Another place is along Hitt on a piece of City owned property. The Master Plan was a way to prevent arguments from property owners relating to the placement of receptacles. The Master Plan that was adopted by the City Council was just a map. Public Waste only needs to seek approval from Council as it is related to compactors. If a common use compactor is on private property PW leases the space from whoever owns the land. Steve mentioned that their department will clean the area around the compactor, but they will not remove **all** trash out of an alley as that gets into the jurisdiction of the street division. Kathy asked about large item dumping in the alleyways. Steve broke down the structure of how solid waste works within the city and mentioned that the jurisdiction of who is responsible for large item dumping cleanup and enforcement is more complicated downtown. In other parts of the city it is largely the responsibility of the property owners to clean up trash that is outside of the receptacle since they are shared items that interact with the right of way of the alleyways. Business owners and students need education on how to properly dispose of their refuse. Concern over the city's resources mentioning that it is the responsibility of the CID and/or Block by Block to take care of alley trash.

Kathy introduced the discrepancies that are happening with the cost of trash utility charges among businesses downtown. Steve believes that the best way to start would be to have Kathy make a list of the discrepancies and send it back to Solid Waste. Steve mentioned that having a Solid Waste Audit completed by The City would be something he would be interested in looking into. Would not need to go to Council if the CID can send them the areas of concern. Any rate adjustments would not be in effect until January.

Mikel asked if there were examples of cities doing weekend pickup. Steve said downtown dumpsters are checked Monday-Sat. Compactors are serviced every 1-2 weeks and hold the capacity of 30 dumpsters. Reiterated that Sunday collection is not feasible due to landfills being closed.

Solid waste asked if we would like extra dumpsters for football weekends and said that was something we have provided in the past.

Blames the trash problem downtown as a misuse issue. Significant recent misuse of recycling as well. Nickie asked if the department had any

educational materials we can share within the CID boundary. Solid Waste is already planning on sending something out.

Lydia asked about the rumor that the recycling isn't actually being recycled. Steve assured Lydia that the rumor is not true. Recycling is up as a whole, but there has also been instances where the recycling was so contaminated that the whole truck had to go to the landfill, but that again is a consumer misuse issue that is rare.

Walker introduced the issue with the dumpsters in the alley that runs from 8th-9th behind Broadway Brewery and Tellers. He believes it is a public health issue as the dumpsters leak, flies congregate there, people walk through it and then it becomes tracked into the businesses. Does not believe the dumpsters should be there any longer. Would like to see a compactor placed in a nearby spot (ideally the parking garage) to help reduce the public health concern. Mentioned that their businesses would like to renovate the alley to be at an Alley A level. Would like it to be an alley that the city is proud of instead of a "Sanitation Nightmare". Mentioned that it is broken glass mixed with "grease and slime and sludge" and is worried about someone slipping and getting injured due to the mess. Mentioned that businesses from Sycamore, Geisha, Tellers, Main Squeeze, Sparkys, and more are all using these same 8 bins that are public facing. Brought up a roll away dumpster in the garage or at the Bank of America lot.

Walker also brought up that the alley is supposed to be kept open for fire trucks to get through, but the dumpsters are blocking the right of way.

Steve brought up that dumping grease in the dumpster is prohibited. Mentioned that businesses should be using better bags to help prevent leaking. Reiterated that this isn't a solid waste issue, but believes it can be fixed through individuals and businesses using the dumpsters "properly". Steve is not aware of another city that has a common use trash system like Columbia. Said a compactor cannot go into the garage because the height is too narrow to get a compactor in there. Blamed location of dumpsters on the tenants and property owners. Needs a consensus on where they are going to go.

Walker expressed dissatisfaction over Steve's suggestion of getting better trash bags. Mentioned that as trash is stacked on top of each other holes will inevitably poked into them that causes leaking.

Mikel mentioned the shared trash set up he has seen at the Lake that seems more aesthetically pleasing.

Nickie let the committee know that it seems like more research needs to be done from both parties. Provided some suggestions for next action steps. Without having a better idea for where the bins can go we cannot move forward. Nickie asked Walker to take some photos for potential spots to move the bins. Walker asked about how John Ott went through the process to create Alley A as a "dumpster free zone". Steve was not sure, but he thinks John had the Alley rezoned as a pedestrian walkway that was approved by council and went through the zoning committee.

Nickie invited Walker to our next meeting to flush this out further.

### **Minority Business Grant Update**

Nickie went over the proposed Minority Owned Business Grant page on the CID's website. Asked the committee to read through the page to see if they had any suggestions or comments regarding the information provided to interested parties. Can start the process now, but no checks will be sent out until the next fiscal year starts in October. Mikel had some questions regarding including the federal definition of minority - does not know if that language should be included.

### **Alley Door Update**

Press release for the Alley Door gallery is out. We have been receiving some ideas and interest in the project. Nickie thinks the project is going to turn out well and would like to see more money dedicated to it in upcoming years.

### **Economic Benchmarking**

Recent statistics and tech development graduate is going to create a platform for us to cycle in some key data so we can more clearly state how much of an economic impact The District has. The student is cutting the CID a deal as a resume padder for him. As more tangible items are developed it will be brought back to the committee for input.

Lara made a motion to adjourn at 4:40 PM. Adam seconded. Approved.

**Downtown Community Improvement District  
Marketing Committee Meeting  
Tuesday, August 24, 2021  
ZOOM & 11 S 10th St**

**Present**

Christina Kelley  
Kalle Lemone  
Deb Rust  
Mark

**Guests**

Sarah - The Basement Reef

**Agenda**

Mark made a motion to approve the agenda at 3:33 pm Christina seconded approved.

**Dog Days Sidewalk Sale**

Christina gave an overview of how dog days went for her. Said it went as normal - just hot. Sarah said they put some plants out for a bit but ended up bringing them in due to heat. Nickie and Hannah are planning on putting together some "how-to" videos for all District events to show businesses how to participate. Good reaction to that. Conversation on how tents being out for the sale makes a difference. Chatted about ways to make this feasible for our businesses. Maybe working with a rental company to comp/offer discounts for the event.

**Black and Gold Football Season**

MU and the city will be putting up decals on the sidewalks and banners along Broadway for the Football season. Nickie asked if we wanted to ramp up support as well. Mentioned some complaints Hannah has received related to



ramped up MU support in town - other schools feeling left out, street painting being a road hazard, etc.

### **Wedding Stoll Update**

Is being postponed again. Events/Wedding industry is slammed from all the events being cancelled last year and the regular season influx. Going to revisit in Early Spring. Christina mentioned Early Spring is a good time for Christmas/NYE/Valentines Day engagements.

### **Caffeine Crawl Update**

Been in talks with Jason at Caffeine Crawl about the event. Event is on Oct 23rd. He has been gathering local businesses for the event.

### **Updated Maps**

Nickie introduced the new maps. Talked about how we only printed a small amount due to Gateway Plaza. Committee liked the look of them and the print job.

### **Halloweenine**

As of right now, we are just going to give out the posters and the participation things and leave it up to the individual businesses on what they decide to do. Emails are going to be going out soon. Unsure of what it will look like, but it is happening.

### **Member, staff, and public comment**

Good amount of money to spend before October 1st. Asked the committee if there is anywhere we would like to spend. Like getting extra tents for businesses for events, etc. Kalle asked about getting a billboard or a blue or brown highway sign. Geofencing during Roots and Blues. Still have a good amount of money in social media marketing. Running an extra magazine spot or getting a bigger ad was another suggestion. Nickie mentioned getting more Shop Local Como merch printed. Settled on doing \$2000 for signage and \$2000 for Shop Local Merch. Deb mentioned bringing back the district gift cards. Going to send to econ.

Christina moved to adjourn at 4:13 pm. Mark seconded. All approved.



**RESOLUTION NO. 2021-27**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT ADOPTING OFFICIAL  
BANNER POLICY**

**BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE DOWNTOWN  
COMMUNITY IMPROVEMENT DISTRICT AS FOLLOWS:**

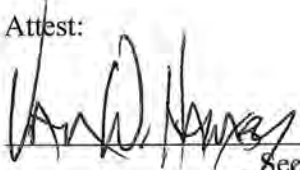
The Downtown Community Improvement District (the "District") hereby adopts the Banner Policy in the form attached hereto as Exhibit A as the official policy of the District, and shall apply to any Banners placed within the District Boundary.

Passed this 8<sup>th</sup> day of June 2021.

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

(SEAL)

Attest:

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

**EXHIBIT A**  
**RESOLUTION NO. 2021-27**

**Banner Policy**



**The District Banner Policy**  
**Downtown Community Improvement District**  
**Adopted as Revised June 8, 2021**

**Banner Policy**

- Banners must adhere to the size and weather resistant guidelines
  - Printed on fabric or have wind slits if printed on vinyl
  - Double-Sided
  - Dimensions must be 28" by 93"
  - Grommets and pole pockets
- Banners must be replaced if faded or destroyed from exposure.
- Banner design must advertise a cultural or civic event in the District, and an event hosted by a District business, a nonprofit, or an area within the District boundaries if displayed in that area.
- All banners displayed within the District are installed by the CID.
- All banners displayed within the District boundaries need approval by the CID.

**Additional/New Banner Requests**

- New banners must adhere to the current banner schedule unless planned before March of the previous year. The District reserves the right to change the banner schedule.
  - Mid-January
  - Early March
  - Early June
  - Beginning of August
  - End of October
- New banner agreements must respect the current banner agreements held between the District and other entities. This includes:
  - True/False Film Fest
  - Unbound Book Festival
  - Columbia Art League
  - MOSY
  - United Way
- Banner design must be approved by the District before they are produced.
- If an event is annual, it must be stated when making the request and annual approval for hanging the banners must be provided.
- New banners must arrive at the CID office at least one week before banner installation.



- If banners are desired in a location where banners are not currently displayed, the cost of the bracket will be passed on to the entity requesting the banner.

**RESOLUTION NO. 2021-28**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT TO ALLOW BIRD  
SCOOTERS TO REMAIN WITHIN THE DISTRICT WITH  
EXCEPTIONS.**

**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 the continued use of Bird Scooters within the boundary of The District as long as the CID board is involved in the nesting, timing, and riding decision making process.

Passed this 9<sup>th</sup> day of March 2021.

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

(SEAL)

Attest:

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

**RESOLUTION NO. 2021-29**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT APPROVING MINUTES OF  
THE BOARD OF DIRECTORS MEETING HELD  
SEPTEMBER 2021.**

**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 SEPTEMBER 2021.

Passed this 5th day of OCTOBER 2021

  
Chair of the Board of Directors

(SEAL)

Attest:

  
Secretary of the Board of Directors



**Downtown Community Improvement District  
Gateway Committee Meeting  
Thursday, September 9, 2021  
ZOOM & 11 S 10th St**

**Present**

Nickie Davis - CID  
Kathy Becker - CID  
Deb Sheals  
Tom Mendenhall  
Aric Jarvis  
Christina Kelley  
Tootie Burns

**Approval of Agenda**

Deb called the meeting to order at 3:35 pm, Tom made a motion to approve the agenda, Aric seconded. So moved.

**Construction Update**

Several of the trees have died, they are guaranteed to be replaced but the company does not have them in stock so they sent in some additional options. Reviewed photos of dead trees and the replacement options. Some of the replacement options will grow about 10 feet shorter than the ones initially planted. If we want the bigger ones we need to wait until early 2022. The smaller trees can be installed at the time of the sculpture. Tom recommended leaving it and waiting until the spring to plant the same trees. Tootie agreed with Tom - thinks the sculpture can be the focal point this winter until we can get the same trees replanted. Committee's consensus was to take out the dead trees now, and then plant them this spring and/or whenever is safe for them to be planted.

Tom voiced some concerns regarding the graffiti on the creek side, but since it is the city's/Mark's property we do not have the jurisdiction to make any changes. Nickie or Tom might talk to parks and rec to put some pressure on that side to paint over the graffiti to see if that works.

## **Fundraising**

Solid yes from MACC for a letter - "I". Thinks a letter will have better recognition than being one of 4 on the globe - especially when their logo isn't on the globe and the other 3 schools are. Stephens is working on getting their paperwork in. B and U are the remaining letters. Nickie has multiple letters out for the B, which stands for transportation. Tom is working on Uhaul, trying to get in contact with the top decision makers. Deb is working on the panhellenic council for the U (education for women).

Several banks are interested in participating, but not at the 25k amount. Nickie is debating on putting together a 5k sponsorship level for grounds maintenance that will be divided over the course of 3 years. Recognition as a yard sign or on the website.

Deb also suggested getting 5 banks together to sponsor a letter for 5k each. Aric mentioned that Central Bank would only sponsor a letter if other banks went in on it.

Still wants to look at a landscaping sponsor level. Deb thinks a 5k a year would be a nice level. Maintenance estimate is 2,500 a year without snow removal or flowers. Thinks a 5k target would be nice to include annual flowers and contingency for snow removal.

Upping the line item in the budget for maintenance to 5k, but will let the board know we are hoping to get sponsors for it.

## **Marketing/Public Relations**

### **• Final Ribbon Cutting**

- Had a discussion with Aric about what we can afford food and drink wise. Event is on November 4th. Will start at the Plaza with a few speakers like we did before minus the ribbon cutting. Then we will head up to The Roof for our celebration.

### **• After Party**

- Hoping to have the installation video and sponsor logos up on the screen. Looking to get some decorations. Budget of \$2,500. Drinks will be one ticket and then a cash bar. Estimating about 100 people. Will start distributing some invites to key

people/firms. Deb asked about getting a sponsor for the party. Aric reminded the committee that The Broadway is kind of sponsoring it by donating some food and the space. Going to look into a video editor for the installation video, Grove is comfortable filming it but can only do basic editing.

- o Nickie recommended building in the budget for a professional photographer for the plaza celebration and party. Tootie recommended Jonathan Asher

### **Plaza Maintenance and Upkeep**

Going to chat with BlockByBlock to see if they can pull weeds/shovel snow. Have someone mowing the grass, who has been great, but then someone that wasn't the guy we hired mowed last night. Could have been the 1st mowing contractor or parks and rec - still unsure. Deb thinks the Atkins bid was very reasonable. Might see if Helmis can do flowers.

### **Gateway Budget Update**

Nothing much has changed. Thinks we need the CID to approve \$50,000 for the attorney, some of the change orders, graphic design, the party and Crockett. Will leave a little over 2k - which is right on track. Kathy does not think we will use the full \$1,000,000 that we committed to. Over in a few areas, but Kathy thinks we are still looking really good.

Good amount up in the air due to sponsorships, but still on track. Still have 375k that has still been untouched along with the line of credit. Really pleased that we will not be using the full million.

### **Public Comment**

**None**

### **Adjournment**

Tom moved to adjourn the meeting at 4:20 pm. Christina Seconded. All approved.

**Downtown Community Improvement District  
Board Meeting  
Tuesday, September 14, 2021  
ZOOM & 11 S 10th St**

**Present**

Deb Rust  
Kenny Greene  
Nickie Davis - CID  
Kathy Becker - CID  
Hannah Bilau - CID  
Tom Mendenhall  
Mikel Fields  
Van Hawxby  
Lara Pieper  
Heather McGee  
Aric Jarvis  
Auben Galloway  
Kalle Lemone  
Munir Mohammad

**Guests**

Carol Rhodes - City of Columbia  
Robert Hollis  
Sarah Johnson  
David Weber  
Amy Schneider  
Dan - CPD

**Approval of Agenda**

Deb made a motion to move the closed session to the end of the meeting. Bathrooms in The District vote moved to under property assessment. Tom voted to approve. Lara seconded the motion. All in favor of amendment. Tom approved of the agenda with the amendment. Deb seconded.

**Approval of Minutes**

Tom moved to approve the minutes. Deb seconded. All approved.

### **Approval of Financials**

All income has been mostly received. Up 4%. Sales tax for this fiscal year has been the highest it has been since 2017 - and that was without students. 92% through the fiscal year and have only spent 88% of the budget. August sales tax was the highest collection we have ever received. Have spent 92% of the gateway budget. Will stay under the 1 million dollars as the CID for gateway. With the pledges coming in we do not see the CID spending more out of our budget. Tom moved financials to be approved. Lara seconded the motion. All in favor. Passed.

### **Police Report**

CPD did not have anything significant to report. Downtown has been running smoothly on their end.

### **City Report**

Carol reported that the council will meet on September 20th and will vote on the FY 22 budget. Carol invited the board to attend to speak during the public comment section if we had any concerns. Nickie asked about Parks and Rec taking back the planters. Asked for a definitive yes or no. Carol said she will find that out for us.

### **REDI Report**

Jay was unable to attend but did send a statement for Nickie to read. They have some initiatives and events that might be of interest to the board. The statement was provided in Dropbox for the board to look at. Nickie asked the Board to send in information on how their businesses are doing - staffing, COVID concerns, etc. Jay is also interested in this data as he might have ways to assist.

### **CVB Report**

Amy from the CVB went over some upcoming events in October. 225 MU physicians alumni will be on campus October 15-16th and will probably be spending money downtown. Amy asked if youth sporting events that are held away from downtown show an influx in business. Thanked the CID staff for their help in the banners and stickers for MU.

## **New Business**

### **• Bathrooms in The District**

- David Webber introduced himself and his work. Asked the board to think about public hygiene - drinking fountains, handwashing stations, and bathrooms. Said attention was brought due to covid, but voiced that it has been a problem before that. He passed out a list of action items to the board for them to consider - includes ways to alter existing resources to help curb the need for free and accessible hygiene options. Asked the board to put pressure on the City Council if possible. Tom asked how many unsheltered folks reside downtown. David guessed maybe 50, but said that number fluctuates. Tom brought up the proposed dollar amount the city wants to spend per unsheltered individual. Also brought up concerns about a public restroom at flat branch park - David mentioned his ideal location for a restroom would be at The Armory. Deb asked David to clarify when folks are able to use the public restrooms at City Hall - he believes it is only during business hours. Kenny voiced his support for a city building that operates as a hygiene station. He agrees it is a necessary service, but is unsure on what the CID can do exactly - but voiced his individual support to pressure the city.

### **• Property Assessment Correction**

- In an announcement the CID put in the paper for our property assessment we put the wrong year. We contacted the Boone County office to make sure we were okay - they said we are okay as far as they were concerned. Tom moved to make the changes, Lara seconded the motion - all in favor. Passed.

### **• 5th and Walnut Garage**

- Nickie alerted the Board that recently a 12th person has died from jumping off of the garage. The City has shut down the upper levels and will be working to erect taller barriers on the top level. Will be installed by January. From this, a coalition has been formed between the city, food industry workers, and mental health professionals to help create a dialogue and support network for workers. The CID will be apart of these discussions. The coalition is currently working off of Facebook. Nickie will keep the board updated.

### **• CID Garage Plan**



- We are potentially in need of another garage downtown. Nickie spoke with the City Planner to see if the City is planning to bring another Hotel Downtown now that the Cherry Street Hotel has backed out due to parking. Tom believes that since the city is growing at a rate of 2% per year, we ought to ask to have a group formed to begin to study that. Construction costs keep getting higher, but Tom believes we should do a cost and revenue study to help get the ball rolling. Nickie brought up the proposed convention center and how a new garage at The Armory location would be beneficial. Nickie mentioned bringing this up to the city's parking commission, but Tom disagreed. Hollis brought up that a parking garage is a part of the proposed plan for the convention center. Deb asked about garage usage - most are on a waitlist for permits. We have sought out feasibility studies for the Convention Center - Nickie suggested seeing if we could get a study for the convention center that views the impact with a garage and without. Hollis recommended looping the parking research into the convention center research and broadening the scope to all of downtown.
- Tom motioned for the CID to look into a feasibility study and cost quote for a garage outside of the convention center. Lara seconded. All approved. Motion passed.
- Tom asked the board to consider a new construction standard that the curbs are built twice as wide as they are now. Asked for the standard to be sent to the Operations Committee.
- **FY22 Contract Slate**
  - Kathy overviewed the current contracts we have slated for 2022. Wanted the board to know all of the contracts we have out there so we can get a resolution slated to be passed at the beginning of the fiscal year. Hollis disagreed that they all need to be separate resolutions. Said we should have 1 resolution that approved the whole slate. Tom moved to have the resolution be combined. Aric seconded. All in favor. Agreed.

## **Old Business**

- **Convention Center**
  - Kathy received 2 quotes for feasibility studies related to the convention center and parking structure. Kathy thinks it will cost

around 55-60k for the research. Tom mentioned that there was a movement to build a convention center on campus and would most likely have a feasibility study. Hollis mentioned that he was working on that project and does not believe it will be helpful for this center. Said some of the information might be, but thinks another full study will need to be done. Nickie confirmed that we are not making a motion currently, just wanted to keep the board updated. We need 3 quotes back before a decision/resolution is made.

- **ARPA Funds Update**

- CID sent a letter with our recommendations for the ARPA funds in July. Council might be making a decision on Monday. Let the Board know in case they wanted to come to voice a public comment on the decision.

### **Closed Session - moved to end of meeting**

The Downtown CID Board went into closed session as authorized by the Section 610.021.(13) of the Revised Statutes of Missouri

### **Committee Reports**

- **Operations** - did not meet in August. Meeting this Thursday.
- **Economic Development** - Met in August. Had an in-depth conversation about the Alley behind Tellers and Broadway Brewery and their public waste issues. Also narrowed down verbiage and qualifications relating to the Minority Business Grants. Alley Gallery is in full swing, will not select anyone until October and installation will not begin until the Spring. A statistics student is helping the CID with putting together some economic benchmarking data. Has only been about a month, but big strides have been made so far.
- **Marketing** - Met. Talked about Restaurant Week mostly. Nickie thinks we have hit our cap of events we can host as a staff of 3. Looking at highway signage and billboards, and how to grow/bloom/enhance our events. Still in an event learning curve due to COVID, but had a good conversation.
- **Gateway** - Things are going well. Have a timeline for completion. November 4th is our official celebration and completion party. Will have a celebration at the plaza and at the roof. We have 2 letters left. Nickie encouraged folks to send her any leads they have for the final 2 letters.

Biggest thing was the budget and final numbers. Will be within budget but might need more approval on what we can actually spend. Will be removing dead trees on site as well.

- **DLC Report-** Nickie gave another update to DLC. Created a few Gateway leads out of it. They are looking for a few more board members and are looking for one of their members to
- **COMO 200 Report** - Bicentennial lecture in Swallow Hall. Beginning October 1st we will be having some history moments on local media. Also had an event for KBIA's "You Don't Say" Oral History project.
- **Parking** - didn't have quorum so they did not meet
- **Staff** - nothing to note.

#### **Closed Session -**

The Downtown CID Board went into closed session as authorized by the Section 610.021.(12) of the Revised Statutes of Missouri

Tom moved to adjourn at 4:48 pm. Van seconded. All in favor.

**Downtown Community Improvement District  
Operations Committee Meeting  
Thursday, September 16, 2021  
ZOOM & 11 S 10th St**

**Present**

Tom Mendenhall  
Van Hawxby  
Nickie Davis - CID  
Kathy Becker - CID  
Hannah Bilau - CID  
John Ott  
Aric Jarvis

**Approval of Agenda**

Aric called the meeting to order at 3:30 pm. Tom motioned to approve the agenda, Van seconded. All in favor.

**Planters**

Carol from the City confirmed that parks and rec will not be taking back the planter beds from the CID. Tom texted the mayor to ask for them to remove them if they will not take it back. John mentioned that the planters on 8th and Broadway look better than they ever have, but there are a few weeds in there. Committee does not think we should not accept the city not taking them back without a conversation. Nickie showed a photo of the planter on 9th and Broadway outside of Tellers where the concrete was broken and a section was replaced with a wood block. John expressed discontent with how the city has been ignoring the needs of the district. Dead trees, broken grates, curbs, and planters filled with weeds were all concerns brought up. Aric confirmed that it sounds like the city is trying to get the CID to take on more and more work without help. Kathy mentioned that if we get rid of the planters and replace them with updated planters that are self-watering. She thinks it is time we call our hand on that. Action item is to collect some more information. CID staff is going to set up a joint meeting with multiple members of city staff so they stop telling us different things. Tom and Kathy will take a second drive around the city to make a dead tree list. Mike Griggs seems to be our best point of contact currently. Aric has a connection with Gabe, and he is going to loop him in as well. Will circle back next month.

## **Curbs**

Tom wants to have this committee endorse the idea that when a curb is replaced it meets a minimum of 8 inches. Thinks the wider curbs will help reduce the amount of curbs that are busted. Tom wants to change the engineering standard for downtown. John thinks it's a good idea. Brought up that broken curbs are a liability. John brought up the curbs on Orr Street as being a concern.

Tom made a motion to send a letter containing a list of the broken curbs to the city and ask for a response. John seconded the motion. Will take it to the board for final approval. Kathy will do research to see what we need to do to change the design standard.

## **Block by Block Contract**

Kathy started by saying that BBB does a great job, but we don't have a great way of tracking them. This has been looped into the updated contract. Main reason for doing this is to address complaints more accurately. John from BBB will be in town for our October board meeting, so we will be inviting him to that so the board can meet him and vice versa. John asked if Jose can take a look at our agreement with the city to make sure what is in our jurisdiction or not. Committee agreed that was a great idea. Nickie would like to consider hiring another BBB employee after/during John's visit to take care of the gum on the sidewalks. Tom asked if we can look into what it would cost to powerwash the alleys 4 times a year instead of 1. Would also like to powerwash the sidewalks 4 times a year. Alleys are set, will look into sidewalks by next meeting.

## **Public Services**

Tom and John both discussed how they both believe this is something that the city should be paying for, and how they believe it is a safety and liability concern. Nickie believes that a water bottle filler would be more sustainable and a better first step towards providing public hygiene options. Tom mentioned that water fountains should be on public buildings only. Committee decided that this is not something we need to take a stance on or create a plan for as this is something the city should be doing - falls outside of our purview.

## **Other Discussion Items**

John voiced concern about Greyhound having 2 stops a day in downtown Columbia. Does not believe that students and residents are using the bus. Years ago they were excited when they left because it brought more unsheltered folks downtown. Nickie let the committee know that A4Change and the downtown police are keeping an eye on the situation.

Tom mentioned the left exit on I-70 that MODOT would like to close - upset that it is happening. Tom made a motion to poll the board to see if we want this to happen or not and then write a letter to the city and MODOT expressing our desire to see the ramp open.. John seconded the motion. All in favor. Motion carries.

John brought up the data from the parking garages again. Wants to remove long term parking from the garages in the CID's boundaries. Mentioned that the data might not be the most accurate based on the amount of students not living in the city during the 2020 AY, but more current data should show a good. Kathy will work on getting the data and the waiting list for permits.

**Public Comment**

n/a

**Adjournment**

Tom made a motion to adjourn at 4:19 pm and John seconded.



**Downtown Community Improvement District  
Economic Development Committee Meeting  
Tuesday, September 21, 2021  
ZOOM & 11 S 10th St**

**Present**

Nickie Davis - CID  
Kathy Becker - CID  
Hannah Bilau - CID  
Mikel Fields  
Deb Rust  
Lara Pieper  
Adam Dushoff  
Auben Galloway  
Lydia Melton

**Guests**

Emily - Alpine Shop

**Approval of Agenda**

Mikel started the meeting at 3:31 pm. Lara made a motion to approve the agenda. Adam seconded. Did introductions.

**Convention Center**

CID staff has received 3 different studies on the feasibility study for the convention center. Pointed committee to the dropbox. Studies are not cheap, but Nickie thinks the information we will receive from them is worth the cost. Adam asked why the CID is spending our money in this way and not the parties looking to build the convention center. Nickie mentioned that it is standard practice in other communities for their CID's to fund studies like this. Data gathered by the study will be beneficial for the CID staff/board to have. Dave Parmely is also considering having the convention center be city owned/operated. Nickie reiterated that we are still in a preliminary stage and the plug can be pulled at any time.

**Business Gift Cards**

For the next fiscal year, we have \$10k in funds set aside to purchase gift cards from district businesses. Asked the committee when they feel the best time to purchase these gift cards would be. Lara asked for a rundown of the program. Nickie outlined how it worked last year - the purchasing process and how the cards were

distributed. Mikel suggested asking the businesses when they would like the cards to be purchased and distributed. Committee decided to get the application out at the beginning of the fiscal year, buy the cards on Small Business Saturday, and start handing them out on Living Windows.

### **Minority Business Grant Update**

Nickie pulled up the drafted website page for the MBG. Went over the strategy session Nickie and Mikel had with a few other people to narrow down the verbage and qualifications. Nickie wants the go ahead from the committee to publish the website page now. Will also put out a press release soon. Grant goes live October 1st and will go until the project runs out of funds. \$20,000 budget to be given out in \$5,000 increments. Applicants will go through the Women's Business Center and the CID before the money is awarded to anyone. Auben raised some concerns regarding giving all applicants the same amount of money. Mikel reiterated that this is the first one and we can use this year as a test and reassess what worked well next year. Auben agreed that the amount of applications will also determine how the grant is distributed/ran.

### **Tree Grate Project**

Nickie wants to paint the tree grates around downtown. Ours are quite brown and rusted. Grates can be the CID's orange or blue or have a design on them. Nickie emphasized that this will be a big project - it's completely feasible and cheap, but it is labor and time intensive. Does not think all need to have a design, but a few having it would be nice. Nickie thinks it will help make our downtown area's more cohesive. Also thinks the visual impact would be worth it, considering the cost is minimal.

Deb mentioned that we might want to time this with sidewalk/curb/tree repair. So we are not making this change just for it to be damaged sooner. Auben recommended doing 1 test grate this winter and seeing how it holds up. Might do 1 blue and 1 orange test grate to gauge how the colors hold up.

CID staff found the #itsgoodtobehere stencil. Nickie wants to use them with invisible paint during T/F because it fits in with their theme. Can also use real paint. Open to the possibilities.

### **Alley Door Update**

CID have received applications from 4 artists for the door connected to the CID office. Auben asked if the locations are specific to just doors - Nickie said not exactly. As long as we have permission from the property owner it is okay. Will review submissions next month.

### **Economic Benchmarking**

CID has hired someone to go through some data and build a way to review and store this information and use it. He's currently working on getting a list of property owners. The platform he is creating should also automatically update. Auben asked if he was on the Assor site - Kathy is going to walk him through it. Also struggling to find the data on the number of employees in the district. Information is sunshinable, but it has never really been tracked before. Data might still be on hard copy - Kathy thinks they never digitized it from the records they have at the city. Auben might be able to help Kathy with that.

Nickie just wants to be able to know where the CID's baseline is so we know how we should grow.

### **Public/Staff Comment**

Nickie received a letter from the city today - signed by Dave Nichols. They would like for us to pay for them or take them away. The city also suggested that we put 15 minute paid meters on every block. Lydia recommended that the short meters need to be clearly marked so cars do not accidentally pull into what they think is an open spot and block traffic for having to pull back out.

Mikel recommended that we market the fact that first hour and weekends are free in the garages.

Committee largely supports the 15 min meters with exceptions and clear signage.

Nickie would like to poll the businesses to see what they think and have heard/noticed about how their customers are responding to the meters.

Adam thinks after we get the survey results we should bring it to city council instead of going back to the city manager's office. Committee overwhelmingly agreed that going to council seemed like a good idea. Nickie will still run the survey and talk to Pat Fowler. Will start by not making changes, but is prepared to relinquish spots on Broadway.

### **Adjournment**

Auben made a motion to adjourn at 4:29 pm, Lara seconded.

**Downtown Community Improvement District  
Marketing Committee Meeting  
Tuesday, September 28, 2021  
ZOOM & 11 S 10th St**

**Present**

Nickie Davis - CID  
Kathy Becker - CID  
Hannah Bilau - CID  
Christina Kelly  
Kalle Lemone  
Munir Mohammad  
Deb Rust  
Heather McGee

**Approval of Agenda**

Kalle made a motion to approve the agenda at 3:35 pm. Munir seconded. Approved.

**Highway Signage**

Kathy thinks a Billboard on 70 is outside of our budget for the year, but since the CID has historic status - we should be able to get a brown DOT sign on the highway. A billboard is not out of reach for the future, but we would need to specifically write it into the budget. May reassess this spring as an option for the contingency.

**Shop Local COMO Merch**

Hats, mugs, bags, shirts, and beanies with the Shop Local COMO logo have been ordered and will arrive in October. Will give some away in various methods.

**Caffeine Crawl Update.**

Jason from Caffeine Crawl is still reaching out to places. Schedule should be up soon. Might have about 6 places at this point. Munir asked a question about a stipend or payments because the businesses do take a risk in agreeing to the crawl. Nickie has not heard anything back from Jason.

**Halloweenie**

Halloweenie is scheduled for October 29th. Have been concerns regarding kids and COVID. Nickie mentioned that we could create a list of COVID suggestions to hand out to businesses with the poster. Suggestions include - stand outside of your store

to hand out candy instead of having kids come in, use a scoop to pass out candy, not let kids get their own candy, mask, having lots of hand sanitizer on hand, etc.

Christina recommended that the CID buy pumps of sanitizer, but we are unsure of the budget. Nickie will reach out to the health department to see if they can help out. Will also ask the health department for safety tips.

Hannah will put the tips for Halloweenie on social media.

**Member, Staff, and Public Comment**

Nickie was approached by a company who would like to offer hayrides downtown. They still need to get their permitting and insurance, but the quote they gave Nickie was extremely reasonable. If the price can stay around what they quoted Nickie we would like to move forward with it to offer it in December. Committee seemed largely interested. Nickie will keep the committee informed as updates come in.

Christina made a motion to adjourn the meeting at 3:56pm. Deb seconded. All in favor.

**RESOLUTION NO. 2021-30**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT APPROVING YEAR  
CORRECTION FOR 2021 PROPERTY ASSESSMENT.**

**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 the correction for the 2021 Property Assessment. The announcement originally printed in the paper incorrectly identified the Property Assessment as being for the 2020 fiscal year.

Passed this 14<sup>th</sup> day of September 2021.

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

(SEAL)

Attest:

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



**RESOLUTION NO. 2021-31**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT AUTHORIZING CID STAFF  
TO GATHER QUOTES FOR A FEASIBILITY STUDY ON  
PARKING DOWNTOWN.**

**BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE DOWNTOWN  
COMMUNITY IMPROVEMENT DISTRICT AS FOLLOWS:**

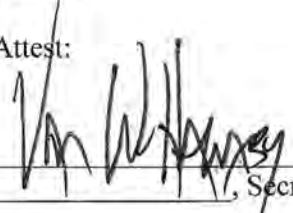
The Downtown Community Improvement District (the "District") hereby authorizes CID staff to gather quotes from companies on the cost of conducting a feasibility study on a new parking garage that would be separate from the proposed convention center.

Passed this 14<sup>th</sup> day of September 2021.

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

(SEAL)

Attest:

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

**RESOLUTION NO. 2021-32**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT APPROVES NEW  
RESOLUTION STANDARD FOR DISTRICT CONTRACTS.**

**BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE DOWNTOWN  
COMMUNITY IMPROVEMENT DISTRICT AS FOLLOWS:**

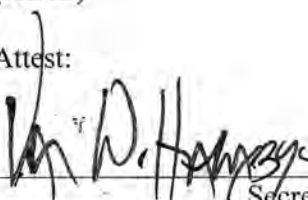
The Downtown Community Improvement District (the "District") hereby approves a new resolution standard for CID contracts. Instead of annually creating separate resolutions that approves each contractor individually, The Downtown Community Improvement District will create one annual resolution for the whole slate of approved contractors.

Passed this 14<sup>th</sup> day of September 2021.

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

(SEAL)

Attest:

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

**RESOLUTION NO. 2021-33**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT TO ENTER INTO CLOSED  
SESSION.**

**BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE DOWNTOWN  
COMMUNITY IMPROVEMENT DISTRICT AS FOLLOWS:**

The Downtown Community Improvement District (the "District") voted to enter into a closed session as authorized by the Section 610.021.(12) of the Revised Statutes of Missouri. The closed session began at 4:35 pm and ended at 4:47 pm on September 14<sup>th</sup>, 2021.

Passed this 14<sup>th</sup> day of September 2021.

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

(SEAL)

Attest:

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

**RESOLUTION NO. 2021-34**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT TO HIRE JOSE CALDERA AS  
LEGAL COUNSEL.**

**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 Jose Caldera from the Harper Evans Wade & Netemeyer law firm serving as the District's legal counsel for the 2022 fiscal year.

Passed this 14<sup>th</sup> day of September 2021.

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

(SEAL)

Attest:

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


**RESOLUTION NO. 2021-35**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT TO RETAIN BLOCK BY  
BLOCK FOR JANITORIAL SERVICES.**

**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  
BlockByBlock continuing to offer janitorial services for the District for the 2022 fiscal year.

Passed this 14<sup>th</sup> day of September 2021.

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

(SEAL)

Attest:

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

**RESOLUTION NO. 2021-36**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT TO RETAIN A4CHANGE FOR  
DETOX AND ASSERTIVE OUTREACH SERVICES.**

**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 A4Change continuing to offer detox and assertive outreach services for the District in the 2022 fiscal year.

Passed this 14<sup>th</sup> day of September 2021.

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

(SEAL)

Attest:

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