

**RESOLUTION NO. 2023-01**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT MOVING AGENDA ITEM  
NAMED REPLACEMENT OF BOARD MEMBER TO NEW  
BUSINESS.**

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

The Downtown Community Improvement District (the "District") hereby moves up  
agenda item regarding the replacement of board member to new business.

Passed this 11th day of October 2022

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

(SEAL)

Attest:

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

**RESOLUTION NO. 2023-02**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT APPROVING MINUTES OF  
THE BOARD OF DIRECTORS MEETINGS HELD  
SEPTEMBER OF 2022.**

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

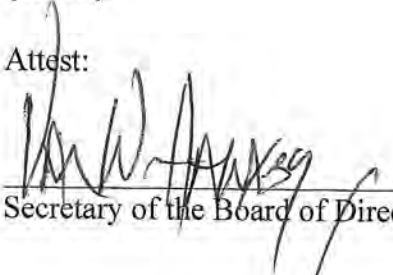
The Downtown Community Improvement District (the "District") hereby approves of the meeting minutes for the meetings of the Directors held in September 2022.

Passed this 11th day of October 2023

  
Chair of the Board of Directors

(SEAL)

Attest:

  
Secretary of the Board of Directors

**Downtown Community Improvement District  
Executive Board Meeting  
September 6, 2022**

**Present**

Kenny Greene  
Mike McClung  
Aric Jarvis  
Deb Rust  
Lara Pieper  
Van Hawxby  
Nickie Davis  
Kathy Becker

The meeting was called to order at 3:30.

Jarvis moved to approve the agenda; McClung seconded. All approved and motion passed.

Davis discussed that the DLC will be sending the Council a letter showing support for the letter The District sent on the Walbash issue. The DLC also discussed moving the bus station away from Walbash and concerns on safety in the Downtown area was discussed.

Nickie discussed the resignation of the Office Manager and the splitting of the position into two separate jobs. They both will be part time. The Office Manager will be between 20-25 hours a week and the Marketing/Social Media position will be from 10-15 hours a week.

Nickie discussed the resignation of Camelia and the need to find her replacement. An application for the position will go back out to the community.

Conference trips were discussed. Normally the Executive Director attends two per year. After the retreat the budget was doubled and it is the hope that a board member will be able to attend conferences as well as the Director. The Chamber Leadership Conference is in Texas. Nickie is already going and either Lara or Aric should attend. For the spring conference Deb is interested in attending.

**Board Agenda**

John Trapp will speak to the board.

We will need to vote on a new custodial of records.

McClung discussed the PAC and the filling of spots. He discussed the potential of disbanding some of the city's committees. If the PAC disbands the CID could be proactive and volunteer to take over some of their duties.

McClung will discuss at the next board meeting.

The Meeting Adjourned at 4:15 McClung moved, and Jarvis seconded.

**Downtown Community Improvement District  
Board Meeting  
September 13, 2022**

**Present:**

Kenny Greene  
Mikel Fields  
Aric Jarvis  
Deb Rust  
Heather McGee  
Kathleen Murphy  
Danielle Little  
Sarah Johnson  
Rachel Norden  
Mike McClung  
Lara Pieper  
Van Hawxby  
Charles Bruce  
Russell Boyt  
Nickie Davis  
Kathy Becker

**Guests:**

Pat Fowler(Zoom)  
Tom Mendenhall  
Carol Rhodes  
TJ Rowlan CPD  
Dan Wright CPD  
Nikki Evans, Attorney

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

McClung moved to approve the agenda and Pieper seconded, all approved.

Jarvis moved to approve the minutes, Pieper seconded, all approved.

**Financials**

Pieper presented the financial report. McClung moved to approve the minutes, Rust seconded, all approved.

**CPD Report**

Officer Wright and Officer Rowland gave their report. The broken windows on 10<sup>th</sup> were discussed. They have talked to the businesses that received damage. They are trying to get video from Maude Vintage. They will be looking into the incident further. Officer Wright talked about the open container ordinances that are in affect within the city. He also discussed the issue of homeless individuals coming into businesses. If an individual is in need or help or food, they can contact them and they can aid. Officer Wright did send an e-mail on the Walbash alley emergency location issue. They have been notified to check the alley when they are dispatched to that area. Greene is working on getting the alley named

**City Report**

Carol mentioned that there were no current updates on the new streetlights. She will continue to try to get updates.

## **REDI Report**

Lisa was not able to be present but the update she sent was made available thru the drop box.

## **CVB Report**

Amy went over their strategic plan. A copy was made available to the board. They have 30 priorities - 15 of these are to be done in the first 6 months. A final copy will be sent when it is complete.

## **New Business**

### **4A Change**

John Trapp from 4A Change discusses the work he was doing. He also talked about the new agreement with the City and how they will be kept separate when it comes to billing. He had 50 hours with the City last month. He does not think that the people sleeping are causing the problems. With buses being free and all transfers being at Walbash the number of homeless in the District obviously rises. The problem with drugs are not necessarily the homeless. Murphy asked about Burrell and if they help. John discussed the problem with getting beds and that the closest detox center is in Jefferson City. These treatment beds take two months to get into. Aric discussed repeat offenders and the increase since Covid. Davis asked for a cheat sheet on resources available. Officer Wright will send a cheat sheet to Nickie.

### **Board Member Replacement**

Davis informed the board that Camelia from True/False has resigned. Nickie will be getting out an application to the public soon. Pieper moved to accept resignation. Boyt seconded. Motion passed.

### **Custodian of Records**

Due to the Office Managers resignation a new Custodian of Records needs to be appointed. Davis recommended Becker till the time a new Office Manger was hired. Aric moved to appoint Becker, Pieper seconded. Motion passed.

### **Conference Trip**

With the board approving a board member to attend conference the Executive Committee discusses who to send. Either Pieper or Jarvis will attend the Leadership Conference. Rust will attend the Sociable Cities conference.

### **Parking Commission Update**

McClung discussed the Mayors request to evaluate the need for the PAC and the DLC. The Mayor was wondering if it could be transferred to another entity or disbanded. PAC voted to keep the commission and cut down the seats on the commission by two. The problem in the past has been the ability to meet a quorum. The PAC also talked about reducing the number of meter times on the street. They recommend only having 3 hour, 1 hour 10 hours and 20 minute meters. The change is still in the works. PAC would also like to change the ordinance so that every meter time change would not need to go the Council.

## **Old Business**

### **Letter to the City Re Safety**

Davis gave an update on Walbash. DLC did move to support the letter. Davis has been invited to discuss this issue with the Chamber- Government Affairs Committee. Mendenhall wants the city to be more responsive. Wants the bus station moved from the Downtown area. A vote on the new shelter will take place in

September. The new center will take several months to finalize but it will include bathrooms and showers. Mendenhall recommended waiting to see if the new shelter at the old VFW goes through before sending a letter.

## **Committee Reports**

### **Operations**

Jarvis gave an update. Camera grant is on hold till the time the city decides on FUSUS.

### **Economic Development**

Fields gave an update. Two more artists were awarded alley doors to paint. Adrienne Luther for the alley door behind the Airbnb. Jordan will paint the door in the SAKE alley.

### **Marketing**

Rust reviewed Dog Days and discussed Wellness Week coming up on the 24-25 of September. Flat Branch Park has been rented out for this event. Rust discussed Roots and Blues. The District is not partnering this year.

### **DLC**

They met and discussed the letter. At the meeting the owner of Rangefree talked about the issue with threatening calls after she did an interview. There was not update on the Orr Street property.

### **Staff Report**

Davis discussed the splitting of the Office Manager/Marketing Assistant into two positions. Interviews for these positions are underway.

McClung moved to adjourn at 4:30, Pieper seconded, all approved.

**Downtown Community Improvement District  
Economic Development Committee  
September 20, 2022**

**Present:**

**Mikel Field  
Lara Pieper  
Rachel Norden  
Charles Bruce  
Kathleen Murphy  
Adam Durshoff  
Nickie Davis  
Kathy Becker  
Kenny Greene**

**Guest**

**Lisa Driskel-Hawxby**

The meeting was called to order at 3:35.

Lara moved to accept the agenda, Rachel seconded. Motion passed

Becker gave a Placier update. The contract has been signed and a onboarding meeting has been scheduled. We should be getting some good data soon.

Becker gave a District business update. The Psychic Room opened up on Walnut. Discussion about the taking down of the bank at 10<sup>th</sup> and Broadway occurred. A new six story housing unit with retail on the bottom will be built. They will have trash on site as well. We have not yet seen the plans. The trash compactor will be moved to their vacant lot. Also, to bring in the scaffolding, they will need to tear out the planter. They will put it back. This, however, is a good chance to get something new in its place. Nickie will be talking to the city.

Alle Door update- Contracts have been signed on the Airbnb and Sake. Three doors at the Tiger Hotel are good to go. Just need to get the doors measured.

The In-District Gift Card Program was discussed. Yiftee (on-line gift card only) are the only ones returning calls and e-mails. Becker did find out that we can not resell gift cards. Due to this we need to have gift cards sold by businesses throughout The District. The District can't sell gift cards. We are at a standstill. Nobody want to do them at this time. One business that used to do it is out of business.

Dushoff talked about the last gift certificate program and recommended that we don't do that again. He also suggested getting rid of the funds from the old program. Jose will be contacted for his opinion. We do have a 501c3 thru the CCA that we might be able to run it through. Dushoff recommended buying branded gift cards to give away, knowing that they may be used out of The District. Fields talked about putting purchased gift cards in a branded envelope, etc. Staff will continue to look for viable options.

Murphy moved to adjourn the meeting; Rachel seconded. Meeting adjourned at 4:15 p.m.

**Downtown Community Improvement District  
Operations Committee  
September 15, 2022**

**Present:**

Kathleen Murphy  
Chris Kelly  
John Ott  
Nickie Davis  
Kathy Becker

The meeting called to order at 3:30 p.m. Murphy moved to approve the agenda and Kelly seconded. Agenda was approved.

**Camera Grant**

The Cameras in the District Grant was discussed. We got a partial list of eligible cameras today from FUSUS. waiting on list. FUSUS does not like to say what to use. Thoughts are to just list a few systems to choose from when we put out the grant. We want to wait to after the FUSUS presentation to the Council and approval to move forward on FUSUS is voted on before we start the grant. We will start the grant program as soon CDP vets the cameras to use.

**4A Change**

Discussion about 4A change and the city. The city contract has started. City buses are free and bus exchanges only happen at Walbash. The 96 hour hold on individuals is not being enforced and they are not going back to the town of origin once the hold is complete. This topic will be brought up at the next board meeting.

**Block by Block**

The city approved an additional Block by Block person that will be paid by the city. This person will help keep the alleys clean. This person is in addition to renewed contract The District has with .Block by Block

**Construction Projects.**

With the construction of the old bank on Broadway and 10<sup>th</sup>, parking spots and the sidewalk will be closes. The sidewalk will be opened up as soon as the planter is taken out and a cover is put over the temporary sidewalk. Permanent parking will be within the footprint. They also are accommodating solid waste issue within the footprint of the new building.

**Concerts/Events in the District**

There has been some issues with noise during outside concerts in The District. Most complaints are around the new venue. There have also been complaints about the use of bathrooms. The City is monitoring them and are making sure they follow the rules. If when we talk to CVB they rules are not being followed what are the next steps to be taken? A copy of the permit would be good to have. Events are good but must be done properly.

**City Planters**

Follow-up on the planters need to be done. The District needs the Council to be a cheerleader on this topic. Need to get those on board.

**Public Comment - None**

Meeting adjourned at 4:00 p.m.



**Downtown Community Improvement District  
Marketing Committee Meeting  
September 27, 2022**

**Present:**

Deb Rust  
Sarah Johnson  
Heather McGee  
Nickie Davis  
Kathy Becker

**Guest**

Matt Bear

The Meeting was called to order at 3:30 p.m. Johnson moved to approve the agenda; Rust seconded. Motion passed

Nolan was not present to discuss the Holiday Market. The topic will be discussed at the next Marketing meeting.

Davis reviewed The District's marketing analytics. We are up on the number people that subscribe to the newsletter as well as those that follow-us on Facebook.

Wellness Week was reviewed. Twelve businesses participated. It was discussed having it in April when not so many other things were going on. Johnson would like to see the bingo cards go out earlier.

Caffeine Crawl will be September 15<sup>th</sup>. Reservations are filling up fast.

Halloweenie is Friday, October 28<sup>th</sup> from 4 -6. Brooke is working on posters.

First Friday, Magic Tree Lighting, and the Horse Drawn Carriage were discussed. Johnson suggested we advertise the dates of the Horse Drawn Carriage. Shop Hop, the Magic Tree Lighting and the first Horse Drawn carriage now is currently scheduled for November 5<sup>th</sup>. More dates for the Horse Drawn carriage are also scheduled.

An update on the Marketing Position was provided. Interviews are in progress and this person is expected to work between 10-15 hours per week. They will be expected to attend the Marketing Committee Meeting.

An update on the We Project was provided. Its been a bit of a bumpy road finding a place for the project. Mike Nolan from the Blue Note may hose a spot. They are in conversation and we our optimistic that we may have found a place.

Johnson moved to adjourn the meeting; McGee seconded. Meeting adjourned at 4:05

**Downtown Community Improvement District  
Executive Committee Meeting  
Tuesday October 4, 2022  
11 S 10<sup>th</sup> Street and Zoom**

**Present**

Nickie Davis – CID  
Kathy Becker – CID  
Kenny Greene  
Mike McClung  
Aric Jarvis  
Lara Pieper  
Van Hawxby

**Guest**

Deb Rust

**Approval of the Agenda**

McClung made a motion to approve the agenda at 3:30 p.m. Jarvis. Motion passed.

**Board Replacement**

Davis discussed the board replacement and the vote that would take place at the Board meeting. The District received three applicant.

Mike Nolan – Blue Note and Rose Music Hall  
Morgan Wright – Gunter Hans  
Megan Orscheln – McNallys/Wise Guys

They have been invited to the Board meeting.

**Board Agenda**

The Board Agenda for the October meeting was set.

**Adjournment**

Pieper moved to adjourn at 4:00 p.m. Jarvis seconded. Motion carried.

**Downtown Community Improvement District  
Board of Directors Meeting  
Tuesday, October 11, 2022  
11 S 10<sup>th</sup> Street and Zoom**

**Present**

Nickie Davis, CID  
Kathy Becker, CID  
Kenny Greene  
Kathy Murphy  
Russell Boyt  
Sarah Johnson  
Lara Pieper  
Rachel Norden  
Heather McGee  
Aric Jarvis  
Charles Bruce  
Van Hawxby  
Mikel Fields

**Absent**

Mike McClung  
Dani Little

**Guests**

John Kock, Block by Block  
Officer Wright  
Officer Anderson  
Carol Rhodes City of Columbia  
Nikkie Evans -HEWN  
Mike Nolan  
Graffen Cook, City of Fayette  
Lisa Driskol Hawxby

**Approval of the Agenda**

Murphy made a motion to move the replacement of a Board member up on the agenda to new business. Jarvis seconded. Motion passed.

Pieper moved to approve the agenda. Jarvis seconded. Motion passed.

**Approval of the Minutes**

Pieper moved to approve the minutes, Murphy seconded. Motion passed

**Approval of the Financials**

Lara discussed outstanding items from fiscal year 2021 budget. They will be accrued to FY23. Lara presented the financials to board. Rust moved to approve the financials, Russell seconded. Motion passed.

#### **Police Report**

Officer Wright discussed the issues in the garages. He also talked with Lance in Solid Waste about the trash by the Short Street Garage. Card board in an issue. Officer Wright will contact the Element to see what they can do about their residents using that dumpster and recycling bin. Officer Wright will e-mail Nickie when he has more information.

#### **City Report**

Rhodes discussed the upcoming Council meeting. She did not see anything that directly impacted The District. Rhodes offered to help with the trash issue and the improper placement of trash. Rhodes updated the Board of the street light project. It is currently underway.

With the Walbash compactor coming in over budget the question was asked if a redesign could be done. Rhodes will find out.

#### **REDI Report**

Driskol Hawby talked about REDI and discussed how they serve both Boone County and the City of Columbia. She also talked about Equipment Shares 1 million dollar destination campus. The campus will help promote economic development. They will break ground this year.

The airport grand opening is next Wednesday. Flight out will begin in October.

#### **CVB Report**

A representative was unable to make it today.

#### **New Business**

##### **Board Member Replacement**

The Board discussed the position. The Board had the option to fill the spot now or wait till the yearly election. The Board chose to do it now. The following sent in an application for the seat. All were invited to attend.

Mike Nolan – Blue Note and Rose Music Hall

Morgan Wright – Gunter Hans

Morgan Orscheln – McNallys/Wise Guys

#### **Block by Block**

John Koch Regional VP for Block by Block talked about the cleaning of the Alleys. The city will be funding a Cleaning Ambassador that will focus on the alleys. John has the contacts that he needs to work with at the City. They will do trash and graffiti in the alleys. They also will work with the City to stop illegal dumping. Finally, they will provide an educational program to educate business that are not in compliance.

Koch discussed issues with hiring and the current wage they pay. The ambassadors get a .25 cent raise each year. They currently make \$14.25 an hour. With wages going up they are finding it difficult to hire at that wage.

Koch research competitive wages in the area. The average is \$16.25 an hour for similar industries. Food Prep is \$14.25 - \$16.00. Landscapers start at \$20.00 an hour. A \$17.00 an hour wage for the ambassadors was discussed. A bonus option was discussed. Koch discussed how that worked in Austin, TX.

Johnson moved to adjust starting wage to \$17 an hour, Boyt seconded. Motion Passed.

### **HVS update**

The second half of the report has been received. It is in the dropbox. Davis gave a brief summary and encouraged all to look at the whole document and to remember that the current document does not reflect the square footage of the added space that the Atrium and Broadway brings.

Boyt stated that it needs to host at least 1000 people. McGee stated that Jefferson City has limited conference space and that a conference center that can serve their needs would be good.

### **Orr Street Park**

Nickie stated that Parks and Recreation would like a letter of support for the park. The points that need to be in the letter include economic impact and the need for a green space downtown. They need it by November 1<sup>st</sup>. Pieper moved to provide a letter of support, Fields seconded. Motion passed. The board would like a copy of the letter that is sent.

### **Unsheltered Update**

Davis gave an update on the city's plan to purchase the old VFW off of the Business Loop. Public comment on the building has closed. Room at the Inn will be working with the city on this project. A bus line will go to the site so that it is easily assessable to all. The facility will operate year rounds and a trailer that is owned by Parks and Rec will be made available to the site. This trailer will also be used for emergency purposes.

### **Streetlights**

Johnson asked for a map of where they were going up. The board also was informed that the CPD can turn the lights up when needed and when bars close. Nickie has asked for a map of new lights and also will find out more on the training process.

### **Operations Committee**

Jarvis gave a quick update and discussed the camera grant. FUSUS did provide some cameras that are compatible. The District is ready to move forward on the grant.

### **Economic Development Committee**

Fields discussed the progress that has been made on the alley doors. One is done and the other will be done soon. Fields also stated that the Minority Business Grant is now open for applicants.

#### **Marketing Committee**

Rust discussed the upcoming events and the WE Project. The We Project is moving forward and will be on the Blue Note building. Rust informed the board that a new Marketing Assistant has been hired.

McGee asked if anyone was doing anything for Halloween. If so contact her. She would like to see past events happen again.

#### **DLC**

Nickie talked about DLC and the request the mayor made regarding the future of the committee. DLC discussed at length at their last meeting. The decision was tableed.

#### **Orr Street**

The Orr Street Park Committee is meeting on a regular basis. Currently looking for letters of support and ways to raise funds.

#### **Staff Report**

Davis mentioned that the office was still looking to hire an Office Assistant.

#### **Public Comment**

Cook from Moberly stated his role and what Moberly was doing.

Christmas decorations at the Blue note and at Rose Park was mentioned by Nolan.

#### **Motion to Adjourn**

Pieper moved to adjourn the meeting; Jarvis seconded. Motion carried.

**Downtown Community Improvement District  
Economic Development Committee Meeting  
Tuesday, October 18, 2022  
11 S 10<sup>th</sup> Street and Zoom**

**Meeting Canceled**

**Downtown Community Improvement District  
Operations Committee Meeting  
Tuesday, October 20, 2022  
11 S 10<sup>th</sup> Street and Zoom**

**Meeting Canceled**

**Downtown Community Improvement District  
Marketing Committee Meeting  
Tuesday, October 25, 2022  
11 S 10<sup>th</sup> Street and Zoom**

**Present:**

Nickie Davis – CID  
Kathy Becker – CID  
Brandon Rettke – Cid  
Deb Rust  
Sarah Johnson  
Heather McGee  
Dannielle Little  
Nickie Davis  
Kathy Becker  
Christina Kelley

**Guest**

Matt Bear

**Call to Order**

The Meeting was called to order at 3:30 p.m. Johnson moved to approve the agenda; McGee seconded. Motion passed

**Marketing Review**

Brandon was introduced and welcomed. He then presented his marketing report that was provided to the committee members. Instagram and Facebook are up. The most popular post was the Caffeine Crawl. Reels are also popular. We will be working on doing more Reels. Brandon will work on updating the business directory.

A discussion on marketing ideas took place. Johnson would like to see a 5K next year. Also suggested sharing favorite Halloween memories. Also might try some more blogs and stories like the one that was done on Kenny Greene. Would be nice to incorporate some humor. McGee also suggested putting the important stuff at the top of the newsletter with links.

McGee suggested doing post that make them spend more money in The District. McGee also suggested making the events we currently have better.

**Caffeine Crawl Review**

Davis discussed the Caffeine Crawl. It was sold out and only good things have been heard.



**Halloweenie**

It is this Friday from 4-6. Truman will be down here. City will also be open and do their normal things. We expect a large crowd.

**Holiday Décor**

Light poles being replaced. Goal to have it all up by Shop Hop. Not sure that all poles will be replaced in time and those that are not will not have décor.

**First Friday, Magic Tree Lighting and Horse Drawn Carriage**

Shop Hop, Magic Tree, Horse Drawn Carriage will be November 5<sup>th</sup>. They are working on sponsorship for the bubble. The District is not handling the sponsorships or bubble. The 5<sup>th</sup> is also a home football game.

**Small Business Saturday**

Small business Saturday will be 11/26/2022. American Express still sponsoring. Mayor asked if wanted a declaration for Small Business Saturday. Gets national attention. Kelley stated not really necessary.

**Living Windows**

We are still trying to figure out how to get the judges to all the windows. We run into this issue each year. After discussion the committee decided send people out to take videos and then come back to review them and decide. Living Windows is December 2<sup>nd</sup>.

**The We Project**

The We Project is about done and should be going up soon.

**Photographer and Videographer**

With the end of Bussen's contract we will be looking for a new photographer/videographer. John Asher was suggested. Using an intern was also suggested. McGee suggested calling other businesses for their content and stated this would not work for TV.

**Member, Staff and Public Comment**

Johnson commented on the shooting and safety of Downtown. There are problematic people downtown. It was suggested that 4A change be at the Magic Tree.

At the next meeting we will vote to put Bear on the Committee.

**Meeting Adjournment**

Little moved to adjourn, Johnson seconded. Meeting adjourned at 4:50 p.m.

**RESOLUTION NO. 2023-03**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING FINANCIALS PRESENTED ON OCTOBER 11, 2022, TO THE BOARD OF DIRECTORS MEETING HELD OCTOBER 2022.**

**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 financials presented on October 11, 2022.

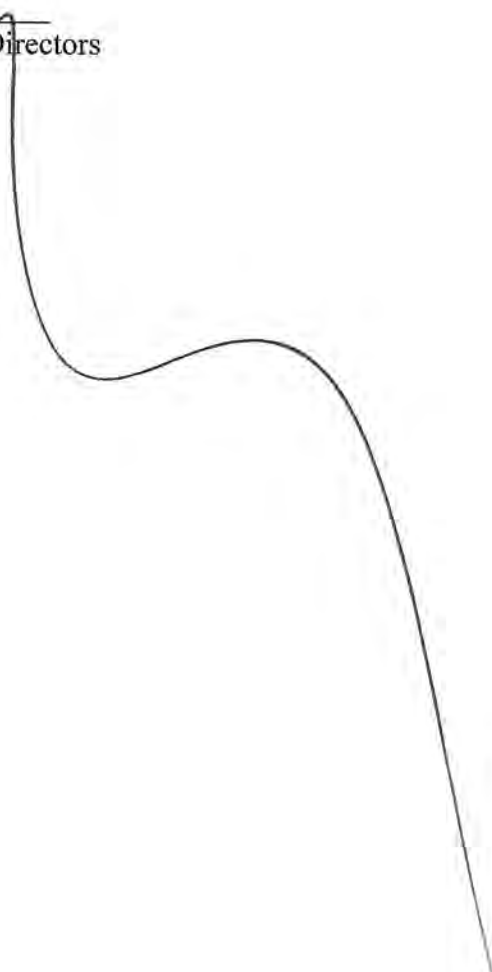
Passed this 11th day of October 2022

  
Chair of the Board of Directors

(SEAL)

Attest:

  
Secretary of the Board of Directors



DOWNTOWN CID FINANCIAL REVIEW

# Financials ending September 30, 2022

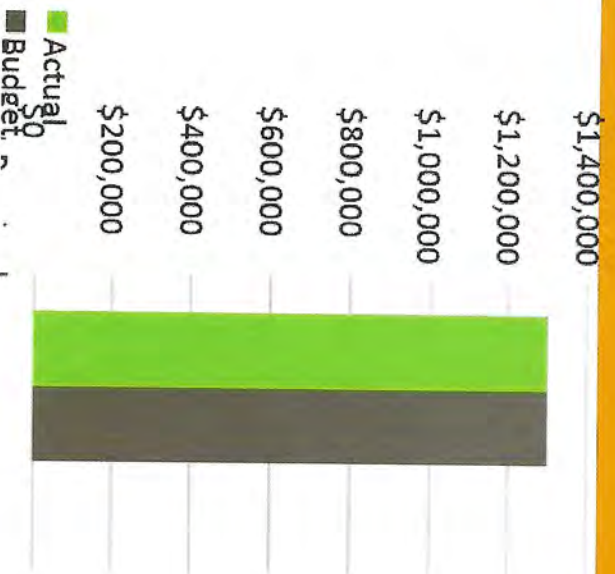


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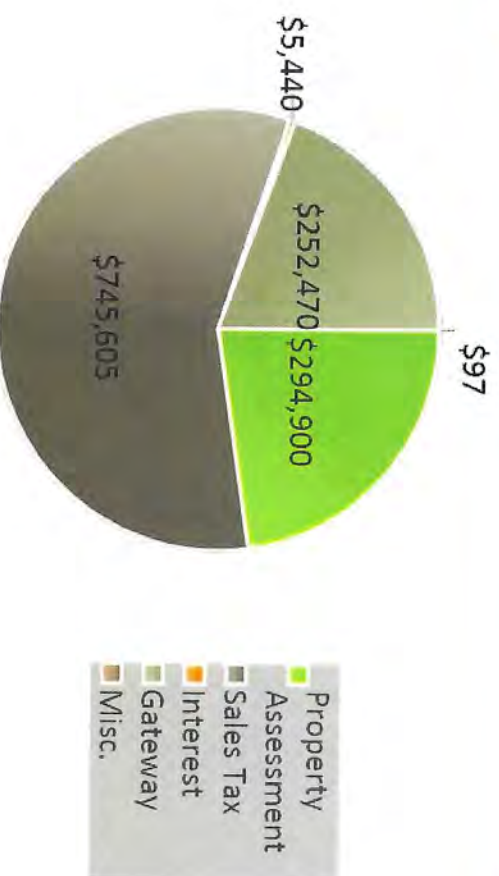
**Income - \$1,298,512 - 101% of Budget**

- FY2022 comprises of Property Assessment (2020) and Sales Tax (May 2021-April 2022).
- The CID received \$294,901 in Property Assessment funds. 101% of the property Assessment budget has been received.
- The CID received \$745,605 in Sales Tax Funds Deposits (May 2021 – April 2022). 101% of the sales funds have been collected for the FY2022 Budget. We have now collected all the sales tax fund for this fiscal year.
- This total also reflects funds (\$252,470) raised for the Gateway Plaza.
- FY2023
- Sales Tax to be transferred to the FY23

Income Trend: Year to date



FY 2022 Income Streams



Expenses - Septebmer was the 12th month of the fiscal year - We have completed FY22

FY2022 Expenses for year= \$904,226.50 of \$1,089,544 budgeted (83% of total budget)

- Total Recurring Expenses = \$778,456.55 spent in FY 2022 (91% of the \$850,9399 budgeted)
- Total Non-Recurring Expenses = \$155,859 spent in FY 2022 (65% of \$238,305 budgeted)
- Program Management – 98% of the Budget has been spent
- Operations - 96% of the Budget was spent.
- Economic Development – 61% of the Budget was spent
- Marketing – 82% of the budget was spent

### Highlights

- The Reserve Account was moved to a CD at Commerce Bank.
- The Balance on the Line of Credit is \$50,000.
- We have collected five months of sales tax income for next year's budget. When comparing it to last year, we are currently up by \$49,635.



**RESOLUTION NO. 2023-04**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT REQUESTING THAT THE MAYOR OF THE CITY OF COLUMBIA, MISSOURI, APPOINT MIKE NOLAN AS DIRECTOR TO COMPLETE THE REMAINING TERM OF ONE DIRECTOR, CAMELLIA COSGRAY, ENDING FEBRUARY 2025.**

**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, appoint **MIKE NOLAN** as Director to complete the remaining term of one Director, **CAMELLIA COSGRAY**, ending February 2025.

**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 **MIKE NOLAN** as Director to complete the remaining term of one Director, **CAMELLIA COSGRAY**, ending February 2025, for 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 appointment 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 11th day of October 2022.

*B. J. [Signature]*  
Chairman of the Board  
of Directors

(SEAL)

Attest:

*[Signature]*  
Secretary of the Board of Directors

**RESOLUTION NO. 2023-05**

**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 11<sup>h</sup> day of OCTOBER, 2022.

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

(SEAL)

Attest:

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

**EXHIBIT A  
TO RESOLUTION NO. 2022-05**

**Block By Block Proposal Attached**

B. J. [Signature]  
Chairman of the Board  
of Directors

(SEAL)

Attest:

[Signature]  
Secretary of the Board of Directors

**RESOLUTION NO. 2023-05**

**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.

| <b>Block by Block Ambassador Budget</b>        |                              |                              |                                     |  |
|--|------------------------------|------------------------------|-------------------------------------|--|
| <b>Program Type</b>                            | <b>Fiscal 2022<br/>Total</b> | <b>Fiscal 2023<br/>Total</b> | <b>Fiscal 2023<br/>Monthly Rate</b> | <b>Fiscal 2023<br/>Variance vs. LY</b> |
| 2022 - 3 Ambassadors, 1 OM                     | \$ 245,518.67                |                              |                                     |  |
| 2023 - 3 Ambassadors, 1 OM, Wage Increase Only |                              | \$ 250,352.27                | \$ 20,862.69                        | \$ 4,833.61                            |
| 2023 - 4 Ambassadors, 1 OM (Alley Cleaning)    |                              | \$ 298,067.20                | \$ 24,838.93                        | \$ 52,548.53                           |
| 2023 - 3 Ambassadors, 1 OM, 1 Hospitality      |                              | \$ 305,526.29                | \$ 25,460.52                        | \$ 60,007.62                           |
| 2023 - 4 Ambassadors, 1 OM, 1 Hospitality      |                              | \$ 353,241.21                | \$ 29,436.77                        | \$ 107,722.55                          |

**RESOLUTION NO. 2023-06**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT TO WRITE A LETTER OF  
SUPPORT FOR AN ORR STREET PARK LOCATED IN  
THE NORTH VILLAGE ARTS DISTRICT.**

**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 writing a letter of support for the support of developing an Orr Street Park in the North Village Arts District.

Passed this 11th day of October 2022

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

(SEAL)

Attest:

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



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

November 14, 2022

Missouri Department of Economic Development  
Community Revitalization Grant Program  
P O Box 1157  
Jefferson City, MO 65102

Subject: Letter of Support for the City of Columbia Parks and Recreation Department's application for a Community Revitalization Grant for the Orr Street Park Development Project

To Whom It May Concern:

On behalf of The District, Downtown CID's Board of Directors, I enthusiastically endorse Columbia Parks and Recreation's Community Revitalization Grant application for the Orr Street Park Development Project as offered by the Missouri Department of Economic Development.

The District is a political subdivision created to support our businesses and properties through beautification, clean and safe programs, marketing, and events. Governed by a board of fifteen, we seek to bring help in all areas that help to grow our businesses and development.

Proposed development and future amenities to Orr Street Park align with the District's objectives and community based activities including those focused on economic development and history preservation. We believe the Orr Street Park Development Project will help increase access and foster collaboration among artists, creative organizations, retail businesses, local government and individual citizens in the community. This project will enhance the existing character of the eclectic composition of The District and the North Village Art District with the creation of an outdoor central gathering space, the continued expansion of public art venues, and opportunities for passive and active recreation.

Access to safe and well-maintained parks and programming is a driver of a more livable and equitable community providing environmental, social and economic benefits. Investment in parks – through improved infrastructure, community engagement, and other place-based strategies – can also address long-standing social and economic divides.

I applaud Columbia Parks and Recreation for their nature-based solution in revitalizing a brownfield redevelopment into an urban park with a primary focus on open space and community arts. Thank you for your consideration of this worthwhile project and grant application opportunity.

Sincerely,

Nickie Davis  
Executive Director



**RESOLUTION NO. 2023-07**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING MINUTES OF THE BOARD OF DIRECTORS MEETING HELD OCTOBER 2022.**

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

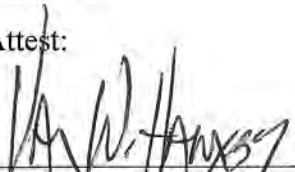
The Downtown Community Improvement District (the "District") hereby approves of the meeting minutes for the meeting of the Directors held October 2022.

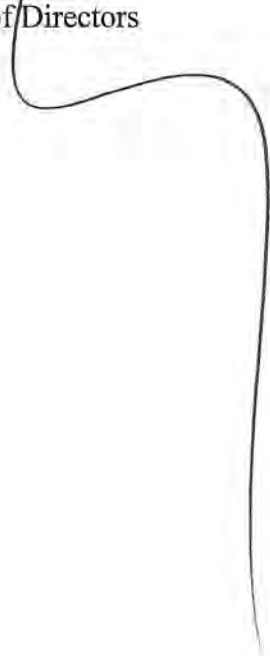
Passed this 8<sup>th</sup> day of November 2022

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

(SEAL)

Attest:

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





**Downtown Community Improvement District  
Executive Committee Meeting  
Tuesday October 4, 2022  
11 S 10<sup>th</sup> Street and Zoom**

**Present**

Nickie Davis – CID  
Kathy Becker – CID  
Kenny Greene  
Mike McClung  
Aric Jarvis  
Lara Pieper  
Van Hawxby

**Guest**

Deb Rust

**Approval of the Agenda**

McClung made a motion to approve the agenda at 3:30 p.m. Jarvis. Motion passed.

**Board Replacement**

Davis discussed the board replacement and the vote that would take place at the Board meeting. The District received three applicant.

Mike Nolan – Blue Note and Rose Music Hall  
Morgan Wright – Gunter Hans  
Megan Orscheln – McNallys/Wise Guys

They have been invited to the Board meeting.

**Board Agenda**

The Board Agenda for the October meeting was set.

**Adjournment**

Pieper moved to adjourn at 4:00 p.m. Jarvis seconded. Motion carried.

**Downtown Community Improvement District  
Board of Directors Meeting  
Tuesday, October 11, 2022  
11 S 10<sup>th</sup> Street and Zoom**

**Present**

Nickie Davis, CID  
Kathy Becker, CID  
Kenny Greene  
Kathy Murphy  
Russell Boyt  
Sarah Johnson  
Lara Pieper  
Rachel Norden  
Heather McGee  
Aric Jarvis  
Charles Bruce  
Van Hawxby  
Mikel Fields

**Absent**

Mike McClung  
Dani Little

**Guests**

John Kock, Block by Block  
Officer Wright  
Officer Anderson  
Carol Rhodes City of Columbia  
Nikkie Evans -HEWN  
Mike Nolan  
Graffen Cook, City of Fayette  
Lisa Driskol Hawxby

**Approval of the Agenda**

Murphy made a motion to move the replacement of a Board member up on the agenda to new business. Jarvis seconded. Motion passed.

Pieper moved to approve the agenda. Jarvis seconded. Motion passed.

**Approval of the Minutes**

Pieper moved to approve the minutes, Murphy seconded. Motion passed

**Approval of the Financials**

Lara discussed outstanding items from fiscal year 2021 budget. They will be accrued to FY23. Lara presented the financials to board. Rust moved to approve the financials, Russell seconded. Motion passed.

#### **Police Report**

Officer Wright discussed the issues in the garages. He also talked with Lance in Solid Waste about the trash by the Short Street Garage. Card board in an issue. Officer Wright will contact the Element to see what they can do about their residents using that dumpster and recycling bin. Officer Wright will e-mail Nickie when he has more information.

#### **City Report**

Rhodes discussed the upcoming Council meeting. She did not see anything that directly impacted The District. Rhodes offered to help with the trash issue and the improper placement of trash. Rhodes updated the Board of the street light project. It is currently underway.

With the Walbash compactor coming in over budget the question was asked if a redesign could be done. Rhodes will find out.

#### **REDI Report**

Driskol Hawby talked about REDI and discussed how they serve both Boone County and the City of Columbia. She also talked about Equipment Shares 1 million dollar destination campus. The campus will help promote economic development. They will break ground this year.

The airport grand opening is next Wednesday. Flight out will begin in October.

#### **CVB Report**

A representative was unable to make it today.

#### **New Business**

##### **Board Member Replacement**

The Board discussed the position. The Board had the option to fill the spot now or wait till the yearly election. The Board chose to do it now. The following sent in an application for the seat. All were invited to attend.

Mike Nolan – Blue Note and Rose Music Hall  
Morgan Wright – Gunter Hans  
Morgan Orscheln – McNallys/Wise Guys

#### **Block by Block**

John Koch Regional VP for Block by Block talked about the cleaning of the Alleys. The city will be funding a Cleaning Ambassador that will focus on the alleys. John has the contacts that he needs to work with at the City. They will do trash and graffiti in the alleys. They also will work with the City to stop illegal dumping. Finally, they will provide an educational program to educate business that are not in compliance.

Koch discussed issues with hiring and the current wage they pay. The ambassadors get a .25 cent raise each year. They currently make \$14.25 an hour. With wages going up they are finding it difficult to hire at that wage.

Koch research competitive wages in the area. The average is \$16.25 an hour for similar industries. Food Prep is \$14.25 - \$16.00. Landscapers start at \$20.00 an hours. A \$17.00 an hour wage for the ambassadors was discussed. A bonus option was discussed. Koch discussed how that worked in Austin, TX.

Johnson moved to adjust starting wage to \$17 and hour, Boyt seconded. Motion Passed.

#### **HVS update**

The second half of the report has been received. It is in the dropbox. Davis gave a brief summary and encouraged all to look at the whole document and to remember that the current document does not reflect the square footage of the added space that the Atrium and Broadway brings.

Boyt stated that it need to host at least 1000 people. McGee stated that Jefferson City has limited conference space and that it a conference center that can serve their needs would be good.

#### **Orr Street Park**

Nickie stated that Parks and Recreation would like a letter of support for the park. The points that need to be in the letter include economic impact and the need for a green space downtown. They need it by November 1<sup>st</sup>. Pieper moved to provide a letter of support, Fields seconded. Motion passed. The board would like a copy of the letter that is sent.

#### **Unsheltered Update**

Davis gave an update on the city's plan to purchase the old VFW off of the Business Loop. Public comment on the building has closed. Room at the Inn will be working with the city on this project. A bus line will go to the site so that it is easily assessable to all. The facility will operate year rounds and a trailer that is owned by Parks and Rec will be make available to the site. This trailer will also be used for emergency purposes.

#### **Streetlights**

Johnson asked for a map of where the were going up. The board also was informed that the CPD can turn the lights up when needed and when bars close. Nickie has asked for a map of new lights and also will find out more on the training process.

#### **Operations Committee**

Jarvis gave a quick update and discussed the cameral grant. FUSUS did provide some cameras that are compatible. The District is ready to move forward on the grant.

#### **Economic Development Committee**

Fields discussed the progress that has been made on the alley doors. One is done and the other will be done soon. Fields also stated that the Minority Business Grant is now open for applicants.

#### **Marketing Committee**

Rust discussed the upcoming events and the WE Project. The We Project is moving forward and will be on the Blue Note building. Rust informed the board that a new Marketing Assistant has been hired.

McGee asked if anyone was doing anything for Halloween. If so contact her. She would like to see past events happen again.

#### **DLC**

Nickie talked about DLC and the request the mayor made regarding the future of the committee. DLC discussed at length at their last meeting. The decision was tabled.

#### **Orr Street**

The Orr Street Park Committee is meeting on a regular basis. Currently looking for letters of support and ways to raise funds.

#### **Staff Report**

Davis mentioned that the office was still looking to hire an Office Assistant.

#### **Public Comment**

Cook from Moberly stated his role and what Moberly was doing.

Christmas decorations at the Blue note and at Rose Park was mentioned by Nolan.

#### **Motion to Adjourn**

Pieper moved to adjourn the meeting; Jarvis seconded. Motion carried.

**Downtown Community Improvement District  
Economic Development Committee Meeting**

**Tuesday, October 18, 2022**

**11 S 10<sup>th</sup> Street and Zoom**

**Meeting Canceled**

**Downtown Community Improvement District  
Operations Committee Meeting**

**Tuesday, October 20, 2022**

**11 S 10<sup>th</sup> Street and Zoom**

**Meeting Canceled**

**Downtown Community Improvement District  
Marketing Committee Meeting  
Tuesday, October 25, 2022  
11 S 10<sup>th</sup> Street and Zoom**

**Present:**

Nickie Davis – CID  
Kathy Becker – CID  
Brandon Rettke – Cid  
Deb Rust  
Sarah Johnson  
Heather McGee  
Dannielle Little  
Nickie Davis  
Kathy Becker  
Christina Kelley

**Guest**

Matt Bear

**Call to Order**

The Meeting was called to order at 3:30 p.m. Johnson moved to approve the agenda; McGee seconded. Motion passed

**Marketing Review**

Brandon was introduced and welcomed. He then presented his marketing report that was provided to the committee members. Instagram and Facebook are up. The most popular post was the Caffeine Crawl. Reels are also popular. We will be working on doing more Reels. Brandon will work on updating the business directory.

A discussion on marketing ideas took place. Johnson would like to see a 5K next year. Also suggested sharing favorite Halloween memories. Also might try some more blogs and stories like the one that was done on Kenny Greene. Would be nice to incorporate some humor. McGee also suggested putting the important stuff at the top of the newsletter with links.

McGee suggested doing post that make them spend more money in The District. McGee also suggested making the events we currently have better.

**Caffeine Crawl Review**

Davis discussed the Caffeine Crawl. It was sold out and only good things have been heard.

**Halloweenie**

It is this Friday from 4-6. Truman will be down here. City will also be open and do their normal things. We expect a large crowd.

**Holiday Décor**

Light poles being replaced. Goal to have it all up by Shop Hop. Not sure that all poles will be replaced in time and those that are not will not have décor.

**First Friday, Magic Tree Lighting and Horse Drawn Carriage**

Shop Hop, Magic Tree, Horse Drawn Carriage will be November 5<sup>th</sup>. They are working on sponsorship for the bubble. The District is not handling the sponsorships or bubble. The 5<sup>th</sup> is also a home football game.

**Small Business Saturday**

Small business Saturday will be 11/26/2022. American Express still sponsoring. Mayor asked if wanted a declaration for Small Business Saturday. Gets national attention. Kelley stated not really necessary.

**Living Windows**

We are still trying to figure out how to get the judges to all the windows. We run into this issue each year. After discussion the committee decided send people out to take videos and then come back to review them and decide. Living Windows is December 2<sup>nd</sup>.

**The We Project**

The We Project is about done and should be going up soon.

**Photographer and Videographer**

With the end of Bussen's contract we will be looking for a new photographer/videographer. John Asher was suggested. Using an intern was also suggested. McGee suggested calling other businesses for their content and stated this would not work for TV.

**Member, Staff and Public Comment**

Johnson commented on the shooting and safety of Downtown. There are problematic people downtown. It was suggested that 4A change be at the Magic Tree.

At the next meeting we will vote to put Bear on the Committee.

**Meeting Adjournment**

Little moved to adjourn, Johnson seconded. Meeting adjourned at 4:50 p.m.



**RESOLUTION NO. 2023-08**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING FINANCIALS DATED OCTOBER 31, 2022 PRESENTED ON NOVEMBER 8, 2022, TO THE BOARD OF DIRECTORS.**

**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 financials presented on November 8, 2022.

Passed this 8th day of November 2022

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

(SEAL)

Attest:

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

DOWNTOWN CID FINANCIAL REVIEW

# Financials ending October 31, 2022

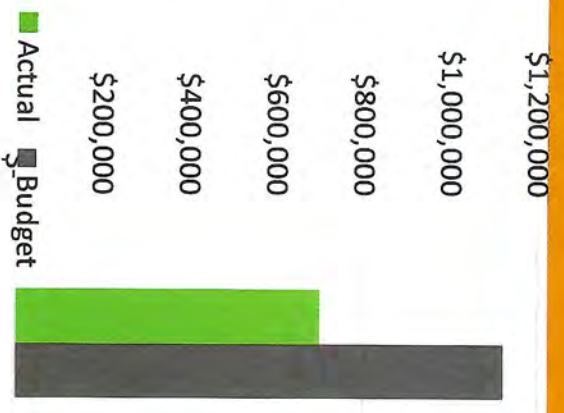
11.08.222



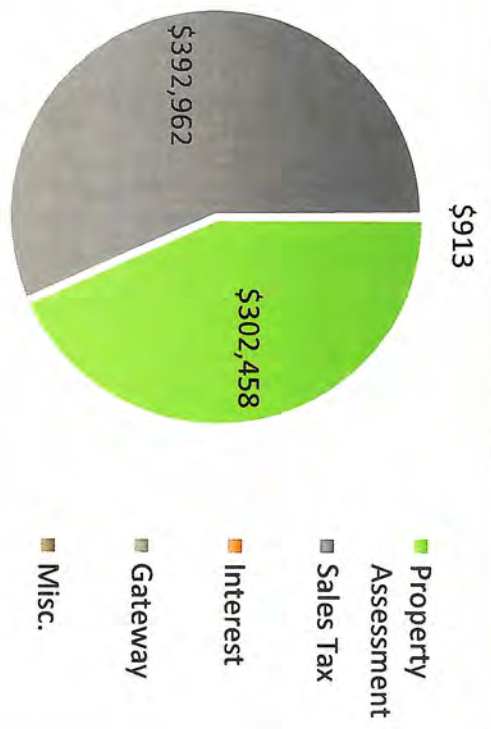
Income - \$696,423 - 62% of Budget

- FY2022 comprises of Property Assessment (2020) and Sales Tax (May 2021-April 2022).
- The CID received \$302,548 in Property Assessment funds. 102% of the property Assessment budget has been received.
- The CID received \$392,962 in Sales Tax Funds Deposits (May 2022 – October 2022). 51% of the sales funds have been collected for the FY2023 Budget. We are half way through our sales collection year

Income Trend: Year to date



FY 2022 Income Streamms



Expenses - October was the 1<sup>st</sup> month of the fiscal year.

FY2023 Expenses for year= \$63,357 of \$1,121,400 (6% of total budget)

- Total Recurring Expenses = \$63,1665 spent in FY 2023 (7% of the \$961,400 budgeted)
- Total Non-Recurring Expenses = \$190.44 spent in FY 2023 (less than 1% of the \$135,000 budgeted)
- Program Management – 6% of the Budget has been spent
- Operations – 7% of the Budget was spent.
- Economic Development – 12% of the Budget was spent
- Marketing – 3% of the budget was spent

### Highlights

This is the first month of the fiscal year

Sales tax income compared to this time last year is up by \$72,271.



**RESOLUTION NO. 2023-09**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT REQUESTING THAT THE MAYOR OF THE CITY OF COLUMBIA, MISSOURI, APPOINT DEB RUST, DIMETRIOUS WOODS, LARA PIEPER, MIKEL FIELDS, AN MORGAN WRIGHT AS DIRECTORS FOR A THREE-YEAR TERM BEGINNING FEBRUARY 7, 2023.**

**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 **DEB RUST, DIMETRIOUS WOODS, LARA PIEPER, MIKEL FIELDS, AN MORGAN WRIGHT** 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 7, 2023.

**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 **DEB RUST, DIMETRIOUS WOODS, LARA PIEPER, MIKEL FIELDS, AN MORGAN WRIGHT** 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 8th day of November 2022.

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

(SEAL)

Attest:

Kim W. Hensley  
\_\_\_\_\_, Secretary of the Board of Directors



**RESOLUTION NO. 2023-10**

**A RESOLUTION AUTHORIZING THE EXECUTIVE BOARD AND THE COMMITTEE CHAIRS TO DETERMINE ITEMS TO BE SUBMITTED TO THE CITY OF COLUMBIA ARPA GRANT PROGRAM**

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

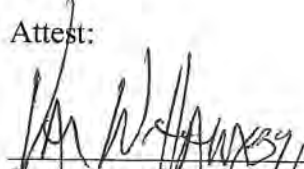
The Downtown Community Improvement District (the "District") hereby authorizes the Executive Committee and the Committee Charis to determine items to be submitted to the city of Columbia's APRA grant program.

Passed this 8th day of October 2023

  
Chair of the Board of Directors

(SEAL)

Attest:

  
Secretary of the Board of Directors

**RESOLUTION NO. 2023-11**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT APPROVING THE AGENDA  
HELD JANUARY 2023.**

**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 agenda for the meeting of the Directors held January 10, 2023.

Passed this January 10, 2023

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

(SEAL)

Attest:

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





**Downtown Community Improvement District**  
**CID Board of Directors**  
 11 S. Tenth St.  
 Tuesday, January 10th, 2023 at 3:30 p.m.  
 In Person or Zoom  
 Meeting ID: 998 3300 8078  
 Passcode: 221382

| TIME | ITEM   | RESPONSIBLE    | ACTION |
|------|--|----------------|--------|
| 3:30 | <b>OPEN TO THE PUBLIC</b>                    |                |        |
|      | <b>Introductions</b>                         |                |        |
|      | <b>Approval of Agenda</b>                    | Greene         | Vote   |
|      | <b>Approval of Minutes</b>                   | Greene         | Vote   |
|      | <b>Approval of Financials</b>                | Pieper         | Vote   |
|      | <b>Police Report</b>                         | Wright/Rowland |        |
|      | <b>City Report</b>                           | Rhodes         |        |
|      | <b>REDI Report</b>                           | Driskel-Hawxby |        |
|      | <b>CVB Report</b>                            | Schneider      |        |
|      | <b>New Business</b>                          |                |        |
|      | - Presentation Parking Utility               | Sokoff         |        |
|      | - Presentation HVS                           | A. Davis       |        |
|      | - NVAD Letter of Support                     | Davis          |        |
|      | <b>Old Business</b>                          |                |        |
|      | - ARPA Funds Application                     | Davis          |        |
|      | - Board Retreat/Feb Cancellation             | Davis          |        |
|      | <b>Committee Reports</b>                     |                |        |
|      | <u>Operations</u>                            | Jarvis         |        |
|      | <u>Economic Development</u>                  | Fields         |        |
|      | <u>Marketing</u>                             | Rust           |        |
|      | <b>DLC Report</b>                            | Hawxby         |        |
|      | <b>Parking Commission Report</b>             | McClung        |        |
|      | <b>Orr Street Park Committee</b>             | Davis          |        |
|      | <b>Staff Report</b>                          | Davis/Becker   |        |
|      | <b>Comments from Board, Staff and Public</b> |                |        |

Members of the public may attend any open meeting. For requests for accommodations related to disability, please call 573-442-6816. In order to assist staff in making the appropriate arrangements for your accommodation, please make your request as far in advance of the posted meeting date as possible.

**RESOLUTION NO. 2023-12**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING MINUTES OF THE BOARD OF DIRECTORS MEETING HELD JANUARY 2023.**

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

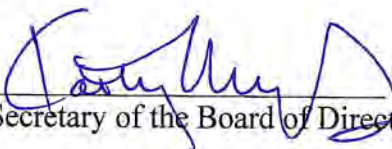
The Downtown Community Improvement District (the "District") hereby approves of the meeting minutes for the meeting of the Directors held November and December 2022.

Passed this 10th day of January 10, 2023.

Chair of the Board of Directors  
(SEAL)

  
\_\_\_\_\_

Attest:

  
Secretary of the Board of Directors

**Downtown Community Improvement District  
Executive Committee Meeting  
Tuesday December 12, 2022  
11 S 10th St and via Zoom**

**Present**

Kenny Greene  
Nickie Davis-CID via Zoom  
Kathy Becker-CID  
Nikki Reese-CID  
Aric Jarvis  
Mike McClung  
Van Hawxby  
Lara Pieper  
Deb Rust

**Guest**

John Koch

**Approval of the Agenda**

Mike McClung made a motion to approve the agenda, Lara Pieper 2<sup>nd</sup> the motion.

December meeting:

Mike McClung made a motion to cancel the December meeting, Lara 2<sup>nd</sup>, all approved.

Nickie Davis discussed Board Member Review. She also talked about The Board Retreat. Date to be determined. She will be sending out a doodle poll to find out what date works best.

**Search and Review**

Nickie Davis asked if anything needs to be added to the Search and Review Committee. Mike McClung mentioned sending out the sheet to The Board on performance of staff. It can be sent to Mike McClung or to Nickie Davis via Survey Monkey if it is preferred. She will check to see if it can go directly to individuals.

### **January Board Agenda Creation**

ARPA funds- we put in 7 different requests to the City that we will go over in the January meeting.

John Trapp will be moved to the board retreat. Let Nickie Davis know if anything needs to be added to the agenda. PAC will be coming to the January meeting to discuss new parking meter times.

### **Public Staff**

John Koch from Block by Block discussed what his role is in taking care of the alleyways and sidewalks. It was discussed that they would do an initial deep power cleaning that would take more time. Then they would be able to do repairs and maintenance on a regular basis to help maintain the appearance of The District. Illegal dumping and code violations were discussed as well.

### **Board Agenda**

The January Board agenda will be set at a later date.

### **Adjournment**

Aric Jarvis moved to adjourn, and Lara Pieper seconded. Motion carried.

**Downtown Community Improvement District  
Board of Directors Meeting**

**No December Meeting held**

**Downtown Community Improvement District  
Economic Development Committee Meeting**

**No December Meeting Held**

**Downtown Community Improvement District  
Operations Committee Meeting**

**No December Meeting Held**

**Downtown Community Improvement District  
Marketing Committee Meeting  
Minutes  
Tuesday December 20, 2022  
11 S 10th St or via Zoom**

**Present**

Nickie Davis-CID  
Kathy Becker-CID  
Nikki Reese-CID  
Brandon Rettke-CID  
Sarah Johnson  
Deb Rust  
Mark Sulltrop via Zoom

**Introductions**

Johnson asked to be introduced to the new office assistant manager. Nikki Reese introduced herself to the members she had not met before.

**Approval of the Agenda**

Johnson made a motion to approve the agenda, Sulltrop seconded the motion. Motion carried through. Meeting began at 2:03

**Holiday Décor Update**

Becker reported that the quote from Artistic for an installation was \$18,250.00. The lift was the most expensive part. She reported that the second quote she received from Luke was \$18,000.00. Our three-year contract with Artistic is completed. We would need to buy out the rest of the decorations Artistic added last year.

Johnson made a motion to change contracts with Artistic and purchase outright the rest of the decorations. Sulltrop seconded the motion. All agreed.

**Events for 2023**

Davis reported that Restaurant Week is not happening in February 2023. Davis reported that these are the current 2023 Events:  
March 19<sup>th</sup> Wedding Stroll

April 22<sup>nd</sup> Spring Hop Shop

June will be Restaurant Month and there will be one week of Drinks in the District. That date will be announced later. There will no longer be Drinks in the District in July.

July 27<sup>th</sup> Through the Weekend will be Dog Days.

September Wellness Weekend in the District dates will be announced after we determine when Pride Fest is.

October 27<sup>th</sup> Halloweenie

Open Caffeine Crawl will be in early October, dates will be announced later.

November 4<sup>th</sup> Holiday Shop Hop, Magic Tree

November 25<sup>th</sup> Shop Small

December 1<sup>st</sup> Living Windows

Becker stated they are discussing a Halloween pub crawl, to be determined at a later date.

#### **Member, Staff and Public Comment**

Johnson stated that Party Perfect is still showing in The District newsletter. She stated that they are not in The District boundaries and asked that they be removed. Rettke stated he would remove them.

Johnson moved to adjourn the meeting at 2:11, Sulltrop seconded, all approved.

**Downtown Community Improvement District  
Executive Committee Meeting  
Tuesday November 1, 2022  
11 S 10<sup>th</sup> Street**

**No meeting held**



**Downtown Community Improvement District  
Board of Directors Meeting  
Tuesday, November 8, 2022  
11 S 10<sup>th</sup> Street**

**Present**

Nickie Davis, CID  
Kathy Becker, CID  
Kenny Greene  
Kathy Murphy  
Russell Boyt  
Sarah Johnson  
Lara Pieper  
Rachel Norden  
Heather McGee  
Aric Jarvis  
Charles Bruce  
Van Hawxby  
Mikel Fields  
Dani Little  
Mike Nolan

**Absent**

Mike McClung

**Guests**

Officer Wright  
Officer Anderson  
Carol Rhodes City of Columbia  
Nikki Evans -HEWN  
Jose Caldera - WEWN  
Christina Kelley – Makes Sense  
Demetrius Woods -Essentialz Bodega  
Morgan Wright – Gunter Hans

**Approval of the Agenda**

Pieper moved to approve the agenda. Jarvis seconded. Motion passed.

**Approval of the Minutes**

Johnson pointed out errors in the October minutes. Corrections made. Jarvis moved to approve the minutes; Murphy seconded. Motion passed

### **Approval of the Financials**

Pieper presented the financials to the Board. We are one month into the new fiscal year. Income is coming in as expected. Sales tax for the sales tax year is up \$72,000. Motion to approve the financials made by Jarvis, Rust seconded. Motion passes.

### **City Report**

Rhodes discussed the upcoming Council meeting. Rhodes talked about the November 9, 2022, meeting on FUSUS and policy the procedures meeting the would be held at the Molly Bowden Neighborhood Policing Station. She encourages all to attend. Rhodes also mentioned that FUSUS would be on the City Council Agenda on November 22, 2022

### **REDI Report**

Driskell-Hawby is out of town but sent an update. REDI's annual meeting is next week. REDI will be launching a new campaign on the importance of Economic Development

### **CVB Report**

Schneider stated that the NCAA Cross Country Regionals are in Columbia this week. Columbia will host this even for two years. MSHA Class 6 football will be in Columbia November 6<sup>th</sup>. The CVB is working with a new PR company. They currently are focused on media opportunities and pitches. Send in industry partner pitches to her via e-mail. Davis will forward the e-mail to the board. The pitches go directly to the PR company.

### **Police Report**

Officer Wright discussed parking garages and the fact that they are still a top concern. They have received lots of e-mails and text on this issue. If someone calls or texts their cell and the do not hear back, then call 411 or if necessary 911.

The shooting that occurred during Homecoming weekend was discussed. While they are not able to talk much they will get back to the board once an arrest is made. They did state that some businesses in the area also received damage.

### **New Business**

#### **Board Member Slate 2023**

The Board discussed the board member slate for 2023. Applications and other information on each applicant are in each board members drop box.

Those applicants that were at the board meeting were asked to introduce themselves. In person introductions were made by Christian Kelley, Makes Sense, . Nikolas Wood - Deline Holdings – Alpha Real Estate, Morgan Wright – Gunter Hans, Demetrious Woods – Essentialz, Deb Rust – Tellers and Sake, Mikel Fields – Cracked Up Mobile, Heather McGee – On the Rocks and Lara Pieper – Bloom Bookkeeping all introduced themselves. Ballots were passed out and new owner, Demetrius Woods – Essentials next door, Deb Rust Tellers and Sake, Mikel Fields Cracked up Mobile Branco Field, Heather McGee, On the Rocks, Lara Pieper – Bloom Bookkeeping.

Davis passed out ballots. Members voted b paper ballot. Results of the election will be tallied after the meeting.

## **Old Business**

### **ARPA funds Discussion**

Davis discussed the letter the CID sent to the City this past spring regarding the CID's request for use of ARPA funds. Davis also mention that a request for funds is also available and the due date to turn in request is this Friday. All the items requested in the letter no longer line up with the results of the community wide survey. Jarvis agreed the letter was outdated and that we apply for funds for those that match using the cities website. The board discussed the best way to determine what funds to apply for with the short turn around period.

Murphy moved to have the Executive Committee and the Committee Chairs meet to decide on what items should be submitted by the CID for funding and that the Executive Committee has the authority to make decisions for submission. McGee seconded. Motion passed.

## **Committee Reposts**

### **Operations**

Jarvis stated the meeting was not held due to lack of quorum

**Economic Development** – Fields stated meeting was not held due to lack of quorum.

**Marketing** – Rust went over the highlights of the Marketing Committee Meeting. Past events have been successful and have had a good turnout. Holiday Decorations are up and Horse Drawn carriages started November 5<sup>th</sup>. The same day as the Magic Tree Lighting.

Living Windows is December 2<sup>nd</sup>. And the WE Project is being finalizes and should be up on the Blue Note soon.

**DLC**- Did not meet

**Parking Commission Report** – The Parking Director is requesting a change in the ordinance so that parking meters can be changed without going to the Council. PAC would like to see 1-, 3- and 10-hour meters along with some 15 minute meters for pick-ups etc.

**Orr Street Park Committee** – Greene discussed the three designs. The committee is working to finalize the design. Parks and Recreation is shepherding this effort. They will be looking to fundraise extra funds. The is \$200,000 to begin with. There is anther meeting on the 18<sup>th</sup> of November.

## **Staff Report**

Davis mentioned that Search and Review will be meeting in the next few months.

### **Comments from Board, Staff and Public**

Pat Fowler – Ward 1 Councilperson apologized for being late. Fowler talked about FUSUS and discuss her stand on the issue.

Johnson mentioned the trash at Walbash and the need for a new design due to all bids coming in over budget.

### **Adjournment**

Johnson moved to Adjourn, Pieper Seconded. Motion carried.

**Downtown Community Improvement District  
Economic Development Committee Meeting  
Tuesday, October 18, 2022  
11 S 10<sup>th</sup> Street and Zoom**

**Meeting Canceled**

**Downtown Community Improvement District  
Operations Committee Meeting  
Tuesday, October 20, 2022  
11 S 10<sup>th</sup> Street and Zoom**

**Meeting Canceled**

**Downtown Community Improvement District  
Marketing Committee Meeting  
Tuesday, November 22, 2022  
11 S 10<sup>th</sup> Street and Zoom**

**Present:**

Nickie Davis- CID  
Kathy Becker – CID  
Brandon Rettke-CID  
Deb Rust  
Sarah Johnson  
Heather McGee  
Danielle Little

**Guest:**

Matt Bear

**Call to Order**

The Meeting was called to order at 3:35 p.m. McGee moved to approve the agenda; Johnson seconded. Motion passed.

**New at Large Member:**

Johnson moved to make Baur a member of the Marketing Committee, McGee seconded. Motion passed.

**Blogs – Writers Block**

Nickie met with Writers Block. Writers Block is a company that does blogs and other writings. Mikel Fields currently uses this company for writing blogs. They will guarantee at least two blog per month. The blogs will be between 300-700 words. The price for this is \$1,200 for six months. The committee discussed having guest bloggers. Having links etc. to like stories would also be good.

Johnson moved to enter a contract Writers Block for a period of six months at the price of \$1,200. McGee seconded. Discussion on the need to specific on topics of the blogs occurred. Also need to review in six months to see if we want to continue. Motion pass

**Marketing Review**

Rettke presented the marketing review that was provided to the committee members. Facebook and Instagram were both up mainly due to horse drawn carriage post. Rettke is working on doing more Reels on weekend events. The most popular post are those restaurants. More posts on night light to come. Rettke also wants to interview owners in The District.

Rettke discussed the possibility of doing podcast weekly or bi-weekly. Minutes in the District kind of podcast that would be used to help meet businesses in The District. Each would be given an established set of questions in advance. The committee could help with these questions. Brandon will work on it and draft some questions to get it started.

### **Halloweenie Review**

Halloweenie has a good turnout and went very well. The City of Columbia reported over 2000 kids participated. Truman from MU was out again this year. The main corridors were busy. The outskirts were not as busy. Johnson suggested sending out a listing telling business to think about certain things like how to attract people to your business, etc.

### **First Friday, Magic Tree Lighting, and Horse Drawn Carriage Review**

The Magic Tree Lighting went well. Rust spoke and we received TV coverage. The Horse Drawn Carriage rides have gone very well. They are very well organized, and the tickets are working. There have been some complaints, but most have been dealt with when they sat down with the company and understood how well the horses were cared for. The videos on the rides are great. Next year considering doing special rides for our PIE school, etc.

### **Holiday Décor Update**

The décor is up. The District would like to pay for the remainder of the decorations and stop using Artistic. Becker will make sure we can get out of the agreement. She will also get a cost to purchase the remaining decorations outright and the cost to store them. Luke Gieschen of Integrity Softwash currently is installing the decorations for Artistic. If it is within 20% of current cost the committee thinks we should no longer use Artistic. The decision to change installation and storage company needs to be done before they are taken down. This decision will be made at the December Marketing meeting after all information is gathered.

### **Small Business Saturday**

Small Business Saturday is this Saturday. No items were received from American Express. We will promote Small Business Saturday on social media

### **Living Windows**

Living Windows is December 2<sup>nd</sup>. Currently have numerous businesses participating. Judges are Erica Neville, the Mayor (if makes it back in time), Amy Schneider, and Deb Rust. A group will go out a record the windows. The judges will then review the videos and decide the winners at The District's offices.

### **We Project update**

The posters are up at the Blue Note. Three are up. One more at Blue Note will go up and one will go up at Rose Music Hall. Another dedication will be held in the Spring. Seems very positive. We will help with dedication in the spring.

### **Event Dates for 2023.**

Nickie presented a list of dates. The Committee talked about Restaurant Week and Drinks in The District. The committee liked the bingo card used for restaurant week. A month-long bingo card was suggested.

The Committee discussed doing one event versus two. Doing one versus two events. Maybe restaurant month with a Drinks in the District within this month. Staff will rework and come back to the committee.

McGee still would like to see a pub crawl. Maybe just a Facebook event. Need to have it before Halloween. This was tabled and will try to do something next year.

**Bandwango**

Davis and Rettke sat in on a zoom call with Bandwango. It is not an App but a company that host a digital passport for the area. Give us back data on those that participate after the event. The cost is \$10,000 one passport. Committee will look up and return it to marketing if wanted.

**Zou Jam Tournament Pack**

Their proposal is in Dropbox with sponsorship levels. McGee asked if it would be exclusive. Davis will check. MU currently does this. One time event for the tournament. No decision to purchase was made.

**Member, Staff and Public Comment**

The next meeting cannot be held at its regular time. Davis will send out Doodle poll to help determine new date.

**Meeting adjournment**

Johnson moved to adjourn; McGee seconded. Motion carried. Meeting was adjourned at 4:45 p.m.



**RESOLUTION NO. 2023-13**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT APPROVING FINANCIALS  
DATED DECEMBER 31, 2022 TO THE BOARD OF  
DIRECTORS MEETING HELD ON JANUARY 10<sup>TH</sup>. 2023.**

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

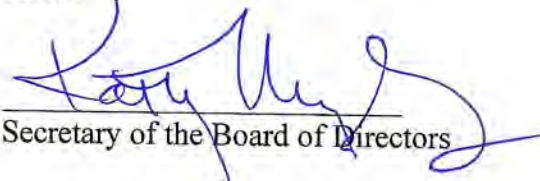
The Downtown Community Improvement District (the "District") hereby approves of the  
financials presented on January 10, 2023

Passed this 10h day of January 2023.

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

(SEAL)

Attest:

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

DOWNTOWN CID FINANCIAL REVIEW

# Financials ending December 31, 2022

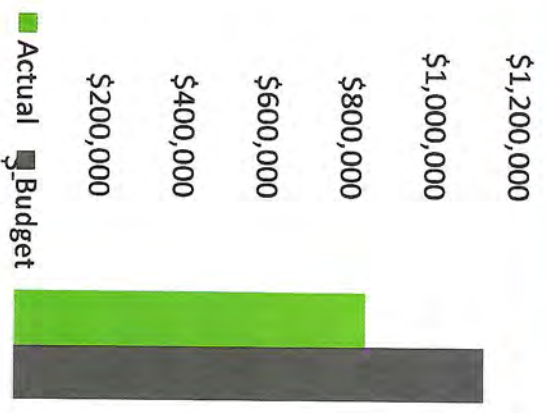
1.10.23



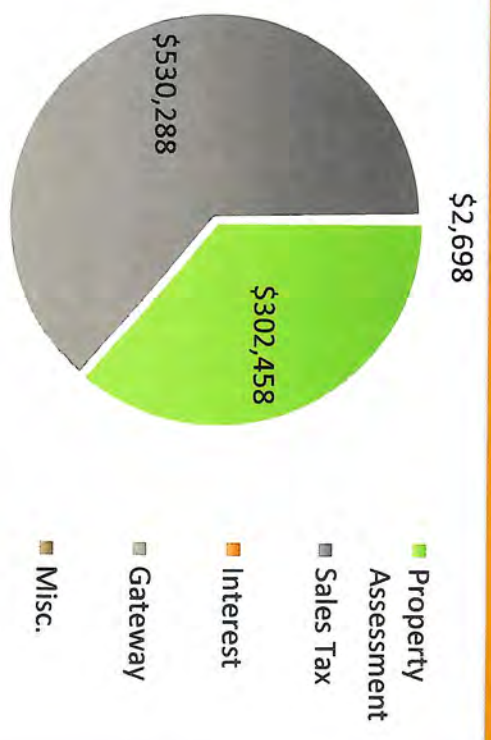
Income - \$835,534 - 75% of Budget

- FY2022 comprises of Property Assessment (2022) and Sales Tax (May 2022-April 2023).
- The CID received \$302,548 in Property Assessment funds. 103% of the property Assessment budget has been received.
- The CID received \$530,288 in Sales Tax Funds Deposits (May 2022 – December 2022). 68% of the sales funds have been collected for the FY2023 Budget. We are 67% through our sales collection year

Income Trend: Year to date



FY 2023 Income Streams



Expenses - December is the 3<sup>rd</sup> month of the fiscal year.

FY2023 Expenses for this fiscal year= \$187,083 of \$1,121,400 (17% of total budget)

- Total Recurring Expenses = \$186.892 spent in FY 2023 (19% of the \$961,400 budgeted)
- Total Non-Recurring Expenses = \$190.44 spent in FY 2023 (less than 1% of the \$160,000 budgeted)
- Program Management – 20% of the Budget has been spent
- Operations – 25% of the Budget was spent.
- Economic Development – 14% of the Budget was spent
- Marketing – 10% of the budget was spent

### Highlights

Sales tax income compared to this time last year is up by \$46,541.35.

\$10,000 was on the Gateway Line-of-Credit.

\$40,000 remains on the Gateway Line-of-Credit



**RESOLUTION NO. 2023-14**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT TO WRITE A LETTER TO THE CITY COUNCIL THAT SHOWS AGREEMENT TO THE PROPOSED CHANGES MADE BY SOKOFF FROM THE PARKING UTILITY.**

**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 writing a letter of support for the support of the proposed changes presented by the Mike Sokoff of the Parking Utility.

Passed this 10th day of January 2023

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

(SEAL)

Attest:

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



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

January 20, 2023

Mayor and City Council  
City of Columbia  
701 East Broadway  
P.O. Box 6015  
Columbia, Mo 65205

Dear Honorable Mayor Buffalo and City Council Members,

I'm writing on behalf of the CID Board of Directors to express our support for coordinating on-street and parking garage start and end hours, allowing Parking Utility to make changes to parking meter times where needed, as well as the proposed four consolidated parking meter time changes. The four new meter times being 15 minutes, one hour, three hours, and ten-hour spaces.

By allowing Parking Utility to handle parking meter time changes, this will enable issues to be addressed sooner. In addition, with our growing downtown, these time changes will be a great help. Our visitors will be able to enjoy shopping and dining for longer periods of time. Employees who work all day in our district would receive fewer citations and businesses will be able to clearly explain to their customers when and where to park in our downtown.

We appreciate the work the city's Parking Commission did on this topic. We look forward to a more consistent parking experience in our downtown area.

Thank you for your consideration. Don't hesitate to get in touch with me anytime with questions.

Many thanks,  
Nickie Davis  
Executive Director  
Downtown Community Improvement District

#### CID BOARD

Russell Boyt  
Russell Boyt Real Estate

Charles Bruce  
CoMo Mag

Mikel Fields  
Cracked Up Mobile

Kenny Greene  
Monarch Jewelry

Van Hawxby  
DogMaster Distillery

Aric Jarvis  
Broadway Hotel

Sarah Johnson  
The Basement Reef

Danielle Little  
Columbia Realty

Heather McGee  
On The Rocks

Michael McClung  
Dungarees, Resident

Kathleen Murphy  
Commerce Bank

Mike Nolan  
Blue Note and Rose Music Hall

Rachael Norden  
MOSY

Lara Pieper  
Bloom Bookkeeping

Deb Rust  
Tellers, Sake



**RESOLUTION NO. 2023-15**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT TO WRITE A LETTER TO THE CITY COUNCIL TO HAVE SIGNAGE FOR THE ALLEY IN NVAD INSTALLED.**

**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 writing a letter of support for the support having signage for the Alley in the North Village Arts District.

Passed this 10th day of January 2023

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

(SEAL)

Attest:

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



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

January 20, 2023

Mayor and City Council  
City of Columbia  
701 East Broadway  
P.O. Box 6015  
Columbia, Mo 65205

Dear Honorable Mayor Buffalo and City Council Members,

On behalf of The District, Downtown Community Improvement District Board of Directors, we heartily support the need for North Village Arts District (NVAD) wayfinding signage.

Wayfinding is important to help our visitors navigate our downtown and the districts within it. Whether they have visited hundreds of times or it is their first visit, wayfinding gives a sense of place and helps all better navigate.

We greatly appreciate the strides NVAD has taken to create a sense of place and we want to do what we can to help forward their progress. Thank you for your consideration of this worthwhile project.

Sincerely,

Nickie Davis  
Executive Director  
Downtown Community Improvement District

**CID BOARD**

Russell Boyt  
Russell Boyt Real Estate

Charles Bruce  
CoMo Mag

Mikel Fields  
Cracked Up Mobile

Kenny Greene  
Monarch Jewelry

Van Hawxby  
DogMaster Distillery

Aric Jarvis  
Broadway Hotel

Sarah Johnson  
The Basement Reef

Danielle Little  
Columbia Realty

Heather McGee  
On The Rocks

Michael McClung  
Dungarees, Resident

Mike Nolan  
Blue Note and Rose Music Hall

Kathleen Murphy  
Commerce Bank

Rachael Norden  
MOSY

Lara Pieper  
Bloom Bookkeeping

Deb Rust  
Tellers, Sake





**RESOLUTION NO. 2023-16**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING THE AGENDA HELD FEBRUARY 2023.**

**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 agenda for the meeting of the Directors held February 21, 2023.

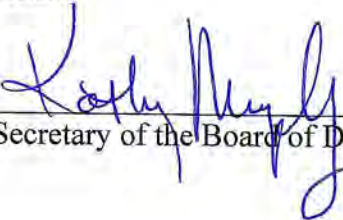
Passed this February 21, 2023

Chair of the Board of Directors  
(SEAL)



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Attest:



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Secretary of the Board of Directors



**Downtown Community Improvement District  
Board Retreat Meeting**

11 S. Tenth St.

**Tuesday, February 21, 2023**

**10:00 am**

**Tiger Hotel**

In-person

OPEN TO THE PUBLIC

| TIME           | ITEM   | RESPONSIBLE     |
|----------------|--|-----------------|
| 9:30-10 am     | <ul style="list-style-type: none"> <li>● Continental Breakfast</li> </ul>  |                 |
| 10:00-10:30 am | <ul style="list-style-type: none"> <li>● Introductions/Agenda Approval               <ul style="list-style-type: none"> <li>○ Social</li> <li>○ Committee Assignments</li> </ul> </li> </ul>   | Rust            |
| 10:30-11:45 am | <ul style="list-style-type: none"> <li>● Sunshine Law/Roberts Rules of Order               <ul style="list-style-type: none"> <li>○ Conflict of Interest Signing</li> </ul> </li> </ul>  | Caldera<br>Rust |
| 12:00-1:15 pm  | <ul style="list-style-type: none"> <li>● CID History               <ul style="list-style-type: none"> <li>○ 5 Year Strategic Plan Review</li> <li>○ Economic Development Committee</li> <li>○ Operations Committee</li> <li>○ Marketing Committee</li> <li>○ Gateway Master Plan</li> <li>○ Office Update</li> </ul> </li> </ul> | Davis/Becker    |
| 1:15-1:45 pm   | <ul style="list-style-type: none"> <li>● Lunch</li> </ul>  |                 |
| 1:45-2:15 pm   | <ul style="list-style-type: none"> <li>● Upcoming Issues</li> </ul>  |                 |
| 2:15-2:45 pm   | <ul style="list-style-type: none"> <li>● Budget Overview/History</li> </ul>  |                 |
| 3:00-5:00 pm   | <ul style="list-style-type: none"> <li>● Project Visioning/Budget Updating</li> </ul>  |                 |
| 5:00-6:00 pm   | <ul style="list-style-type: none"> <li>● Social at Twain</li> </ul>  |                 |
|                | <ul style="list-style-type: none"> <li>● Member, Staff, and Public Comment</li> </ul>  |                 |

Members of the public may attend any open meeting. For requests for accommodations related to disability, please call 573-442-6816. In order to assist staff in making the appropriate arrangements for your accommodation, please make your request as far in advance of the posted meeting date as possible.

**February Meetings:**  
Executive Committee  
Board Meeting

Tuesday, February 7, 3:30 p.m.  
CANCELED

Economic Development Committee  
Operations Committee  
Board Retreat  
Marketing Committee

Tuesday, February 14, 2:00 p.m.  
Thursday, February 16, 3:30 p.m.  
Tuesday, February 21, 10:00 a.m.  
Tuesday, February 28, 3:30 p.m.

**RESOLUTION NO. 2023-17**

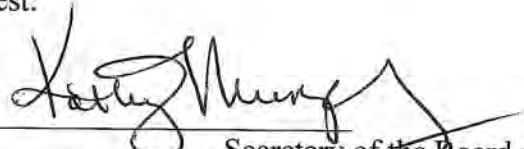
**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT ASSIGNING COMMITTEE ASSIGNMENTS FOR EACH DIRECTOR BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT AS FOLLOWS:**

1. The Downtown Community Improvement District (the "District") hereby assigns each director to the committee assignments outlined on the attached document.

Passed this 21<sup>st</sup> day of February, 2023.

  
\_\_\_\_\_  
Chairman of the Board of Directors  
(SEAL)

Attest:

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



## Proposed Officer and Committee Slate

### **Officer Roles**

Chair – Deb Rust  
Vice Chair – Aric Jarvis  
Treasurer – Lara Pieper  
Secretary – Kathleen Murphy  
Ex-Chair – Mike McClung

### **Executive Committee**

Deb Rust  
Aric Jarvis  
Lara Pieper  
Kathleen Murphy  
Mike McClung  
Russell Boyt

### **Search and Review**

Aric Jarvis  
Danielle Little  
Deb Rust  
Kathleen Murphy  
Mikel Fields

### **Marketing Committee**

Lara Pieper  
Rachael Norden  
Sarah Johnson  
Charles Bruce

### **Operations Committee**

Aric Jarvis  
Danielle Little  
Kathleen Murphy  
Morgan Wright  
Van Hawxby

### **Economic Development Committee**

Dimetrious Woods  
Mike Nolan  
Mikel Fields  
Russell Boyt

**DLC** – Van Hawxby

**Parking Commission** – Mike McClung

**RESOLUTION NO. 2023-18**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING THE AGENDA HELD MARCH 2023.**

**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 agenda for the meeting of the Directors held March 14, 2023.


Passed this March 14, 2023

Chair of the Board of Directors  
(SEAL)



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Attest:



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Secretary of the Board of Directors



**Downtown Community Improvement District**  
**CID Board of Directors**  
 11 S. Tenth St.  
 Tuesday, March 14th, 2023 at 3:30 p.m.  
 In Person

| TIME | ITEM  | RESPONSIBLE    | ACTION |
|------|---|----------------|--------|
| 3:30 | <b>OPEN TO THE PUBLIC</b>   |                |        |
|      | <b>Introductions</b>  |                |        |
|      | <b>Approval of Agenda</b>   | Rust           | Vote   |
|      | <b>Approval of Minutes</b>  | Rust           | Vote   |
|      | <b>Approval of Financials</b>   | Pieper         | Vote   |
|      | <b>Police Report</b>  | Wright/Rowland |        |
|      | <b>City Report</b>  | Rhodes         |        |
|      | <b>REDI Report</b>  | Driskel-Hawxby |        |
|      | <b>CVB Report</b>   | Schneider      |        |
|      | <b>New Business</b>   |                |        |
|      | - Presentation Local Motion   | Simonson       |        |
|      | - Presentation Short Term Rental  | Geuea Jones    |        |
|      | - The Shops At SharpEnd   | Davis          |        |
|      | <b>Old Business</b>   |                |        |
|      | - FY23 Revived Budget   | Becker         |        |
|      | - FY24 Budget Planning  | Becker         |        |
|      | <b>Committee Reports</b>  |                |        |
|      | <u>Operations</u>   | Jarvis         |        |
|      | <u>Economic Development</u>   | Fields         |        |
|      | <u>Marketing</u>  | Rust           |        |
|      | <b>DLC Report</b>   | Hawxby         |        |
|      | <b>Parking Commission Report</b>  | McClung        |        |
|      | <b>Orr Street Park Committee</b>  | Davis          |        |
|      | <b>Staff Report</b>   | Davis/Becker   |        |
|      | <b>Comments from Board, Staff and Public</b>  |                |        |
|      | <small>Members of the public may attend any open meeting. For requests for accommodations related to disability, please call 573-442-6816. In order to assist staff in making the appropriate arrangements for your accommodation, please make your request as far in advance of the posted meeting date as possible.</small> |                |        |



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**March Meetings:**  
Executive Committee  
Board Meeting  
Operations Committee  
Economic Development  
Marketing Committee

Tuesday, March 7, 3:30 p.m.  
Tuesday, March 14, 3:30 p.m.  
Tuesday, March 15, 3:30 p.m.  
Tuesday, March 21, 3:30 p.m.  
Tuesday, March 28, 3:30 p.m.



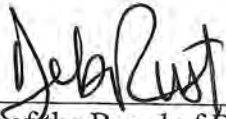
**RESOLUTION NO. 2023-19**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING MINUTES OF THE BOARD OF DIRECTORS MEETINGS HELD JANUARY AND FEBRUARY OF 2023.**

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

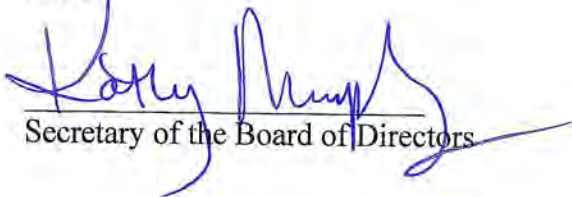
The Downtown Community Improvement District (the "District") hereby approves of the meeting minutes for the meetings of the Directors held in January and February.

Passed this 14<sup>th</sup> day of March 2023.



Chair of the Board of Directors  
(SEAL)

Attest:



Secretary of the Board of Directors

**Downtown Community Improvement District  
Executive Committee Meeting  
3:30 p.m.  
Tuesday January 3, 2023  
11 S. 10<sup>th</sup> or VIA ZOOM**

**Present**

Nickie Davis-CID  
Kathy Becker-CID  
Nikki Reese-CID  
Aric Jarvis  
Mike McClung  
Lara Pieper  
Deb Rust

The Meeting was called to order at 3:30

**Approval of the Agenda**

Rust made a motion to approve the agenda, McClung seconded the motion. Motion carried.

**February Board Retreat Agenda:**

Davis spoke about the retreat coming up in February, said there will be some changes. Gave a brief description of the retreat:

The retreat will officially start at 10:00 a.m.

McClung asked if excess funds should be discussed and have list of ideas to give to the board as options. Rust brought up Gateway and asked if maybe they should talk about something similar. Davis said that there was a possibility of a second Gateway project and that could be possible. All agreed that whatever they do decide to do, it will be discussed by the committees and the whole board and agreed upon.

**Search and Review**

Davis is developing the Committee Slates, Officers Slate and reviewing the Attendance Policies. For the Search and Review Committee. Davis discussed the need for Marketing Committee members. Rust mentioned putting a cap on the number of members per committee.

Attendance policies. McClung asked if Caldera would be going over the policies. Davis said Yes.

**Annual Evaluation**

Davis's annual evaluation is January 11, 2023, at 2:00 p.m. during the Search and Review Committee.

**January Board Agenda Creation**

Davis went over the January Board Agenda and mentioned that the meeting would be longer.

**Member, Staff and Public Comment**

None

**Adjournment**

McClung moved to adjourn Pieper seconded. Motion carried.

Meeting adjourned at 3:48.

**Downtown Community Improvement District  
Search and Review Committee Meeting  
Tuesday January 3, 2023  
2:00 p.m.  
11 S 10th St.**

**Present**

Kenny Greene  
Deb Rust  
Aric Jarvis  
Kathy Murphy  
Mike McClung  
Nickie Davis-CID  
Kathy Becker-CID

The meeting was called to order at 2:11 p.m.

**Approval of the Agenda**

Murphy moved to approved to approve the agenda. McClung seconded. Motion carried.

**Closed Session**

McClung motioned for the Search & Review Committee of the Downtown Community Improvement District to meet on Wednesday, January 11, 2023, in the Conference Room of Downtown Community Improvement District office at 11 South Tenth Street, Columbia, Missouri 65201 to go in to Closed Session to discuss individually identifiable personnel records, performance ratings or records pertaining to employees or applicants for employment as authorized by § 610.021 (13) of the Revised Statutes of Missouri. Murphy seconded.

A roll call vote was taken,

Greene- Yes  
Jarvis -Yes  
McClung – Yes  
Rust – Yes  
Murphy – Yest  
Motion carried.

**MOTION TO RETURN TO OPEN SESSION**

Jarvis moved to return to Open Session, Murphy seconded. Motion passed.

**Selection of Committee Members**

Davis brought up the list of Selection of Committee Members – she showed a list summarizing their preferred committees. The Committee discussed the slate. Rust was taken off the Economic Development Committee. No other changes were made to the slate.

### **Selection of Officers**

Nickie and the Committee discussed the list of officer candidates. Search and Review approved the recommendations and decided that next year's executive Committees would be made up off all board officers and Russell Boyt.

### **Approval of the slate**

McClung moved to approve the officer slate and the committee list as amended. Jarvis seconded. Motion passed.

Davis will notify the board members and tell them which committee that they were assigned. The board will vote on the officers at the retreat.

### **Attendance Policy**

Board member cannot miss 2/3 of the board and committee meetings (total meetings). The secretary would contact those that missed consider number of meetings. Need to discuss this issue at the retreat. The attendance policy will be sent out in an e-mail that Nickie will be sending to the Board. The attendance policy includes all committees including PAC and DLC. Discussed unexcused absences would like to provide an exception to the policy (due to life events, etc.). The exception would be made by the Chair of committee or Board.

Zoom meetings will be discontinued starting with the new officers. Excused absence due to life happens. This is in the by-laws so the board will need to approve changes recommended below.

Mike moved to take the following by-law change to the board.

If a board member misses three consecutive meetings or 2/3 of all meetings a board member may be removed from the board and/or committee. Recommendation to remove a member will come from the Committee or Board Chair. The final decision to remove a member will be made by the Executive Committee.

Murphy Seconded, Motion passes and will be presented to the full board.

### **Motion to adjourn**

McClung made the motion to adjourn. Jarvis seconded. Motion passed.

**Downtown Community Improvement District  
Board Meeting  
Tuesday January 10, 2023  
3:30 p.m.  
11 S 10th St. or via Zoom**

**Present**

Kenny Greene-Local Artist  
Nickie Davis-CID  
Kathy Becker-CID  
Nikki Reese-CID  
Aric Jarvis-The Broadway Double Tree  
Mike McClung-Dungarees  
Van Hawxby-DogMaster Distillery  
Lara Pieper-Bloom Bookkeeping  
Deb Rust-Tellers Gallery & Bar/Sake  
Mikel Fields-Cracked Up Mobile  
Rachael Norden-The Missouri Symphony  
Danielle Little-Columbia Real Estate  
Russell Boyt-Russell Boyt Real Estate  
Kathy Murphy-Commerce Bank  
Charles Bruce-COMO Magazine  
Sarah Johnson-The Basement Reef  
Heather McGee – On the Rocks - Zoom

**Guest**

Tom Mendehall  
Mike Sokoff-City of Columbia Parking  
James Faup-City of Columbia Parking  
Lisa Driskel-Hawxby-REDI  
Carol Rhodes- City of Columbia  
David Parmley-The Broadway Hotel  
Amy Schneider-Convention and Visitors Bureau  
Jose Caldera – Harper, Evans, Wade & Netemeyer

**Introductions**

Board member, staff and visitors all introduced themselves.

**Approval of the Agenda**

Pieper made a motion to approve the agenda at 3:30 p.m. Boyt seconded the motion. Motion passed.

### **Approval of Minutes**

Jarvis made a motion to approve the minutes. Pieper seconded the motion. Motion passed.

### **Approval of Financials**

The financials were presented by Pieper. Pieper reported that \$530,000 in sales tax revenue. Pieper reported that we are on track with 66% from May to April. Total budgeted is \$775,000.

McClung made a motion to approve the financials, Fields seconded the motion. Motion passed.

### **Police Report**

Police were not able to be present. Davis reports that they had a fire investigation. They are working on a Police Meet and Greet and a Narcan training. They are working to secure a date.

### **City Report**

Rhodes reported that the last day to file for council ward was today at 5:00 p.m. This Thursday is the Diversity breakfast. Rhodes stated she is looking into parking for delivery drivers as per Nickie's request.

### **REDI Report**

Driskel- Hawxby reported that there are eleven minority grants worth \$5,000.00 that are city funded. They will have another round of grants in the Spring. Driskel-Hawxby also encouraged all to attend upcoming REDI meetings. In February it is at the Blue Note.

### **CVB Report**

Schneider requested any information for local businesses in The District to be added to their email blast. It gives the tourists stuff to do. She asked any additions be given to Davis and she can forward.

### **New Business**

#### **Presentation Parking Utility**

Sokoff reported that they are working toward changing the meter time to 3 hours instead of 2. They are working toward three slots, 1 hour, 3 hours, and 10 hours. They would like us to provide a letter of support stating The Districts approval of these time changes. In the letter they would also like us to ask the Council to allow them to change meter times as needed and without going to the Council every time. The Parking Utility also agreed that they would be working to coordinate the parking meter times with the garages. Making everything 8 a.m. – 6 p.m. with garages still free on the weekends. They also are planning new signage. McClung moves to send letter to the City Council that shows agreement to these proposed changes. Hawxby seconded. Motion Passed.

#### **Presentation from HVS on Convention Center Study**

Anthony Davis and Thomas Hazinski from HVS presented the Convention Center study. The study was provided to the Board members in the Dropbox. A. Davis commented that Downtown is where most want the center to be located since it is already a destination.

**Key points:**

Two Scenarios were given, one with 21,000 square feet and a parking garage, one with 30,000 square feet no parking garage.

Cost of each consecutively, 23 million and 33 million

Researched competition in Columbia and determined there isn't really any competition.

Researched competition across Missouri and there is none.

Discussed economic impact through the city.

Discussed fiscal impact.

Potential for \$15 million to trickle into Columbia from tourism and conventions.

Discussed tax revenue.

Green opened up the floor for questions. Boyt asked about parking study and costs, and stated says the project can't be done without the parking garage attached.

Johnson asked about bathrooms and how this project would impact the sustainability of the downtown area. Sokoff said no bathrooms are currently in any parking garage. Green stated that a new garage could have restrooms included and possible greenspace on the roof. A parking study is included as needed by the hotel. The cost of building it for scenario # 2 with or without bathrooms was outside the scope of this study.

Murphy asked who builds these types of facilities or where does the funding come from. Anthony Davis stated that investors, public entities will buy properties in hopes of revitalizing communities. They will offer debt relief and have the tourists pay the tax/lodging taxes.

McClung reminded everyone that the study did not include debt servicing. To build it funders are required. A new convention center will put Columbia on the map as far as tourism. Multiple streams of funding to build will be needed.

Murphy asked Schneider about a city-wide plan on a Convention Center. Schneider stated it had been talked about in the past.

**NVAD Letter of Support**

Davis reported that they are looking into finding signage for the alley in North Village. New signage would help in case of an emergency in the businesses that are off the alley. NAVD is asking for a letter of support to have these signs installed. Johnson asked what would be on the sign. Davis said just basic information. Green mentioned that it would be like that used in the Benton-Stephens neighborhood.

Jarvis made a motion to approve the letter of support. Murphy seconded the motion. Motion passed.

**Old Business**

**ARPA Funds Applications**



Davis reports that there are six proposals that were submitted. Only one The Minority Owned Business grant match made it to the next round. The next round will be coming soon.

### **Board Retreat/Feb. Cancellation**

Davis reports that the BOD retreat will be an all-day event at the Tiger Hotel on February 21<sup>st</sup>. Breakfast will be at 9:30 a.m. We will end around 5:00 and then have drinks afterwards. Due to this all day retreat the normal board meeting will be canceled. Agenda will go out closer to the date. Caldera said there was no vote needed on the cancelation of the meeting.

### **Committee Reports**

#### **Operations**

Operations did not meet in December.

#### **Economic Development**

Economic Development did not meet in January. They will be going over the Minority Business Grant applications at the next meeting. Econ. will meet from 1-4 for this meeting.

#### **Marketing**

Marketing meet and worked to finalize future event dates. The District also will not be using Artistic any more. We will be using the same installer next year.

#### **DLC**

Davis reported that they discussed short term rentals. This issue does touch downtown rentals a little. More information will be coming on this topic.

#### **Parking Commission Report**

McClung reported that they are working toward getting more staff. They are down by 30%. This is one of the reasons the garages don't look good.

#### **Orr Street Park Committee**

Did not meet.

#### **Staff Report**

None

#### **Comments from Board, Staff and Public**

None

#### **Adjournment**

McClung moved to adjourn, and Pieper seconded. Motion carried.

**Downtown Community Improvement District  
Economic Development Committee Meeting  
Tuesday, January 17, 2023  
12:30 p.m.  
11 S. 10<sup>th</sup> or VIA ZOOM**

**Present**

Nickie Davis-CID  
Kathy Becker-CID  
Kenny Green  
Mikel Fields  
Russell Boyt  
Kathy Murphy  
Adam Dushoff

The meeting was called to order at 12:30 p.m.

**Approval of Agenda**

Murphy moved to accept the agenda. Dushoff seconded motion passed.

**Committee Wish List**

The committee talked about their wish list. The list will be discussed at the retreat. Also if there are any programs that the committee think would fit within the APRA guidelines let Nickie know.

The committee discussed adding funds so we could produce nice recruitment package and packages for new businesses. Davis stated that those two items would be great to have.

The committee wanted more time to discuss and think about. They would like to have their February meeting before the retreat so that they can discuss further. The revised date will be determined after the committee is polled on the best available date.

The committee asked the status of a downtown mural. Davis stated that the location by Lakota was on hold. The committee can look for another location if they desire.

**Minority Business Grants**

The Committee then heard presentations starting at 1:00 p.m. for those that applied for a Minority Business Grant. Two on the list (Blooming Boots and Typsy Treats have bowed out).

Minority Business Grant – Davis went over the application process and provided a list which applicant would be presenting to the committee. She stated the presentation would be recorded for those not in attendance, etc.

After the presentation Davis asked all to review each business so that final awards could be decided at the February meeting.

Greene moved to adjourn, and Murphy seconded. Motion carried.

**Downtown Community Improvement District  
Operations Committee Meeting  
Thursday January 19, 2023  
3:30 p.m.  
11 S. 10<sup>th</sup> Street or via Zoom**

**Present**

Nickie Davis-CID  
Kathy Becker-CID  
Nikki Reese-CID  
Aric Jarvis-The Broadway Hotel  
Kathy Murphy-Central Bank  
Chris Kelley-Zoom  
John Ott-Zoom

**Guests**

Tom Mendenhall-Lofts  
Mike Snyder-City Parks and Rec

The meeting was called to order at 3:32.

**Approval of the Agenda**

Mendenhall made a motion to approve the agenda, Ott seconded the motion.  
Motion passed.

**City Planters**

Snyder informed the group that he was there for any questions. He stated that City's Planning Department will manage the overall project of replacing the planter that was removed for construction at 10<sup>th</sup> and Broadway. Construction will be finished in about a year. We have less than one year to design and figured out what we want the new planter(s) to look like. Costs and designs were discussed. It was estimated that each planter would cost \$30,000 to replace. The old planters look outdated, and this past year really did not look good at all. Further discussion took place on how the City of Columbia and The District could work together to solve the issues with the planters and upkeep.

Snyder will send the designs and plans that were previously put together to Davis. Davis will distribute them to the committee. Once we decide what we want we can get detailed cost estimates. The committee asked for a deadline for the Broadway planter design.

**4 A Change**

Becker went over the report. A lot of the same individuals are on the report again this month. Murphy asked why they purchased the VFW to only be open for a minimum number of hours. Murphy stated that she felt it needs to be a 24-hour facility. Davis will check to see if the old VFW is open overnight. She

believes is it but will double check. stated that the facility is run by volunteers and that the individuals are allowed to stay during the operating hours, but then are sent to the next stop when they close. Ott asked if it was possible to use ARPA funds to employ individuals to take care of the facilities. This affects the downtown area, so ARPA could be utilized. Murphy asked if there was a way to follow up with individuals who are brought in for a psyche evaluation from other counties and never picked back up and taken home to their county of residence.

#### **Update on Alley Cleaning and Block by Block**

Davis reports that they are currently fully staffed. Looking at ways to have incentives for longevity. Work is long and hard hours, trying to come up with ways to entice employees to feel appreciated and stay with them. The possibility of having the businesses give a discount to the Block by Block staff was discussed.

#### **Camera Grant Update**

Davis reports that the Camera Grant Program is out and all over the news. There have been phone calls over concerns of face tracking. Currently have six applications. Applications need to be completed by July 31<sup>st</sup> or before we run out of funds. Discussions were had about pushing for smaller businesses that need the cameras. The program is listed in our newsletter, private page and we could approach individuals. Murphy asked if we could follow up with businesses to make sure that they installed the cameras. Davis stated that the committee will review the program after it is completed.

#### **Committee Wish List and ARPA Requests**

The committee discussed future items that they would like to see funded. Murphy would like to see the beautification completed in the downtown area, the use of a private company and new planters.

Jarvis would like to inquire about signage, monitors and way finding signage.

Ott would like to see signage for the location of specific parking garages.

Davis mentioned a permanent Magic Tree.

Murphy would more trips for board members like the trips the Chamber takes.

Davis mentioned completing the Gateway project.

Davis mentioned funding a colorful art enclosure for the new trash compactor area in NVAD.

An outward pointing camera for The District was discussed.

Becker mentioned wayfinding Kiosk as an ARPA ask.

The committee also discussed asking for ARPA funds for a outreach person through Block by Block that would be assigned to The District.

#### **Public Comment**

None

#### **Staff and Public Comment**

None

#### **Adjournment**

Murphy moved to adjourn the meeting at 4:51 Ott seconded, all approved.

**Downtown Community Improvement District  
Marketing Committee Meeting  
Tuesday, January 24, 2023  
3:30 p.m.  
11 S 10<sup>th</sup> Street and Zoom**

**Present:**

Nickie Davis- CID  
Kathy Becker – CID  
Brandon Rettke-CID  
Deb Rust  
Sarah Johnson  
Heather McGee (Zoom)  
Matt Bear (Zoom)  
Charles Bruce  
Lara Pieper  
Kathy Murphy  
Christina Kelley

**Guest**

Michael Dungery, Local Motion

**Call to Order**

The Meeting was called to order at 3:35 p.m. Johnson moved to approve the agenda. Pieper seconded. Motion passed.

**Local motion – Bike Walk Wheel**

Dungrey (Director of Local Motion) presented The District a partnership opportunity. Dungrey presented several sponsorship opportunities for the week long event that starts on May 14, 2023. Most of the events will be downtown. Dungrey presented a handout with difference opportunities and went through the anticipated participation at each event. The committee was not interested in the sponsorships that were provide. They did, however, ask Davis to investigate collaborating with them in coordination with Wellness Week. Davis will follow-up with Dungrey.

**Marketing Review**

Rettke went over the marketing review PowerPoint. Facebook number are up. The June Restaurant week was discussed. McGee suggested the use of QR codes on table tents that can be given to businesses. Rettke will be working on getting a page developed for restaurant week that will provide more information, participants, etc. The District did hire Writers Block to do blogs. Various blog ideas were discussed. Rettke will investigate the suggestions.

Johnson asked if the winners of the Minority business grants would be on and/or featured on our website. Davis said the winners are on the website. Johnson also suggested that we recognize black owned businesses during Black History Month (February).

Kelley suggested marking to Kansas City and St. Louis at the end of April through May due to all the graduations, etc. happening in Columbia.

### **Holiday Décor Update**

The decorations are coming down slower than we want. After the decorations are done we will be finished with Artistic. We have an agreement for installation next year. It is Integrity Soft Wash. The same company that put them up this year (Integrity Soft Wash was not used by Artistic to take decorations down this year).

### **Wedding Stroll**

Davis went over last year's Wedding Stroll survey. Kelley suggested making it more of a stroll with no scheduled stops except for maybe two or three.

Davis discussed the lack of turnout. The point of the Wedding Stroll is bring attention to the venues as well as businesses in The District. If we do Wedding Stroll we will do it in house versus using a company to manage. In addition, Davis mention that Bridal shops are really busy in March and that they find it hard to participate. If we move the date there are no guarantees that they can participate at the new date either.

The committee decided to keep it in-house and to make it more of a Stroll with a passport that can be punched when they stop at certain businesses. The date of this year's wedding stroll will be Saturday, March 11<sup>th</sup>.

### **Start-up Weekend Sponsorship**

Davis presented another sponsorship opportunity. Start-up Weekend is an event for those wanting to start or create a small business. They would like The District to sponsor the after party on March 12 that is at the end of the event. It will be held at The Roof. They estimate 100 people will be attending the event. night at the roof. Kelley suggested drink tokens with The District on them.

Johnson moved to cap the event at \$1000.00. Kelly seconded. Motion passed.

Davis will look into tokens and also notify them that we will be supporting the ending event.

### **Wishlist for 2023**

The following suggestions were made:

5K

More for sponsorships

More for Horse Drawn carriages.

Marketing a safety campaign. Promote the positive.

Add more money to Media Buy

Funding for more Merch and using local shop to sell items.

Revamping of the Shop Local logo- more in Graphic Design

### **Member, Staff and Public Comment**

None

### **Adjournment**

Johnson moved to adjourn. Kelley seconded. Motion passed.

**Downtown Community Improvement District  
Economic Committee Meeting  
Tuesday February 7, 2023  
2:00 p.m.  
11 S 10th St**

**Present**

Nickie Davis-CID  
Kathy Becker-CID  
Nikki Reese-CID  
Deb Rust-Tellers & Sake  
Mikel Fields-Cracked up Mobile  
Mike Nolan-Blue Note  
Demitrius Woods-Essentialz  
Adam Dushoff-At Large

**Approval of Agenda**

The meeting was called to order at 3:33. Nolan made a motion to approve the agenda. Rust seconded the motion. Motion passed.

**Selection of At-Large Committee Members/Board Chair**

Fields presented Dushoff as a potential at-large committee member.

Dushoff agreed.

Davis said that they have two possible committee members and will reach out to them.

Nolan made a motion to add Dushoff as an At-Large Committee member. Fields seconded the motion. Motion passed..

Fields asked Nolan to be the Chair of Economic Development. Nolan stated that he was not opposed to it. Nolan asked about conflict of interest with the Orr Street Park Committee. Davis stated that she did not think it was a problem. Dushoff made a motion that Nolan be elected the Chair of the Economic Development Committee. Rust seconded the motion. The motion passed.

**Minority Business Grants selection**

Fields discussed the idea of having an open discussion on the candidates. Members discussed the candidates and the pros and cons of each. There were 11 applicants, 7 grants (including 1 left over unused from last year), 8 possible recipients. Winners are:

**Bush's Catering**

**Pro-Kutz, RenzBlenzs**

**ElizabethRae**



**Fabulous Masgterpiece's Beauty Lounge**  
**Bellevation/Cam's Sports Fitness**  
**573 Tees**  
**Sunithea Lea, LLC**

**Wish list for 2023**

Davis reported that The District is using Placer AI, it helps create better benchmarks, recruitment packets, business retainment materials. She asked to get input on what the Economic Committee would like to add to enhance their mission. Committee members asked for previous ideas. Davis mentioned increased and better materials and packets for new and existing businesses A Part-time event planner and staff to keep the downtown business list up-to-date. Dushoff and Rust agreed that it would be beneficial to hire a Part-time employee to handle the stats and upkeep of our downtown lists of business owners. Rust also agreed.

**Member, Staff and Public Comment**

None

**Meeting Adjournment**

Nolan made a motion to adjourn. Dushoff seconded the motion. Motion carried through. Meeting ended at 2:50pm.

**Downtown Community Improvement District**  
**Executive Committee Meeting**  
**Tuesday February 7, 2023**  
**3:30 p.m.**  
**11 S 10th St.**

**Present**

Nickie Davis-CID  
Kathy Becker-CID  
Nikki Reese-CID  
Deb Rust-Tellers & Sake  
Mike McClung-Dungarees  
Aric Jarvis-The Broadway  
Lara Pieper-Bloom Bookkeeping  
Kenny Green-Monarch Jewelry

The meeting was called to order at 3:33pm.

### **Approval of Agenda**

McClung made a motion to approve the agenda. Pieper seconded the motion. Motion passed.

### **February Board Retreat Agenda**

Davis went over the Board Retreat timeline. Jarvis asked if Davis could email the board a survey or reminder to the board to bring ideas of wish list items and other stuff to the retreat. Davis will send out a survey.

### **By Law Change-Attendance**

Rust asked if a change is desired. Currently members must attend  $\frac{2}{3}$  of all meetings. Maybe change to not missing 3 consecutive meetings. Committee discussed exceptions for life events, etc. McClung asked staff to ask The District's Attorney for proper wording. Issue will be discussed at the Board Retreat.

### **Zoom Meetings**

The committee has decided to end Zoom meetings. Interaction in person is necessary for progress. Less confusion, better communication and it brings the Board and Public to downtown to help utilize The District and all it has to offer. Staff will consult with The District's attorney on how to end them properly.

### **Member, Staff and Public Comment**

None

### **Adjournment**

McClung motioned to adjourn the meeting. Pieper seconded the motion. The motion passed. Meeting adjourned at 3:54pm.

**Downtown Community Improvement District  
Operations Committee Meeting  
11 S 10th Street, Columbia, MO  
February 16, 2023  
3:30 p.m.**

**Present**

Nickie Davis-CID

Kathy Becker-CID

Nikki Reese-CID

Morgan Wright-Gunter Hans

Aric Jarvis-The Broadway Hotel

Van Hawxby-Dogmaster Distillery

Danielle Little-Columbia Real Estate

Tom Mendenhall - The Lofts

**Call to Order**

Rust called the meeting to order at 3:30 p.m.

**Approval of the Agenda**

Mendenhall made a motion to approve the agenda. Hawxby seconded the motion.  
Motion passed

**City Planter Ideas**

Davis presented the images that were created by Parks and Rec. before Covid. Davis reported that our current planters are seen as an obstacle to some drivers. In addition the city must water them and provide upkeep. Davis also provided other alternatives to the planter design presented by Parks and Rec. These planters would have a rain storage function built within the planter. At the next meeting and until this issue is resolved it was requested to have the City attend all Operations Meeting. In addition, Local Motion should be invited to the next Operations meeting. Jarvis stated he wanted this to be discussed at the Retreat so the Board

could provide more direction regarding planting of current planters and the removal and replacement of the current planters on Broadway.

Becker to ask Parks and Rec for a better cost estimate for one planter.

#### **4A Change Update**

The 4A Change report was provided to the committee and discussed.

#### **Update of Alley Cleaning & The City**

Davis and Becker reported that they had a meeting with the attorneys on February 15, 2023. The District's attorney is working on a contract with the City.

#### **Camera Grants**

Davis reported that we have 11 applications so far. They will start issuing checks soon. One grant requested reimbursement from a previous purchase. The committee agreed that next time there should be a six month cutoff on previous purchases and grant reimbursements. Davis will send a reminder email about the remaining grant money. Becker will notify the businesses that received the grants.

#### **Public Restrooms**

Davis reported that the City wanted The District's input on the issue of public restrooms. Davis reported that we will only give a letter of support if agreed upon. The District will not take over the cleaning and or maintenance of public restrooms. The Committee asked for the City to provide more information on what they are thinking and wanting from The District.

#### **Solid Waste Master Plan**

Davis reported that the City created a master plan in 2016 for Solid Waste bins and recycling. Davis stated that it is time for a new plan. Davis will get documents ready for the next meeting, it will have details of previous plans. The committee will work on coming up with a new plan.

#### **Committee Wish List and the Retreat**

Davis asked the committee what things they would like to add to the Wish List for 2023. The committee gave their wishes:

- The Planters
- Wayfinding Signage
- Parking Signage
- Permanent Magic Tree
- More Trips
- Colorful Enclosure for NVAD
- Outside Camera for The District
- Kiosk for Downtown
- Outreach for Block by Block

Davis stated if there were any other wishes they could be emailed to her prior to the Board Retreat.

**Public Comment**

None

**Adjournment**

Hawxby made a motion to adjourn. Little seconded the motion. Motion carried through. Meeting ended at 4:19pm.

**Downtown Community Improvement District  
Annual Board Retreat 2023  
Tuesday, February 21, 2023  
The Tiger Hotel**

**Present**

Nickie Davis  
Kathy Becker  
Kenny Greene

Deb Rust  
Morgan Wright  
Danielle Little  
Mike Nolan  
Van Hawxby  
Sarah Johnson  
Rachael Norden  
Aric Jarvis  
Lara Pieper  
Kathy Murphy  
Russell Boyt  
Charles Bruce  
Dimetrious Woods  
Mike McClung

**Guest**

Jose Caldera

**Not Present**

Mikel Fields

**Introductions and Agenda Approval**

- **Social**-The Board of Directors and Staff introduced themselves and then they did an ice breaker to get to know each other.
- **Agenda Approval**- Pieper made a motion to approve the agenda. Murphy seconded the motion. All in favor. Motion passed. Meeting began at 10:01.
- **Committee Assignments**-Davis went over Search and Review's recommendations for committee assignments. Jarvis made a motion to approve. Norden seconded the motion. All in favor.
- 

**Sunshine Law/Robert's Rules of Order**

Jose Caldera from Harper, Evans, Wade and Netemeyer presented the Missouri Sunshine Law, Conflict of Interest Policy and Robert's Rules of Order.

- Conflict of Interest form was passed around and the group signed it individually.

**CID History**

Davis discussed the history of the CID.

### **5 Year Strategic Plan**

Davis discussed the key points of the plan-Safety, Green Space & Beautification, Public Art, Marketing and Economic/Solid Waste.

### **Gateway Master Plan**

Davis and Becker reported that we started the Gateway Plan in 2013. This last year we completed the \$1 million dollar pledge.

### **CPD Dashboard**

### **Orr Street Park/Ameren Lot**

Davis reported that the Orr Street Park is still undergoing construction. Operations discussed at one point using the park to put in an ice skating rink in the winter months. Because of where the future park is located, they are unable to dig beyond a certain depth due to underground conditions.

### **Wayfinding Signage**

Davis reported that currently The District has thirteen poles available for signage. We have seven maps situated throughout The District and have room for two more. We are working with the CVB to determine what we can do.

### **Office Update**

### **Lunch**

The Board of Directors and Staff took a break for lunch.

### **Upcoming Issues**

Davis discussed issues that are currently on the list for the Board of Directors to tackle.

- **ARPA funds**- The Executive Committee has discussed using the funds to put in digital kiosks in The District. They would give our tourists and community members access to things such as lists of eateries, shops, bars and much more. They would also show events and weather. They also discussed putting cameras in front of the office.
- **FUSUS Cameras**-We submitted a letter of support to the city
- **Convention Center Study**-We are currently waiting on the city
- **Sharp End Market**- Davis stated it should be majority minority businesses, REDI, The District and Women's Center and we could do scholarships

- **Public Restrooms**-Operations Committee wants to wait to have input until after we receive a solid plan from the city.
- **Solid Waste Plan**-Working on Alley Galleys, Food Truck spots, Grease Grants

### **Budget Overview and History**

Becker reviewed the budget in depth with the board.

### **Project Visioning/Budget Updating**

Visioning is a way for everyone to come together and finds ways to utilize the additional funds that we have available. It allows us to find the best way to put that money back into the community. Davis went over the survey that she sent out. She created a chart from that list that included projects for the Fiscal Year Budget 2023, Fiscal Year 2024, Projects to Monitor, Go to Committees, Go to the City and No Go. Here are the results:

#### **Fiscal Year Budget 2023**

Part Time Event Planner

Funding to bring more events downtown; 5k

Plantings in Planters

Updated Office Cameras Inside & Out

Banners Updated

Wayfinding Signage

Add funds for recruitment packages

Graphic Designer

Funds for Merchandise

Master Plan for Gateway/Orr Street Park

#### **Fiscal Year 2024 Budget 2024**

More money for Horse Drawn Carriage Rides

Kiosks

Art

Trips for Board Members

#### **Monitor**

More Block by Block Workers

Saving money for Orr Street Park

Saving money for Convention Center

Added funds for Media Buy



**Send to Committees**

Street Performers and Interactive Art Displays  
Planters  
Safe Rides Home  
District App  
CID Expansion  
Closed Group Gift CARds  
NVAD trash enclosure

**To the City**

Public Safety-More CPD  
Panhandling Ordinance

**No Go**

Rebranding  
Safety Rides 24 hours  
PT Statistics Person  
Crosswalk Art  
Salting and snow removal  
Retention grants and specialty grants

**Member Staff Public Comment**

None

**Adjournment**

Pieper made a motion to adjourn. Norden seconded the motion. All agreed. Motion passed 4:25pm.

**Downtown Community Improvement District  
Marketing Committee Meeting  
February 28, 2023  
3:30 pm  
11 S 10th St**

**Present**

Nickie Davis  
Kathy Becker  
Nikki Reese  
Brandon Rettke  
Lara Pieper  
Deb Rust  
Mark Sultropp-AL  
Heather McGee-AL  
Christine Kelly-AL

**Not Present**

Charles Bruce

**Call to Order**

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

**Introductions/Approval of Agenda**

Sultropp made a motion to approve the agenda. Pieper seconded the motion. The motion carried through.

**Committee Chair**

Davis stated that we need to elect a chair for the marketing committee. Kelley nominated Rust. Davis stated that she is not on the committee anymore and cannot be nominated. They also discussed nominating Bruce as he had said he might be interested in it. The group discussed other options. Rust asked to vote on leaving it on the table and revisiting next meeting. Pieper made a motion to table the vote to the next meeting. Norden seconded the motion. Motion passed.

**At Large Members**

Christine Kelley, Mark Sultropp, Heather McGee, Matt Bear  
Norden made a motion to approve the At Large Marketing Committee Members. Pieper seconded the motion. The motion passed.

**Marketing Review**

Davis reported that the group CycleX reached out to her and wants support for the bike race that will go through The District. The individuals hosting are not in The District. They are asking for \$1,000. Committee discussed and decided to wait to see how well it goes this year before they commit to giving money.

### **Events Coordinator**

Davis reported that the board really wants to hire an events coordinator. She will draw up a job description.

### **District Merchandise**

Davis discussed that in the past we have allotted \$2,000 for t-shirts and merch for staff and District businesses. Asked the committee what they would like to see for the merchandise. Kelley asked that we get clear parameters on our contract and designs. Discussion was had on doing the tshirts ourselves. Davis will get new pricing and design ideas and get back to the group.

### **Member, Staff and Public Comment**

None

### **Adjournment**

Sultropp made a motion to adjourn. Pieper seconded the motion. The motion carried. Meeting adjourned at 4:22pm.

**RESOLUTION NO. 2023-20**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING FINANCIALS DATED JANUARY 31, 2023 AND FEBRUARY 28, 2023 TO THE BOARD OF DIRECTORS MEETING HELD ON MARCH 14, 2023.**

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

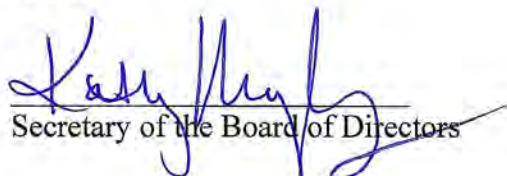
The Downtown Community Improvement District (the "District") hereby approves of the financials presented on March 14, 2023

Passed this 14th day of March 2023.



\_\_\_\_\_  
Chair of the Board of Directors  
(SEAL)

Attest:

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

DOWNTOWN CID FINANCIAL REVIEW

# Financials ending January 31, 2023

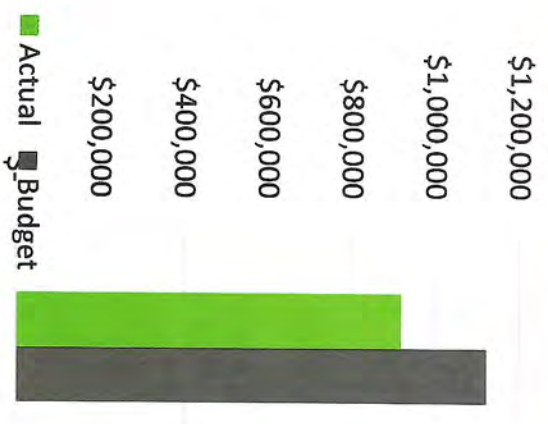
2.21.23



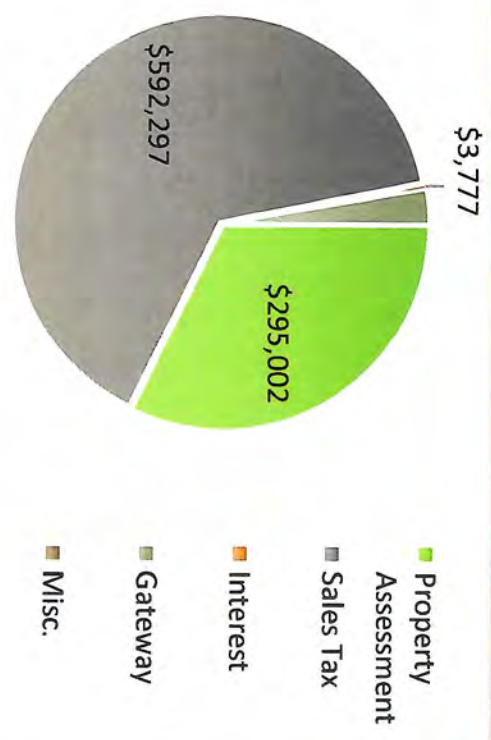
Income - \$916,176 – 82% of Budget

- FY2022 comprises of Property Assessment (2022) and Sales Tax (May 2022-April 2023).
- The CID has received 100% of budget property assessment funds.
- The CID received \$592,297 in Sales Tax Funds Deposits (May 2022 – January 2023). 76% of the sales funds have been collected for the FY2023 Budget. We are 75% through our sales collection year

Income Trend: Year to date



FY 2023 Income Streams



Expenses - January is the 4<sup>th</sup> month of the fiscal year (33% through the FY)

FY2023 Expenses for this fiscal year= \$297,276 of \$1,121,400 (26% of total budget)

- Total Recurring Expenses = \$186,892 spent in FY 2023 (19% of the \$961,400 budgeted)
- Total Non-Recurring Expenses = \$287,276 spent in FY
- Program Management – 27% of the Budget has been spent
- Operations – 34% of the Budget was spent.
- Economic Development – 23% of the Budget was spent
- Marketing – 32% of the budget was spent

### Highlights

Sales tax income compared to this time last year is up by \$29,052.  
The Line-of-Credit has been paid off.



DOWNTOWN CID FINANCIAL REVIEW

# Financials ending February 28, 2023

3.14.23

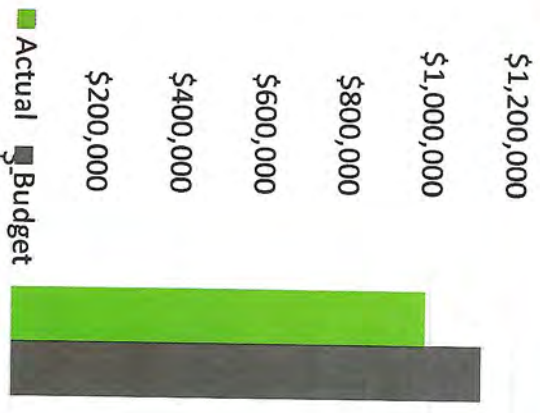




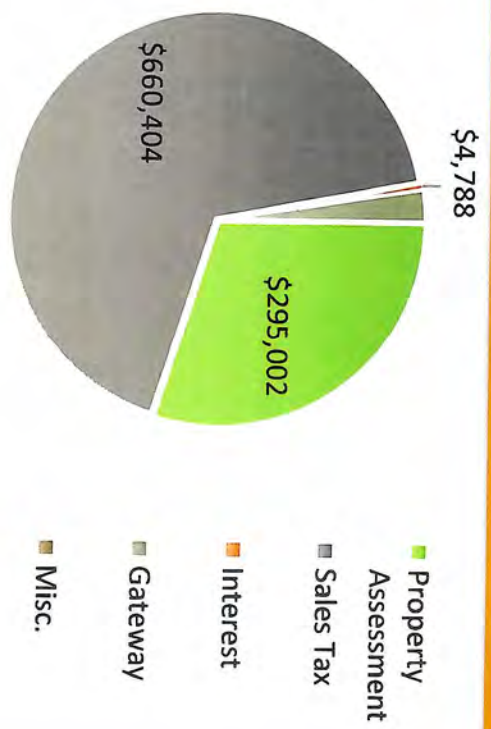
Income - \$985,261 – 88% of Budget

- FY2023 comprises of Property Assessment (2022) and Sales Tax (May 2022-April 2023).
- The CID has received 100% of budget property assessment funds.
- The CID received \$660,404 in Sales Tax Funds Deposits (May 2022 – February 2023). 85%of the sales funds have been collected for the FY2023 Budget. We are 83% through our sales collection year

Income Trend: Year to date



FY 2023 Income Streams



Expenses - February is the 5<sup>th</sup> month of the fiscal year (42% through the FY)

FY2023 Expenses for this fiscal year budget = \$374,833 of \$1,121,400 (33% of total budget)

- Total Recurring Expenses = \$374,833 spent in FY 2023 (39% of the \$961,400 budgeted)
- Total Non-Recurring Expenses = \$0 spent in FY
- Program Management – 37% of the Budget has been spent
- Operations – 44% of the Budget was spent.
- Economic Development – 36% of the Budget was spent
- Marketing – 36% of the budget was spent

### Highlights

Sales tax income compared to this time last year is up by \$66,692.  
The Line-of-Credit has been paid off.



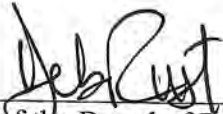
**RESOLUTION NO. 2023-21**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING THE REVISED BUDGET FOR FISCAL YEAR 2023.**

**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 revised budget for the 2023 Fiscal Year.

Passed this 14th day of March 2023.



\_\_\_\_\_  
Chair of the Board of Directors  
(SEAL)

Attest:



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

CID Fiscal Year - 2023 Budget

|                                | 2022 Approved     |                   | Budget addition     | FY 2022             |                     | FY 2023             |                   | FY2023 Revised | Change | Notes |
|--------------------------------|-------------------|-------------------|---------------------|---------------------|---------------------|---------------------|-------------------|----------------|--------|-------|
|                                | Budget            | Budget            |                     | Budget (Revised)    | Budget              | Budget              |                   |                |        |       |
| <b>Recurring Revenue</b>       |                   |                   |                     |                     |                     |                     |                   |                |        |       |
| Property Assessment            | \$ 292,182        | \$ -              | \$ -                | \$ 292,182          | \$ 294,000          | \$ 294,000          | \$ -              |                |        |       |
| Sales Tax                      | \$ 596,725        | \$ 143,275        | \$ -                | \$ 740,000          | \$ 775,000          | \$ 775,000          | \$ -              |                |        |       |
| Interest Income                | \$ 3,000          | \$ -              | \$ -                | \$ 3,000            | \$ 2,400            | \$ 8,800            | \$ 6,400          |                |        |       |
| Miscellaneous                  | \$ 100            | \$ -              | \$ -                | \$ 100              | \$ -                | \$ -                | \$ -              |                |        |       |
| Gateway donation from CFCM     | \$ -              | \$ 250,000        | \$ 250,000          | \$ 250,000          | \$ 50,000           | \$ 50,000           | \$ -              |                |        |       |
| From Fund Balance              | \$ -              | \$ -              | \$ -                | \$ -                | \$ -                | \$ 175,500          | \$ 175,500        |                |        |       |
| <b>Total Recurring Revenue</b> | <b>\$ 892,007</b> | <b>\$ 393,275</b> | <b>\$ 1,285,282</b> | <b>\$ 1,121,400</b> | <b>\$ 1,303,300</b> | <b>\$ 1,303,300</b> | <b>\$ 181,900</b> |                |        |       |

**Recurring Expenses**

**Program Management**

|                              |            |      |      |            |            |            |           |  |  |  |
|------------------------------|------------|------|------|------------|------------|------------|-----------|--|--|--|
| Insurance-Health             | \$ 9,600   | \$ - | \$ - | \$ 9,600   | \$ 9,600   | \$ 14,000  | \$ 4,400  |  |  | Addition of Davis Health Insurance - Search and Review |
| Insurance -Property, D&O     | \$ 8,770   | \$ - | \$ - | \$ 8,770   | \$ 9,200   | \$ 9,200   | \$ -      |  |  |  |
| Meals & Entertainment        | \$ 1,000   | \$ - | \$ - | \$ 1,000   | \$ 2,378   | \$ 2,378   | \$ -      |  |  |  |
| Industry Membership          | \$ 3,000   | \$ - | \$ - | \$ 3,000   | \$ 3,200   | \$ 3,200   | \$ -      |  |  |  |
| Office Equipment-Rental      | \$ -       | \$ - | \$ - | \$ -       | \$ -       | \$ -       | \$ -      |  |  |  |
| Office Equipment-Repair      | \$ 300     | \$ - | \$ - | \$ 300     | \$ 300     | \$ 300     | \$ -      |  |  |  |
| Office Repairs & Maintenance | \$ 2,100   | \$ - | \$ - | \$ 2,100   | \$ 2,100   | \$ 2,100   | \$ -      |  |  |  |
| Office Supplies              | \$ 7,500   | \$ - | \$ - | \$ 7,500   | \$ 7,500   | \$ 9,000   | \$ 1,500  |  |  | Office Supplies increase for extra staff member        |
| Office cleaning              | \$ 3,900   | \$ - | \$ - | \$ 3,900   | \$ 3,900   | \$ 3,900   | \$ -      |  |  |  |
| Parking-Staff                | \$ 2,400   | \$ - | \$ - | \$ 2,400   | \$ 3,450   | \$ 3,750   | \$ 300    |  |  | Increased Parking for extra staff member               |
| Payroll                      | \$ 201,000 | \$ - | \$ - | \$ 201,000 | \$ 213,000 | \$ 224,500 | \$ 11,500 |  |  | Add part-time staff- rest of fiscal year               |
| Payroll Taxes                | \$ 19,095  | \$ - | \$ - | \$ 19,095  | \$ 18,000  | \$ 19,000  | \$ 1,000  |  |  | Add part-time staff - rest of fiscal year              |
| Professional Services        | \$ 20,670  | \$ - | \$ - | \$ 20,670  | \$ 20,670  | \$ 20,670  | \$ -      |  |  |  |
| Rent-Office                  | \$ 34,800  | \$ - | \$ - | \$ 34,800  | \$ 34,800  | \$ 34,800  | \$ -      |  |  |  |
| Retirement Plan              | \$ -       | \$ - | \$ - | \$ -       | \$ -       | \$ -       | \$ -      |  |  |  |

CID Fiscal Year - 2023 Budget

|                                 |                   |             |                   |                   |                   |                   |                   |                   |                   |                   |                  |
|---------------------------------|-------------------|-------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|------------------|
| Seminars & Conferences          | \$ 5,500          | \$ -        | \$ 5,500          | \$ 11,000         | \$ 11,000         | \$ 15,000         | \$ 15,000         | \$ 15,000         | \$ 15,000         | \$ 7,000          | \$ 2,000         |
| Telephone/Internet              | \$ 3,400          | \$ -        | \$ 3,400          | \$ 5,000          | \$ 5,000          | \$ 10,000         | \$ 10,000         | \$ 10,000         | \$ 10,000         | \$ 10,000         | \$ 7,000         |
| Travel                          | \$ -              | \$ -        | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -             |
| TIF Reimbursement               | \$ 10,000         | \$ -        | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -              | \$ -             |
| Utilities                       | \$ 9,000          | \$ -        | \$ 9,000          | \$ 9,000          | \$ 9,000          | \$ 9,000          | \$ 9,000          | \$ 9,000          | \$ 9,000          | \$ 9,000          | \$ 9,000         |
| <b>Total Program Management</b> | <b>\$ 342,035</b> | <b>\$ -</b> | <b>\$ 342,035</b> | <b>\$ 363,098</b> | <b>\$ 363,098</b> | <b>\$ 363,098</b> | <b>\$ 363,098</b> | <b>\$ 363,098</b> | <b>\$ 363,098</b> | <b>\$ 381,798</b> | <b>\$ 18,700</b> |

**Programs & Services**

|                                 |            |           |            |            |            |            |            |            |            |            |            |
|---------------------------------|------------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| <b>Operations</b>               |            |           |            |            |            |            |            |            |            |            |            |
| Banners (Installation & Repair) | \$ 15,000  | \$ -      | \$ 15,000  | \$ 15,000  | \$ 15,000  | \$ 15,000  | \$ 15,000  | \$ 15,000  | \$ 15,000  | \$ 15,000  | \$ 15,000  |
| City Horticulture               | \$ 7,500   | \$ -      | \$ 7,500   | \$ 10,000  | \$ 10,000  | \$ 10,000  | \$ 10,000  | \$ 10,000  | \$ 10,000  | \$ 10,000  | \$ 10,000  |
| Cleaning & Maintenance          | \$ 191,614 | \$ 26,000 | \$ 217,614 | \$ 250,352 | \$ 250,352 | \$ 250,352 | \$ 250,352 | \$ 250,352 | \$ 250,352 | \$ 250,352 | \$ 250,352 |
| Cleaning & Maint Equipment      | \$ 1,000   | \$ -      | \$ 1,000   | \$ 1,000   | \$ 1,000   | \$ 1,000   | \$ 1,000   | \$ 1,000   | \$ 1,000   | \$ 1,000   | \$ 1,000   |
| Contract Labor                  | \$ 20,000  | \$ 5,000  | \$ 25,000  | \$ 30,000  | \$ 30,000  | \$ 30,000  | \$ 30,000  | \$ 30,000  | \$ 30,000  | \$ 30,000  | \$ 30,000  |
| CPD Substation - Rent           | \$ 6,600   | \$ -      | \$ 6,600   | \$ 6,600   | \$ 6,600   | \$ 6,600   | \$ 6,600   | \$ 6,600   | \$ 6,600   | \$ 6,600   | \$ 6,600   |
| Maintenance (Gateway)           | \$ 2,000   | \$ -      | \$ 2,000   | \$ 3,000   | \$ 3,000   | \$ 3,000   | \$ 3,000   | \$ 3,000   | \$ 3,000   | \$ 3,000   | \$ 3,000   |
| Interest Expense (Gateway)      | \$ 3,980   | \$ -      | \$ 3,980   | \$ 1,800   | \$ 1,800   | \$ 1,800   | \$ 1,800   | \$ 1,800   | \$ 1,800   | \$ 1,800   | \$ 1,800   |
| Contengency                     | \$ 247,694 | \$ 31,000 | \$ 278,694 | \$ 327,752 | \$ 327,752 | \$ 327,752 | \$ 327,752 | \$ 327,752 | \$ 327,752 | \$ 339,952 | \$ 12,200  |

CID plants planters  
Board moved in Oct. to give raises - minus bank

|                                       |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>Economic Development</b>           |           |           |           |           |           |           |           |           |           |           |           |
| Business Recruitment/Retention        | \$ 5,000  | \$ -      | \$ 5,000  | \$ 5,000  | \$ 5,000  | \$ 5,000  | \$ 5,000  | \$ 5,000  | \$ 5,000  | \$ 5,000  | \$ 5,000  |
| Development Programs                  | \$ 1,000  | \$ -      | \$ 1,000  | \$ 10,000 | \$ 10,000 | \$ 10,000 | \$ 10,000 | \$ 10,000 | \$ 10,000 | \$ 10,000 | \$ 10,000 |
| Business Metrics                      | \$ 20,000 | \$ -      | \$ 20,000 | \$ 30,000 | \$ 30,000 | \$ 30,000 | \$ 30,000 | \$ 30,000 | \$ 30,000 | \$ 30,000 | \$ 30,000 |
| Minority Business Grants              | \$ 10,000 | \$ 10,000 | \$ 20,000 | \$ 20,000 | \$ 20,000 | \$ 20,000 | \$ 20,000 | \$ 20,000 | \$ 20,000 | \$ 20,000 | \$ 20,000 |
| Gift Card Grant Program               |           |           |           |           |           |           |           |           |           |           |           |
| One Card - District Gift Card Program |           |           |           |           |           |           |           |           |           |           |           |

CID Fiscal Year - 2023 Budget

|                                     |            |           |            |            |            |            |            |            |            |            |            |            |
|-------------------------------------|------------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Public Art - Art Boxes              | \$ 500     | \$ -      | \$ 500     | \$ 500     | \$ 500     | \$ 500     | \$ 500     | \$ 500     | \$ 500     | \$ 500     | \$ 500     | \$ 500     |
| Public Art - Alley Door/Mural       | \$ 2,000   | \$ 10,000 | \$ 12,000  | \$ 18,000  | \$ 18,000  | \$ 18,000  | \$ 18,000  | \$ 18,000  | \$ 18,000  | \$ 18,000  | \$ 18,000  | \$ 18,000  |
| Contingency                         | \$ 38,500  | \$ 20,000 | \$ 58,500  | \$ 112,450 | \$ 112,450 | \$ 112,450 | \$ 112,450 | \$ 112,450 | \$ 112,450 | \$ 112,450 | \$ 112,450 | \$ 112,450 |
| Promotions & Events                 | \$ 12,000  | \$ 5,000  | \$ 17,000  | \$ 17,000  | \$ 17,000  | \$ 17,000  | \$ 17,000  | \$ 17,000  | \$ 17,000  | \$ 17,000  | \$ 17,000  | \$ 17,000  |
| Christmas Events                    | \$ 13,000  | \$ 2,000  | \$ 2,000   | \$ 10,000  | \$ 10,000  | \$ 10,000  | \$ 10,000  | \$ 10,000  | \$ 10,000  | \$ 10,000  | \$ 10,000  | \$ 10,000  |
| Online Marketing                    | \$ 10,000  | \$ -      | \$ 13,000  | \$ 13,000  | \$ 13,000  | \$ 13,000  | \$ 13,000  | \$ 13,000  | \$ 13,000  | \$ 13,000  | \$ 13,000  | \$ 13,000  |
| Graphic Designer                    | \$ 40,000  | \$ 10,000 | \$ 50,000  | \$ 40,000  | \$ 40,000  | \$ 40,000  | \$ 40,000  | \$ 40,000  | \$ 40,000  | \$ 40,000  | \$ 40,000  | \$ 40,000  |
| Holiday Décor                       | \$ -       | \$ 1,600  | \$ 1,600   | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       |
| Public Safety/Cleanliness Campaigns | \$ 3,500   | \$ -      | \$ 3,500   | \$ 3,500   | \$ 3,500   | \$ 3,500   | \$ 3,500   | \$ 3,500   | \$ 3,500   | \$ 3,500   | \$ 3,500   | \$ 3,500   |
| Marketing Subscriptions             | \$ 800     | \$ -      | \$ 800     | \$ 800     | \$ 800     | \$ 800     | \$ 800     | \$ 800     | \$ 800     | \$ 800     | \$ 800     | \$ 800     |
| Postage                             | \$ 11,800  | \$ -      | \$ 11,800  | \$ 11,800  | \$ 11,800  | \$ 11,800  | \$ 11,800  | \$ 11,800  | \$ 11,800  | \$ 11,800  | \$ 11,800  | \$ 11,800  |
| Printing                            | \$ -       | \$ -      | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       | \$ -       |
| Contingency                         | \$ 91,100  | \$ 18,600 | \$ 109,700 | \$ 116,100 | \$ 116,100 | \$ 116,100 | \$ 116,100 | \$ 116,100 | \$ 116,100 | \$ 116,100 | \$ 116,100 | \$ 116,100 |
| Total Marketing                     | \$ 377,294 | \$ 69,600 | \$ 446,894 | \$ 556,302 | \$ 556,302 | \$ 556,302 | \$ 556,302 | \$ 556,302 | \$ 556,302 | \$ 556,302 | \$ 556,302 | \$ 556,302 |
| Total Programs & Services           | \$ 719,329 | \$ 69,600 | \$ 788,929 | \$ 919,400 | \$ 919,400 | \$ 919,400 | \$ 919,400 | \$ 919,400 | \$ 919,400 | \$ 919,400 | \$ 919,400 | \$ 919,400 |
| Total Recurring Expenses            |            |           |            |            |            |            |            |            |            |            |            |            |
| Non-Recurring Expenses              |            |           |            |            |            |            |            |            |            |            |            |            |

More printed materials for events

More events to the District

More events

Special Projects

|                             |           |           |            |           |           |           |           |           |           |           |           |           |
|-----------------------------|-----------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Broadway Gateway - expenses | \$ 48,322 | \$ 57,982 | \$ 106,305 | \$ -      | \$ -      | \$ -      | \$ -      | \$ -      | \$ -      | \$ -      | \$ -      | \$ -      |
| Banner Purchases            | \$ 5,000  | \$ 10,000 | \$ 15,000  | \$ 15,000 | \$ 15,000 | \$ 15,000 | \$ 15,000 | \$ 15,000 | \$ 15,000 | \$ 15,000 | \$ 15,000 | \$ 15,000 |
| Grease Tank Grant Fund      | \$ -      | \$ -      | \$ -       | \$ -      | \$ -      | \$ -      | \$ -      | \$ -      | \$ -      | \$ -      | \$ -      | \$ -      |

CID Fiscal Year - 2023 Budget

|                                     |            |            |              |              |              |            |            |            |      |
|-------------------------------------|------------|------------|--------------|--------------|--------------|------------|------------|------------|------|
| Convention Center Study             | \$ -       | \$ 62,000  | \$ 62,000    | \$ -         | \$ -         | \$ -       | \$ -       | \$ -       | \$ - |
| Camera Grants to Businesses         | \$ -       | \$ 30,000  | \$ 30,000    | \$ -         | \$ -         | \$ -       | \$ -       | \$ -       | \$ - |
| FUSUS Cameras with CPD              | \$ -       | \$ -       | \$ -         | \$ 20,000    | \$ -         | \$ -       | \$ 4,000   | \$ 4,000   | \$ - |
| Design Guideline Booklet            | \$ -       | \$ -       | \$ -         | \$ -         | \$ -         | \$ -       | \$ 30,000  | \$ 30,000  | \$ - |
| District Cameras New                | \$ -       | \$ -       | \$ -         | \$ -         | \$ -         | \$ -       | \$ 100,000 | \$ 100,000 | \$ - |
| Wayfinding Signs                    | \$ -       | \$ -       | \$ -         | \$ -         | \$ -         | \$ -       | \$ 100,000 | \$ 100,000 | \$ - |
| Gateway - More on masterplan        | \$ -       | \$ -       | \$ -         | \$ -         | \$ -         | \$ -       | \$ -       | \$ -       | \$ - |
| Reserve for future projects         | \$ -       | \$ -       | \$ -         | \$ -         | \$ -         | \$ -       | \$ 100,000 | \$ 100,000 | \$ - |
| <b>Contingency</b>                  | \$ 53,322  | \$ -       | \$ 159,982   | \$ 213,305   | \$ 135,000   | \$ 279,000 | \$ -       | \$ 144,000 | \$ - |
|                                     | \$ 25,000  | \$ -       | \$ -         | \$ 25,000    | \$ 25,000    | \$ 25,000  | \$ -       | \$ -       | \$ - |
| <b>Total Non-Recurring Expenses</b> | \$ 78,322  | \$ 159,982 | \$ 159,982   | \$ 238,305   | \$ 160,000   | \$ 304,000 | \$ -       | \$ 144,000 | \$ - |
| <b>Total Expenses</b>               | \$ 797,651 | \$ 229,582 | \$ 1,027,234 | \$ 1,079,400 | \$ 1,261,300 | \$ 181,900 | \$ -       | \$ -       | \$ - |

**Pending Projects left from FY2022**

|                               |           |
|-------------------------------|-----------|
| Public Art                    | \$ 8,811  |
| Convention Center Study       | \$ 17,911 |
| Minority Business Grant       | \$ 5,000  |
| Camera Grant                  | \$ 30,000 |
| Banners                       | \$ 15,000 |
| <b>Total Pending Projects</b> | \$ 76,722 |



**RESOLUTION NO. 2023-22**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING THE AGENDA HELD APRIL 2023.**

**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 agenda for the meeting of the Directors held April 11, 2023.

Passed this April 11, 2023

Chair of the Board of Directors  
(SEAL)

  
\_\_\_\_\_

Attest:

  
Secretary of the Board of Directors





Downtown Community Improvement District  
 CID Board of Directors  
 11 S. Tenth St.  
 Tuesday, March 14th, 2023 at 3:30 p.m.  
 In Person

| TIME | ITEM  | RESPONSIBLE    | ACTION |
|------|---|----------------|--------|
| 3:30 | <b>OPEN TO THE PUBLIC</b>   |                |        |
|      | <b>Introductions</b>  |                |        |
|      | <b>Approval of Agenda</b>   | Rust           | Vote   |
|      | <b>Approval of Minutes</b>  | Rust           | Vote   |
|      | <b>Approval of Financials</b>   | Pieper         | Vote   |
|      | <b>Police Report</b>  | Wright/Rowland |        |
|      | <b>City Report</b>  | Rhodes         |        |
|      | <b>REDI Report</b>  | Driskel-Hawxby |        |
|      | <b>CVB Report</b>   | Schneider      |        |
|      | <b>New Business</b>   |                |        |
|      | - Presentation Local Motion   | Simonson       |        |
|      | - Presentation Short Term Rental  | Geuea Jones    |        |
|      | - The Shops At SharpEnd   | Davis          |        |
|      | <b>Old Business</b>   |                |        |
|      | - FY23 Revived Budget   | Becker         |        |
|      | - FY24 Budget Planning  | Becker         |        |
|      | <b>Committee Reports</b>  |                |        |
|      | <u>Operations</u>   | Jarvis         |        |
|      | <u>Economic Development</u>   | Fields         |        |
|      | <u>Marketing</u>  | Rust           |        |
|      | <b>DLC Report</b>   | Hawxby         |        |
|      | <b>Parking Commission Report</b>  | McClung        |        |
|      | <b>Orr Street Park Committee</b>  | Davis          |        |
|      | <b>Staff Report</b>   | Davis/Becker   |        |
|      | <b>Comments from Board, Staff and Public</b>  |                |        |
|      | <small>Members of the public may attend any open meeting. For requests for accommodations related to disability, please call 573-447-4836. In order to assist staff in making the appropriate arrangements for your accommodation, please make your request as far in advance of the posted meeting date as possible.</small> |                |        |

**March Meetings:**

Executive Committee  
 Board Meeting  
 Operations Committee  
 Economic Development  
 Marketing Committee

Tuesday, March 7, 3:30 p.m.  
 Tuesday, March 14, 3:30 p.m.  
 Tuesday, March 15, 3:30 p.m.  
 Tuesday, March 21, 3:30 p.m.  
 Tuesday, March 28, 3:30 p.m.

**RESOLUTION NO. 2023-23**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING THE MINUTES OF THE BOARD OF DIRECTORS MEETINGS HELD MARCH 2023.**

**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 in March 2023.

Passed this April 11, 2023

Chair of the Board of Directors  
(SEAL)



Attest:

Secretary of the Board of Directors



**Downtown Community Improvement District  
Executive Committee Meeting  
11 S Tenth St.  
Tuesday March 7, 2023  
In Person**

**Present**

Nickie Davis-CID  
Kathy Becker-CID  
Nikki Reese-CID  
Deb Rust-Tellers & Sake  
Aric Jarvis-The Broadway Hotel  
Lara Pieper-Bloom Accounting  
Kathy Murphy-Central Bank  
Mike McClung-Dungarees

**Guests**

Kenny Greene-Local Artist

**Not Present**

Russell Boyt-Russell Boyt Realty

**Approval of the Agenda**

Pieper made a motion to approve the agenda. McClung seconded the motion. All approved. Motion carried.

**SharpEnd Market**

Davis discussed the Sharp End Market and what it actually is. She described it as an open air business incubator that will allow small businesses to work to become a brick and mortar. REDI and Missouri Women's Business Center are asking for our help to make this partnership come into fruition. The individuals that would be able to utilize this facility are any small businesses that are being coached through the facility and do not currently have a brick and mortar. Davis stated that the funding could potentially go toward a yearly scholarship. The committee discussed the idea. Davis will take their thoughts back to the others and will go from there.

**Agenda Creation**

Davis reported that there are two potential presentations. One from Local Motion and one from Short Term Rentals.

FY23 Revised Budget  
FY24 Budget Planning

**Member, Staff and Public Comment**

None

**Adjournment**

Pieper made a motion to adjourn the meeting. McClung seconded the motion. All approved. Motion carried. Meeting adjourned 3:54.

**Downtown Community Improvement District  
The District Board of Directors  
Full Board Meeting  
Tuesday March 14, 2023  
11 S. Tenth St.  
3:30pm  
In Person**

**Present**

Nickie Davis-CID  
Kathy Becker-CID  
Nikki Reese-CID  
Mikel Fields-Cracked Up Mobile  
Danielle Little-Columbia Real Estate  
Morgan Wright-Gunter Hans  
Sarah Johnson-The Basement Reef  
Kathy Murphy-Commerce Bank  
Rachael Norden-Missouri Symphony  
Aric Jarvis-The Broadway Doubletree  
Russell Boyt-Russell Boyt Realty  
Mike Nolan-The Blue Note  
Deb Rust-Tellers & Sake  
Lara Pieper-Bloom  
Dimetrious Woods-Essentialz Bodega  
Jose Caldera-Harper, Evans, Wade & Netemeyer

**Guests**

Nick Knoth-Self Employed  
Carol Rhodes-City of Columbia  
Lisa Driskel-Hawxby-REDI  
Tim Teddy-City of Columbia  
Sharon Geuea Jones-Planning & Zoning  
Lawrence Simonson-Local Motion

**Absent**

Mike McClung  
Van Hawxby

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

### **Introductions**

The Board, Staff and Guests introduced themselves.

### **Approval of the Agenda**

Pieper made a motion to approve the agenda. Norden seconded the motion. All in favor. Motion carried.

### **Approval of the Minutes**

Norden made a motion to approve the minutes. Pieper seconded the motion. All in favor. Motion carried.

Pieper gave a report on the current financials.

### **Approval of the Financials**

Jarvis made a motion to approve the financials. Boyt seconded the motion. All in favor. Motion carried.

### **Police Report**

Wright and Rowland were unable to attend the meeting.

### **City Report**

Carol Rhodes gave an update on the FUSUS program. She also has a contact for anyone interested in artwork for the compost/trash compactor. Murphy asked when the lights would be installed and will there be a communication piece to work them. Rhodes said she thought there would be. Murphy asked her to update us when she gets that information.

### **REDI Report**

Lisa Driskel-Hawxby discussed the Entrepreneurial Program and how things are going with the 125 hub innovation space that they are working on. They had fifty pitches over the weekend and 12 finalists so far.

### **CVB Report**

Not available

### **New Business**

### **Local Motion**

Lawrence Simonson gave a full detailed presentation on the vision of Local Motion. He discussed how he would like for The District and Local Motion to work together to create a downtown that is safe, attractive and profitable. Murphy asked about membership details and he stated that you just sign up.

#### **Presentation Short Term Rentals**

Sharon Geuea Jones did a short presentation on Short Term Rentals in Columbia Missouri and the effects it is having on the city.

#### **The Shops at SharpEnd**

Davis reported that REDI is working with The District and Missouri Women's Business Center on a program that will help small businesses learn how to start up a business and maintain it.

#### **Old Business**

##### **FY 23 Revived Budget**

##### **FY 24 Budget Planning**

Jarvis made a motion to approve the revised budget. Wright seconded the motion. All in favor. Motion carried.

#### **Committee Reports**

##### **Operations**

Jarvis reported that they are making planters top priority, added public restrooms and solid waste.

##### **Economic**

Reported that they voted on who received the Minority Owned Business Grants.

##### **Marketing**

Davis reported that they have hired a company to do our blogs. She also reports that we have now hired two horse drawn carriages. She also let the Board know that they are discussing bringing more merchandise in.

##### **DLC Report**

Davis reported that they are discussing the Short Term Rentals and the Convention Center.

##### **Parking and Commission Report**

No report given.

**Orr Street Park**

Davis reported that they are putting in a grant to assist with Orr Street Park. The buildings are coming down and we will keep you updated.

**Staff Report**

Becker reported that they are updating the bank cards and signature changes. The Treasurer, Lara Pieper, the Chair, Deb Rust, the Executive Director, Nickie Davis, and the Director of Operations, Kathy Becker will be signers on The District's accounts.

**Comments from Board, Staff and Public**

None

**Adjournment**

Jarvis made a motion to adjourn the meeting. Pieper seconded the motion. All in favor. Motion carried, end time 4:34pm.



**Downtown Community Improvement District  
Operations Committee Meeting  
11 S. Tenth St.  
Wednesday March 15, 2023  
3:30 pm  
In person**

**Present**

Nickie Davis-CID  
Kathy Becker-CID  
Nikki Reese-CID  
Aric Jarvis-The Broadway Doubletree  
Morgan Wright-Gunter Hans  
Danielle Little-Columbia Real Estate  
Kathy Murphy-Central Bank

**Guests**

Tom Mendenhall At Large  
John Ott At Large via phone

**Not Present**

Chris Kelly  
Van Hawxby

Jarvis called the meeting to order at 3:30.

**Approval of the Agenda**

Murphy made a motion to approve the agenda. Mendenhall seconded the motion. All in favor. Motion carried.

**Local Motion and City Planters**

Lawrence Simonson gave an in depth presentation on benefits of "Bulb Out Planters" and their contribution to the safety and beautification of the city. Asked us to not remove them. Davis stated we should come up with a plan. Parks & Rec were unable to attend today's meeting.

**4AChange**

Becker reports that they are under budget and there have only been a couple of instances. Jarvis reports that he spoke to the police about the patient drop off for evaluation and then not being

taken back to their home in other counties. Police are working on it. They are also about to dissipate to tent communities. Ott requested that we have a meeting with the sheriff.

### **Update of Alley Clean Up and the City**

Davis reports no changes.

### **Camera Grants**

Davis reports that the grants are officially closed. We still have applicants.

5 waiting

15 funded

20 total

Once checks are cut we will announce.

### **Public Bathrooms**

Davis would like to survey and see where they would like to put them, but with strict guidelines. John Ott states that he is against Public Restrooms. Davis wants to know who they are marketing them for. She also wants to reference Bill from Block by Block to see how often they are cleaning up human messes. Jarvis asked if we could have the results from the survey by next week. Davis said yes.

### **Solid Waste Master Plan**

Davis reports that Ott discussed the map and talked with the City Manager. They want us to be in control of the SWMP. She reports that they are not billing correctly and we would need to re-do the entire system. Waiting on the city to respond. Jarvis asked if we had action items. Davis wants to invite the city to have a conversion. Becker stated she would look for the plans on building.

### **2024 Operations Budget**

Becker reports that we still want new planters and more block by block workers. She will have the budget ready for the next meeting.

### **Member, Staff and Public Comment**

None

### **Adjournment**

Murphy made a motion to adjourn the meeting. Mendenhall seconded the motion. All in favor. Meeting adjourned 4:31pm

**Downtown Community Improvement District  
Economic Development Committee Meeting  
11 S. Tenth St.  
Tuesday March 21, 2023  
3:30 pm**

**Present**

Nickie Davis-CID  
Kathy Becker-CID  
Nikki Reese-CID  
Mike Nolan-The Blue Note  
Deb Rust-Tellers/Sake  
Russell Boyt-Russell Boyt Real Estate  
Kathy Murphy-Commerce Bank  
Dimetrious Woods-Essentialz  
Adam Dushoff-Addisons

**Guest**

Ria Beeson-Miconex via Zoom

**Not Present**

Mikel Fields-Cracked Up Mobile

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

**Approval of the Agenda**

Dushoff made a motion to approve the agenda. Nolan seconded the motion. All in favor. Motion carried.

**Downtown Gift Cards**

Davis introduced the guest speaker Ria Beeson with Miconex who joined us in Zoom. Beeson gave a detailed overview of Miconex and how their Visa gift card program would be beneficial for The District and its business owners. After the presentation the committee had questions:

- 1) Dushoff asked if the card was only a handheld card or can it be used digitally or on paper?  
Beeson answered, physical card only.
- 2) Dushoff asked, if there was an actual number or do you have to be present to use it? Beeson answered, cardholders do not have to be present to use, or to purchase cards.
- 3) Dushoff asked, if The District is selling the cards or are the businesses selling the cards? Beeson answered, The District can or the businesses can sell the cards.
- 4) Nolan asked, how do you close the loop to only The District businesses? Beeson answered, the cards will have a merchant ID that will only allow it to be used within The District.
- 5) Nolan asked, does The District pay the fees? Davis stated that Beeson will go over fees later.

- 6) Murphy asked, are there two ways to load the card? Your website, our website, then the cards will have to be mailed? Beeson answered, yes that is correct and yes they will be mailed. Beeson added that the cards will have a website/page that the seller(s) will log in to, scan the card, load it and hand it over if done in person.
- 7) Murphy asked, what is the turnaround time for a mailed card? Beeson answered two to three days.
- 8) Dushoff asked, is there ever a reduction of value? Beeson answered, there is no expiration date and never a reduction or loss of value.
- 9) Nolan asked, can it be re-loaded. Beeson answered, no that it costs too much. We don't charge businesses, the businesses may be charged up to 5% with their card provider, it will all depend on the business owners plan with their card provider.
- 10) Murphy asked, if Miconex could please help us with the wording for merchant/terminal providers. Beeson answered, yes.

Davis will cover details with Caldera. She will also send out a doodle poll to the board. Follow up in two weeks.

#### **Wayfinding Sign Update**

Davis reported that we walked with the CVB and looked at the Wayfinding Signage that was put up.. The city installed it, we helped pay for it, it needs replacing. We are looking at painting and new vinyl for the signage. There will be some that will be removed and some new ones will be added. Becker reported that we are waiting on a final quote. Davis also reported that we are also looking at our maps and what needs to be done with them. We currently have funding to replace the Wayfinding Signage this year. Potential money for replacing the maps with digital in the future.

#### **FY 2024 Budget**

Becker reviewed the budget and discussed the board's requests and will bring results to the next meeting.

#### **Update on Minority Business Grants**

Davis reported that all but two checks have been given. One has not found a brick and mortar yet and the other is leaving The District. Davis reported that October starts our new year and we are asking for another match grant. Does the board want to start looking for new applications? Nolan said, why don't we start earlier in September and that way we have a couple months to make the decision before the holidays.

#### **Board, Public, Staff Comment**

None

#### **Adjournment**

Dushoff made a motion to adjourn. Boyt seconded the motion. All in favor. Meeting adjourned 4:40pm.

**Downtown Community Improvement District  
The District Marketing Committee  
Tuesday March 28, 2023**

11 S. Tenth St.  
3:30 pm

**Present**

Nickie Davis-CID  
Kathy Becker-CID  
Nikki Reese-CID  
Brandon Rettke-CID  
Deb Rust-Tellers/Sake  
Charles Bruce-Como Magazine  
Mark Sultropp-At Large  
Rachael Norden-MOSY  
Sarah Johnson-The Basement Reef  
Matt Bear-At Large  
Christine Kelley-Makes Scents

**Not Present**

Lara Pieper

**Introductions**

Rust called the meeting to order at 3:30. Introductions were made by all.

**Approval of the Agenda**

Sultropp made a motion to approve the agenda. Norden seconded the motion. All in favor. Motion carried.

**Committee Chair**

Davis discussed voting in a new Committee Chair, stated that Norden had mentioned interest. Norden agreed. Bear made a motion to elect Norden as the Committee Chair. Kelley seconded the motion. All in favor. Motion carried.

**Marketing Review**

Rettke reported that the numbers are going up slightly on social media and blogs are getting viewed and shared. Johnson asked if we could spread the blogs out over the month instead of releasing them all at once. Rettke said yes.

**Wedding Stroll Review**

Davis reported that the Wedding Stroll was successful. We had a surprising increase in interest this year. 90 people signed up and 60 of them showed up to registration. She reported that the surveys from the businesses gave good feedback for future events.

### **Andrea Lynn Events**

Davis reported that she received the proposal for Andrea Lynn Events and would like the committee to look at the proposal and entertain the idea of utilizing her in the future.

### **Magic Tree**

Davis reported that Randall, the creator of the Magic Tree in Columbia, has asked us to not use the name "Magic Tree". She spoke with Jose Caldera and he said we need to stop using it. Davis reported that the tree is dying and that we need to look at either replacing it with another tree or some type of sculpture/art piece. The committee agreed to stop calling it the "Magic Tree" and just come up with a different name for this upcoming season. They will entertain news ideas for next year. Rust asked if we need to talk to Commerce about the removal and agreed to do it.

### **Spring Shop Hop**

Davis reported that the posters will be out soon.

### **Restaurant Month**

Davis reported that our graphic designer doesn't like having the Drinks in The District and Restaurant Month together; it is too difficult to brand that way. The committee discussed options that would give the best outcome to the business owners as well as the passport holders. Committee agreed that on the passports, they could use a passport that was for Restaurant Month with an option to get a stamp for a drink as well.

### **Media Buy Day**

Davis reported that we need to set a date for the 15 minute pitch sessions. Will send a Doodle Poll to see which dates work best for the group. Looking at end of April to mid May.

### **Member, Staff and Public Comment**

Davis reported that she was approached about the Rainbow Ride 2023. Committee discussed supporting Pride instead and agreed to table the Rainbow Ride 2023 at this time. Davis also asked about Wellness Dates in September, she will get back with the committee to set a date. Becker reported that the budget was in the drop box if anyone wanted to look at it before the next meeting.

### **Adjournment**

Norden made a motion to adjourn. Bear seconded the motion. All in favor. Motion passed  
4:33pm

**RESOLUTION NO. 2023-24**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING THE FINANCIALS DATED MARCH 31, 2023 TO THE BOARD OF DIRECTORS MEETINGS HELD APRIL 11, 2023.**

**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 financials for the meeting of the Directors held ~~April 11, 2023.~~

*March, 14, 2023*

Passed this April 11, 2023

Chair of the Board of Directors  
(SEAL)



Attest:

Secretary of the Board of Directors



|                                 | 2022 Approved Budget | Budget addition   | FY 2022 Budget (Revised) | FYE 2023 Budget     | FY2023 Revised      | Change            | Notes  |
|---------------------------------|----------------------|-------------------|--------------------------|---------------------|---------------------|-------------------|--|
| <b>Recurring Revenue</b>        |                      |                   |                          |                     |                     |                   |  |
| Property Assessment             | \$ 292,182           | \$ -              | \$ 292,182               | \$ 294,000          | \$ 294,000          |                   |  |
| Sales Tax                       | \$ 596,725           | \$ 143,275        | \$ 740,000               | \$ 775,000          | \$ 775,000          |                   |  |
| Interest Income                 | \$ 3,000             | \$ -              | \$ 3,000                 | \$ 2,400            | \$ 8,800            | \$ 6,400          |  |
| Miscellaneous                   | \$ 100               | \$ -              | \$ 100                   | \$ -                | \$ -                |                   |  |
| Gateway donation from CFCM      | \$ -                 | \$ 250,000        | \$ 250,000               | \$ 50,000           | \$ 50,000           |                   |  |
| From Fund Balance               | \$ -                 | \$ -              | \$ -                     | \$ -                | \$ -                |                   |  |
| <b>Total Recurring Revenue</b>  | <b>\$ 892,007</b>    | <b>\$ 393,275</b> | <b>\$ 1,285,282</b>      | <b>\$ 1,121,400</b> | <b>\$ 1,303,300</b> | <b>\$ 175,500</b> | <b>\$ 181,900</b>                                      |
| <b>Recurring Expenses</b>       |                      |                   |                          |                     |                     |                   |  |
| <b>Program Management</b>       |                      |                   |                          |                     |                     |                   |  |
| Insurance-Health                | \$ 9,600             | \$ -              | \$ 9,600                 | \$ 9,600            | \$ 14,000           | \$ 4,400          | Addition of Davis Health Insurance - Search and Review |
| Insurance-Property, D&O         | \$ 8,770             | \$ -              | \$ 8,770                 | \$ 9,200            | \$ 9,200            |                   |  |
| Meals & Entertainment           | \$ 1,000             | \$ -              | \$ 1,000                 | \$ 2,378            | \$ 2,378            |                   |  |
| Industry Membership             | \$ 3,000             | \$ -              | \$ 3,000                 | \$ 3,200            | \$ 3,200            |                   |  |
| Office Equipment-Rental         | \$ -                 | \$ -              | \$ -                     | \$ -                | \$ -                |                   |  |
| Office Equipment-Repair         | \$ 300               | \$ -              | \$ 300                   | \$ 300              | \$ 300              |                   |  |
| Office Repairs & Maintenance    | \$ 2,100             | \$ -              | \$ 2,100                 | \$ 2,100            | \$ 2,100            |                   |  |
| Office Supplies                 | \$ 7,500             | \$ -              | \$ 7,500                 | \$ 7,500            | \$ 9,000            | \$ 1,500          | Office Supplies increase for extra staff member        |
| Office cleaning                 | \$ 3,900             | \$ -              | \$ 3,900                 | \$ 3,900            | \$ 3,900            |                   |  |
| Parking-Staff                   | \$ 2,400             | \$ -              | \$ 2,400                 | \$ 3,450            | \$ 3,750            | \$ 300            | Increased Parking for extra staff member               |
| Payroll                         | \$ 201,000           | \$ -              | \$ 201,000               | \$ 213,000          | \$ 224,500          | \$ 11,500         | Add part-time staff- rest of fiscal year               |
| Payroll Taxes                   | \$ 19,095            | \$ -              | \$ 19,095                | \$ 18,000           | \$ 19,000           | \$ 1,000          | Add part-time staff- rest of fiscal year               |
| Professional Services           | \$ 20,670            | \$ -              | \$ 20,670                | \$ 20,670           | \$ 20,670           |                   |  |
| Rent-Office                     | \$ 34,800            | \$ -              | \$ 34,800                | \$ 34,800           | \$ 34,800           |                   |  |
| Retirement Plan                 | \$ -                 | \$ -              | \$ -                     | \$ -                | \$ -                |                   |  |
| Seminars & Conferences          | \$ 5,500             | \$ -              | \$ 5,500                 | \$ 11,000           | \$ 11,000           |                   |  |
| Telephone/Internet              | \$ 3,400             | \$ -              | \$ 3,400                 | \$ 5,000            | \$ 5,000            |                   |  |
| Travel                          | \$ -                 | \$ -              | \$ -                     | \$ -                | \$ -                |                   |  |
| TIF Reimbursement               | \$ 10,000            | \$ -              | \$ 10,000                | \$ 10,000           | \$ 10,000           |                   |  |
| Utilities                       | \$ 9,000             | \$ -              | \$ 9,000                 | \$ 9,000            | \$ 9,000            |                   |  |
| <b>Total Program Management</b> | <b>\$ 342,035</b>    | <b>\$ -</b>       | <b>\$ 342,035</b>        | <b>\$ 363,098</b>   | <b>\$ 381,798</b>   | <b>\$ 18,700</b>  |  |
| <b>Programs &amp; Services</b>  |                      |                   |                          |                     |                     |                   |  |
| <b>Operations</b>               |                      |                   |                          |                     |                     |                   |  |
| Banners (Installation & Repair) | \$ 15,000            | \$ -              | \$ 15,000                | \$ 15,000           | \$ 15,000           |                   |  |
| City Horticulture               | \$ 7,500             | \$ -              | \$ 7,500                 | \$ 10,000           | \$ 28,000           | \$ 18,000         | CID plants planters                                    |
| Cleaning & Maintenance          | \$ 191,614           | \$ 26,000         | \$ 217,614               | \$ 250,352          | \$ 255,352          | \$ 5,000          | Board moved in Oct. to give raises - minus bank        |
| Cleaning & Maint Equipment      | \$ 1,000             | \$ -              | \$ 1,000                 | \$ 1,000            | \$ 1,000            |                   |  |
| Contract Labor                  | \$ 20,000            | \$ 5,000          | \$ 25,000                | \$ 30,000           | \$ 30,000           |                   |  |
| CPD Substation - Rent           | \$ 6,600             | \$ -              | \$ 6,600                 | \$ 6,600            | \$ 6,600            |                   |  |
| Maintenance (Gateway)           | \$ 2,000             | \$ -              | \$ 2,000                 | \$ 3,000            | \$ 3,000            |                   |  |
| Interest Expense (Gateway)      | \$ 3,980             | \$ -              | \$ 3,980                 | \$ 1,800            | \$ 1,000            | \$ (800)          |  |
| Contingency                     | \$ -                 | \$ 31,000         | \$ -                     | \$ 10,000           | \$ -                | \$ (10,000)       |  |
| <b>Total</b>                    | <b>\$ 247,694</b>    | <b>\$ 31,000</b>  | <b>\$ 278,694</b>        | <b>\$ 327,752</b>   | <b>\$ 339,952</b>   | <b>\$ 12,200</b>  |  |



|                                     |            |            |              |              |              |            |
|-------------------------------------|------------|------------|--------------|--------------|--------------|------------|
| <b>Total Non-Recurring Expenses</b> | \$ 78,322  | \$ 159,982 | \$ 238,305   | \$ 160,000   | \$ 304,000   | \$ 144,000 |
| <b>Total Expenses</b>               | \$ 797,651 | \$ 229,582 | \$ 1,027,234 | \$ 1,079,400 | \$ 1,261,300 | \$ 181,900 |

**Pending Projects left from FY2022**

|                               |                  |
|-------------------------------|------------------|
| Public Art                    | \$ 8,811         |
| Convention Center Study       | \$ 17,911        |
| Minority Business Grant       | \$ 5,000         |
| Camera Grant                  | \$ 30,000        |
| Banners                       | \$ 15,000        |
| <b>Total Pending Projects</b> | <b>\$ 76,722</b> |

**RESOLUTION NO. 2023-25**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT TO FINALIZE THE MOU IN SUPPORT OF THE SHOPS AT SHARP END.**

**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 finalization of the MOU in support of the Shops at Sharp End.

Passed this April 11, 2023

Chair of the Board of Directors  
(SEAL)

A handwritten signature in black ink, appearing to read "Deb Rust", written over a horizontal line.

Attest:

Secretary of the Board of Directors

A large, stylized handwritten signature in black ink, written over a horizontal line.

## MEMORANDUM OF UNDERSTANDING

### RETAIL INCUBATOR PROGRAM

THIS MEMORANDUM OF UNDERSTANDING (hereinafter "MOU") by and between the REGIONAL ECONOMIC DEVELOPMENT INC. ("REDI"), DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT ("CID"), and CENTRAL MISSOURI COMMUNITY ACTION ("CMCA"), is entered into on the date of the last signatory noted below ("Effective Date"). The preceding organizations are collectively referred to herein as the "Parties."

#### RECITALS:

WHEREAS, Parties wish to establish a program that trains entrepreneurs on how to grow retail businesses (hereinafter called the "retail incubator program"); and

WHEREAS, the Retail Incubator Program will aspire to reduce barriers to entry for low to moderate income individuals and underrepresented populations who desire to start new retail enterprises by helping them become financially viable, freestanding, successful business owners through participation in the retail incubator program; and

WHEREAS, Parties wish to establish general parameters with a modifiable timeline to govern the development of the retail incubator program; and

WHEREAS, Parties intend to reconvene and establish an agreement to enshrine concrete terms after this MOUs preliminary planning stages of the retail incubator program;

NOW, THEREFORE, the Parties propose as follows:

1. **Purpose.** Parties wish to establish the initial roles and responsibilities of each organization in the development of the retail incubator program while understanding that this MOU is non-binding and intended exclusively to provide guidance on the roles and responsibilities of each. The retail incubator program should ultimately consist of workshops/training courses in inventory, marketing/branding, merchandising, point of sale, displaying, pricing, management, leasing, understanding your customer, developing an online presence. The Shops at Sharp End is to be the brick and mortar location that supports the retail incubator program and offers a shared space for the sell goods and products.
2. **Non-Binding Memorandum of Understanding.** This MOU evidences the intention and desire of the Parties to commit their time and financial resources to negotiate in good faith towards the development of the retail incubator program as generally described herein. This MOU is not a binding agreement upon any of the Parties. The legal agreements reflecting the retail incubator program shall be set forth in definitive agreements subsequently negotiated, authorized and entered into by the

Parties. Each party shall bear its own expenses in connection with the negotiation of such definitive agreements.

**3. Preliminary Planning Stages: Scope of Services and Timeline.**

a. **Scope of Services.** The Parties agree to collaborate in good faith on the development of rules and processes that shall provide the following scope of services and support to the retail incubator program ("Services"). To the extent permitted by law and subject to the terms herein, the Parties intend for the Services to be divided up among the Parties as follows:

- i. REDI will engage in infrastructure improvements, equipment purchases; and will produce clients and coaching for the retail incubator program.
- ii. CMCA will provide the following staffing positions as funding allows: retail Manager and/or Trainer; and the Missouri Womens Business Center program will produce clients and coaching for the retail incubator program.
- iii. CID will support marketing, promotion, community events and live music to drive foot traffic to the retail incubator program.

b. **Timeline.** The parties envision a modifiable timeline for the development of the retail incubator program that upon completion of the preliminary planning stages resembles the following:

- i. (0-3 months) – renovate space located within 500 East Walnut Street, Suite 109 and 110 ("the Project Site"),; purchase equipment and POS system; post positions;
- ii. (3-6 months) – review existing client lists; establish program workshops/training programs; hire staff as funding allows; begin workshops/training program; establish scholarship program; begin marketing for customer base and new clientele for program;
- iii. (6-24 months) – continued coaching/onboarding of new clients; ongoing marketing and promotion for new and returning customers; establish events onsite to retain strong customer base; graduate clients to successful brick and mortar/e-commerce; then
- iv. (24-36 months) – transition program to permanent agency

**4. Operation of facilities on the Project Site.** The Parties shall establish a clear leadership structure in a subsequent agreement that governs which of the Parties, operates, supports, and maintains the Project Site and the retail incubator program.

**5. Term.** This MOU shall commence on the date indicated above and shall continue for one (1) year. After the expiration of one (1) year, this MOU will automatically renew for additional one (1) year terms, not to exceed five (5) total years, unless earlier terminated by any individual party.

6. **No Shared Costs.** The Parties agree to supersede this MOU with an agreement when the Parties are prepared to proceed beyond the initial planning stages of the retail incubator program. The Parties do not anticipate shared costs at this point.
7. **Subject to Appropriation.** Any obligations of any of the Parties under this Agreement, which require the expenditure of funds, are contingent upon funds for that purpose being appropriated, budgeted, and otherwise made available for such purposes. In the event funds are not appropriated, any resulting contracts or agreements will be null and void without penalty to any Parties.
8. **Termination of MOU.** Parties shall have the right at any time by written notice to terminate and cancel their participation in this MOU, without cause, for the convenience of any organization.
9. **Compliance with Laws.** Parties agree to comply with all applicable federal, state and local laws or rules and regulations applicable to the provision of services hereunder.
10. **No Waiver of Sovereign Immunity.** In no event shall the language of this MOU constitute or be construed as a waiver or limitation for any political subdivision who is signatory herein rights or defenses with regard to each their applicable sovereign, governmental, or official immunities and protections as provided by federal and state constitution or law.
11. **Governing Law.** This MOU shall be governed, interpreted, and enforced in accordance with the laws of the State of Missouri and/or the laws of the United States, as applicable.
12. **Public Records Act.** Some of the Parties are subject to the Missouri Sunshine Law. All Parties agree that this MOU and any obligations herein shall be interpreted in accordance with the provisions of the Missouri Sunshine Law as amended. The Parties also agree to adhere to any public disclosure requirements as it pertains to this MOU, and they shall maintain the confidentiality of information which is not subject to public disclosure under the Sunshine Law.
13. **Entire MOU.** This MOU represents the entire and integrated MOU between the Parties relative to the retail incubator program and the Project Site. All previous or contemporaneous contracts, representations, promises and conditions relating to the Services and the retail incubator program are superseded.

IN WITNESS WHEREOF, the Parties hereto have set their hands on the day and year written below.

**DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT**

By: \_\_\_\_\_  
NICKIE DAVIS, Executive Director

Date: \_\_\_\_\_

**REGIONAL ECONOMIC DEVELOPMENT INC.**

By: \_\_\_\_\_  
Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

**CENTRAL MISSOURI COMMUNITY ACTION**

By: \_\_\_\_\_  
Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

**RESOLUTION NO. 2023-26**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING THE AGENDA HELD.**

**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 agenda for the meeting of the Directors held on May 9, 2023.

Passed this May 9, 2023

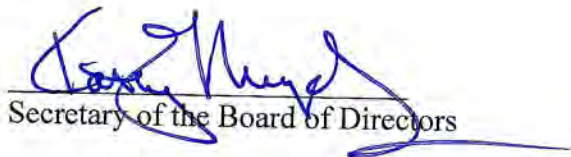
Chair of the Board of Directors  
(SEAL)



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Attest:

Secretary of the Board of Directors



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Downtown Community Improvement District  
 CID Board of Directors  
 11 S. Tenth St.  
 Tuesday, May 9th, 2023 at 3:30 p.m.  
 In Person

| TIME | ITEM   | RESPONSIBLE    | ACTION |
|------|--|----------------|--------|
| 3:30 | <b>OPEN TO THE PUBLIC</b>  |                |        |
|      | <b>Introductions</b>   |                |        |
|      | <b>Approval of Agenda</b>  | Rust           | Vote   |
|      | <b>Approval of Minutes</b>   | Rust           | Vote   |
|      | <b>Approval of Financials</b>  | Pieper         | Vote   |
|      | <b>Police Report</b>   | Wright/Rowland |        |
|      | <b>City Report</b>   | Rhodes         |        |
|      | <b>REDI Report</b>   | Driskel-Hawxby |        |
|      | <b>CVB Report</b>  | Schneider      |        |
|      | <b>New Business</b>  |                |        |
|      | - Boone County Prosecutor Q&A  | Johnson/Wright |        |
|      | - Social Summit Review   | Rust/Davis     |        |
|      | <b>Old Business</b>  |                |        |
|      | - FY24 Budget  | Pieper         |        |
|      | <b>Committee Reports</b>   |                |        |
|      | <u>Operations</u>  | Jarvis         |        |
|      | <u>Economic Development</u>  | Fields         |        |
|      | <u>Marketing</u>   | Rust           |        |
|      | <b>DLC Report</b>  | Hawxby         |        |
|      | <b>Parking Commission Report</b>   | McClung        |        |
|      | <b>Orr Street Park Committee</b>   | Davis          |        |
|      | <b>Staff Report</b>  | Davis          |        |
|      | <b>Comments from Board, Staff and Public</b>   |                |        |
|      | Members of the public may attend any open meeting. For requests for accommodations related to disability, please call 573-442-6816. In order for staff in making the appropriate arrangements for your accommodation, please make your request 24 hour in advance. |                |        |





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**May Meetings:**

Executive Committee  
Board Meeting  
Operations Committee  
Economic Development  
Marketing Committee

Tuesday, May 2, 3:30 p.m.  
Tuesday, May 9, 3:30 p.m.  
Tuesday, May 18, 3:30 p.m.  
Tuesday, May 16, 3:30 p.m.  
Tuesday, May 23, 3:30 p.m.

**RESOLUTION NO. 2023-27**

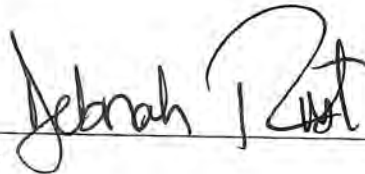
**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING THE MINUTES OF THE BOARD OF DIRECTORS MEETINGS HELD**

**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 on April 11, 2023.

Passed this May 9, 2023

Chair of the Board of Directors  
(SEAL)



Handwritten signature of Deborah Post in black ink, written over a horizontal line.

Attest:



Handwritten signature of Kelley Murphy in blue ink, written over a horizontal line.

Secretary of the Board of Directors

**Community Improvement District  
Executive Committee Meeting  
11 S. Tenth St.  
April 4, 2023  
3:30 pm**

**Present**

Nickie Davis-CID  
Kathy Becker-CID  
Nikki Reese-CID  
Deb Rust-Tellers/Sake  
Kathy Murphy-Commerce Bank  
Lara Pieper-Bloom Bookkeeping  
Mike McClung-Dungarees  
Kenny Greene-Monarch Jewelry

**Not Present**

Aric Jarvis-The Broadway  
Russell Boyt-Russell Boyt Realty

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

**Approval of the Agenda**

Pieper made a motion to approve the agenda. Murphy seconded the motion, all in favor. Agenda approved.

**Shops at Sharp End**

Davis provided info on the Shops at Sharp End. REDI needs an answer on whether we will support the program. Costs are:

\$15,000 start up fee, covers marketing, graphics, branding for first year.

\$10,000 every year after.

We would handle social media for the first year, then they would hire an individual to take it over.

Davis asked if it could put it to a vote at the full board meeting next week. All agreed to put it on the April Agenda..

### **April Board Meeting Agenda Creation**

Davis went over the April Board Meeting Agenda. All members agreed with the agenda as discussed.

### **Member, Staff and Public Comment**

Davis let the committee know that Nikki Reese has accepted the Events & Business Coordinator position. She said that they are still working toward replacing the Office Assistant position and are still accepting resumes.

### **Adjournment**

Pieper made a motion to adjourn the meeting. McClung seconded the motion. All in favor. Meeting adjourned at 3:49pm.

**Downtown Community Improvement District  
Economic Development Committee Meeting  
11 S. Tenth St.  
Monday April 10, 2023  
3:30 pm**

**Present**

Nickie Davis-CID  
Kathy Becker-CID  
Nikki Reese-CID  
Ellen Nimmo - CID  
Mikel Fields-Cracked Up Mobile  
Deb Rust-Tellers/Sake  
Mike Nolan-The Blue Note  
Kathy Murphy-Commerce Bank  
Adam Dushoff-Addison's  
Dimetrious Woods - Essentialz

**Not Present**

Russell Boyt

Nolan began the meeting at 3:31 pm.

**Approval of the Agenda**

Dushoff made a motion to approve the agenda. Fields seconded the motion.  
Motion Carried.

**Downtown Gift Cards**

Davis shared the concerns and questions on the Downtown Gift Card Program. Murphy further discussed her findings, including her research on the company EML Solutions of Australia. They discussed the red flags that she thinks might require more research. Davis presented that she has contacted three different places in the USA that are using the gift card program. Nolan and Davis agreed to table this topic until we get Caldera, the CID attorney to review the contract and all other issues regarding this program. Becker will make sure Caldera has the contract and other correspondence received on this issue.

### **Wayfinding Signage Update**

Davis reported that we went around and looked at signs. Waiting on the CVB to let us know what the pricing will be and how much they will contribute to pay.

### **Minority Business Grants Update**

Davis reported that Belleivation/Cam's Sport Fitness will be leaving The District. We will prorate their grant for the months they are in The District after March of 2023. Any funds left over will be put back into the next round of Minority Business Grants. Since all grants for FY2023 have been awarded any leftover funds will be awarded in FY2024. **fiscal Year 2024 Economic**

### **Development Budget**

Becker discussed the highlights of the proposed Economic Development budget.

Business Recruitment/Retention- \$7,000

Placier-\$10,000

Combine all art to one category -\$38,000

Trash Compactor Art-part of total art program

Safe Ride Home-Davis is looking at LYFT to get a code

Gift Card purchase \$30,000

Magic Tree-work with marketing may use art funds

\$100,000 for Convention Center Savings

\$100,000 for Orr Street

Funding for Gateway-Davis let's look at the previous costs compared to now and see how many globes we want to add from our budget.

Becker also will make sure funding for the Sharp End project is put into the budget if it is approved by the Board.

If the Gateway Committee Economic Development may take over the Gateway Project.

### **Public, Staff, Board Comment**

None

### **Adjournment**

Fields made a motion to adjourn. Dushoff seconded the motion. All were in favor. Motion passed. Meeting adjourned at 4:16pm.

**Downtown CID  
Board of Directors Meeting  
Tuesday April 11, 2023  
11 S. Tenth St.  
3:30 pm**

**Present**

Nickie Davis-CID  
Kathy Becker-CID  
Nikki Reese-CID  
Mikel Fields-Cracked Up Mobile  
Rachael Norden-Missouri Symphony  
Deb Rust-Tellers/Sake  
Dimetrious Woods-Essentialz  
Mike Nolan-Blue Note  
Lara Pieper-Bloom Bookkeeping  
Aric Jarvis- The Broadway Doubletree  
Kathy Murphy-Commerce Bank  
Van Hawxby-Dogmaster  
Jose Caldera-Smith, Lewis, LLP  
Mike McClung-Dungarees  
Sarah Johnson-The Basement Reef

**Not Present**

Charles Bruce-Como Magazine  
Morgan Wright-Gunter Hans

**Guests**

Carol Rhodes-COMO  
Stacey Button-REDI/COC  
Lisa Driskel Hawxby-REDI  
Kenny Greene-Monarch Jewelry  
Paul Land-Plaza Real Estate  
Randy Minchew-District Storage

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



## **Introductions**

- Storage Units within The District

Randy Minchew gave a brief talk about his new storage units available to rent in The District.

## **Approval of the agenda**

Jarvis made a motion to approve the agenda. Pieper seconded the motion. All in favor. Motion carried.

## **Approval of the Minutes**

McClung made a motion to approve the minutes. Pieper seconded the motion. All in favor. Motion carried.

## **Approval of the Financials**

Pieper reported on the current financials. All accounts are as expected.

McClung made a motion to approve the financials. Murphy seconded the motion. All in favor. Motion carried.

## **Police Report**

Wright reported that when it warms up, the calls go up. We have a higher number of homeless currently. Mizzou will be ending session and the locals will start taking over the city again. Still one officer down until mid-May.

## **City Report**

Rhodes reported that the update on the Wabash trash compactor will be end of April. Meyers electric is doing the work. Concrete enclosure is not going to happen at this time.

## **REDI Report**

Driskel-Hawxby reported that there is a new podcast called I AM REDI, it's 25-35 minutes and only on Soundcloud. She encouraged the Board to go listen to it.

## **CVB Report**

No report was presented

## **New Business**

Davis reported that they are looking into a new system for Director Dashboards. Many systems are too expensive. Looking at GMail and doing packets with all the information.

### **Old Business**

Davis reported that the Shops at Sharp End is wanting our support to get going.

Collaboration:

The District, REDI, MWBC, CMCA

Asking \$15,000 up front for first year  
\$10,000 each additional year for media buy only  
District role is for marketing only

Shops at Sharp End will provide workshops, training, retail start ups, allow any new entrepreneur to prove their concept, then they move onto a brick and mortar. Allowing new entrepreneurs to join in the Shops at Sharp End.

They are asking for a MOU. Davis thinks this will be a great opportunity to build that part of the District up again. She would like to see a vote on this as soon as possible.

Jarvis asked how they get involved with Shops at Sharp End.

Button-anyone with a new idea or plan can join. They are looking to have a goal space of 51% minority owned businesses.

Jarvis asked, are there any requirements?

Button-they have to have sales of some sort, in person or online.

Caldera-is the city approval needed, can I get in touch with them to verify?

Button- space is approved with REDI and she will share contact information.

McClung-how have you identified individuals who need this space, is it attainable?

Buttons-we have 127 Hub clients with start ups and 40 retail start ups waiting. Also have Refugee & Immigrants, Afghan and Ukranian businesses wanting to use this.

Nolan asked if there are term lengths?

Davis- specified lengths & pop ups are available.

Jarvis asked how we know it will be successful?

Buttons-we have three years to get the space ready and will watch it for that time to judge it's successes and issues.

Johnson- do they have employees?

Buttons-they can have employees, if they have 3-5 employees, then they are considered established and don't belong.

Murphy asked can they use ARPA funds.

Button-yes

Murphy-is there a plan if it doesn't work?

Button-yes, planning to be presented tomorrow.

McClung moves to supports the \$15,000 for two years

Caldera stepped in- asks if he and Nickie can finish the fine details before making a motion.

Nickie will finalize details to sign the MOU.

Fields made a motion to finalize the MOU in support of the Shops at Sharp End. Nolan seconded the motion. All in favor. Motion passed.

### **FY 2024 Budget**

Becker went over the budget.

### **Committees**

#### **Operations**

Jarvis reported that they are still looking at planter options, they met with LoCo Motion.

Public bathroom survey went out and they are reviewing. Solid Waste Master Plan is still looking at dumpsters and waste. Gift Card are successful may add more.

#### **Economic Development**

Nolan reported that they met with MICONEX about The District gift card program. It has been tabled by concerns. Setting up second meeting with MICONEX, Caldera & Murphy.

Wayfinding signs are on hold until they find out who is paying what.

Minority Business Grants, only 1 left, rolling it to next year.

Budget, added money for art.

#### **Marketing**

Davis reviewed the numbers for unexpected successful Wedding Stroll. Proposal for Andrea Lynn Event has been tabled for now. Magic Tree has to be renamed. Shop Hop coming up, Restaurant Month in June, Media Buy day is coming up.

**DLC Report**

Hawxby reported that they did not meet.

**Parking Commission Report**

McClung reported that they meet tomorrow, nothing to report.

**Orr Street Park Commission**

Davis reported that it is \$1.25 million dollars, taking longer than expected.

**Staff Report**

None

**Public Comment**

Paul Land from Plaza Real Estate went over a market report that they just completed. Showed that The District and Downtown Columbia Missouri are in really good shape.

**Comments from Board, Staff**

Davis explained the new business packets that we are handing out as a refresher for our merchants.

McClung made a motion to adjourn the meeting. Pieper seconded the motion. All in favor. Motion passed. 4:30pm.

**Downtown Community Improvement District  
Operations Committee Meeting**

**April 20, 2023**

**11 S. 10th St.**

**3:30pm**

**Present**

Sarah Johnson - Basement Reef  
Kathy Murphy - Commerce Bank  
Aric Jarvis - The Broadway Hotel  
Van Hawxby - Dogmaster Distillery  
Tom Mendenhall - The Lofts  
Kathy Becker - CID  
Ellen Nimmo - CID

**Absent**

Danielle Little-Columbia Real Estate  
Morgan Wright-Gunter Hans

**Guests**

none

Jarvis called the meeting to order at 3:32 pm

**Approval of Agenda**

Murphy moved to approve the agenda, Hawxby seconded. All approved.

**City Planters Update**

Discussion on who to hire to help with current planters. As soon as we get approval from Parks and Rec we will start planting the above ground planters. On the 10th and Broadway planter discussion on what type is preferred was discussed. Further clarification and discussion from the City is needed. Becker stated she will invite Public Works and Parks and Rec to the next meeting. .

#### **4AChange Update**

Some discussion about a man that has been repeatedly threatening and harassing folks downtown. Hawxby talked about representative(s) from CID visiting Madison, WI to see how their downtown has worked to address the homeless population. The feeling of the group was this would be something CID would like to be a part of.

A few comments about the positive helpfulness of 4AChange since its implementation.

#### **Block by Block Update**

Becker mentioned that not all the contracted hours have been billed. Block by Block will provide The District with a rebate for those hours. The group feeling was that the alleyways are looking better.

#### **Camera Grant Update**

Still waiting on some to install cameras. After they are installed and they send us receipts we will be done with this fiscal year's camera grant.

Comment from Jarvis that we'd want to decide whether to continue this in the future or not.

#### **Solid Waste Master Plan**

Becker stated that we are looking at the District's billing for Solid Waste. Part of the issue seems to be: What is the definition of "customer" according to the city's ordinance?

A meeting will be scheduled so that all are on the same page when it comes to how all in The District are billed. It is our hope that we can solve some of

the inconsistencies and missed billing that seem to be happening concerning trash billing within The District.

Group agreed that this is a large-scale project. Next steps would be to meet with the City to see what can be done to rectify the gaps in billing. The potential of a separate Solid Waste Committee was discussed.

### **FY24 Operations Budget**

Banner budget will likely go over. Prices have gone up as well as demand. Getting some new banners next year and adding for both sides of the street (Broadway).

Planting budget went up after the last Board retreat.. Concerns were voiced that once the budget goes up the expectation is set for future years and there was some concern over the quality (standard) of planters/flowers.

Cleaning and maintenance with Block by Block, Supplies, Equipment, and Rent all went up.

Gateway maintenance upkeep prices are also going up. A few of the budget items fall within the Economic Committee.

Group agreed to extend the Camera Grant if the demand for it is there, the Board will vote on this when they meet on budget.

Jarvis asked the group if there was anything else Operational ought to consider adding to the Budget, no hard additions were made.

### **Public Comment**

Hawxby motioned to adjourn at 4:07 pm. Murphy seconded. All approved.

**RESOLUTION NO. 2023-28**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING THE FINANCIALS DATED APRIL 30, 2023 TO THE BOARD OF DIRECTORS MEETINGS HELD MAY 9, 2023.**

**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 financials for the meeting of the Directors held.

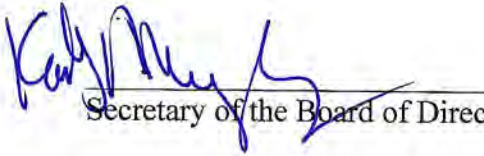
Passed this May 9, 2023

Chair of the Board of Directors  
(SEAL)

A handwritten signature in black ink, appearing to read "Jenah I. H.", is written over a horizontal line.

Attest:

Secretary of the Board of Directors

A handwritten signature in blue ink, appearing to read "Kathy M. H.", is written over a horizontal line.



DOWNTOWN CID FINANCIAL REVIEW

# Financials ending April 30, 2023

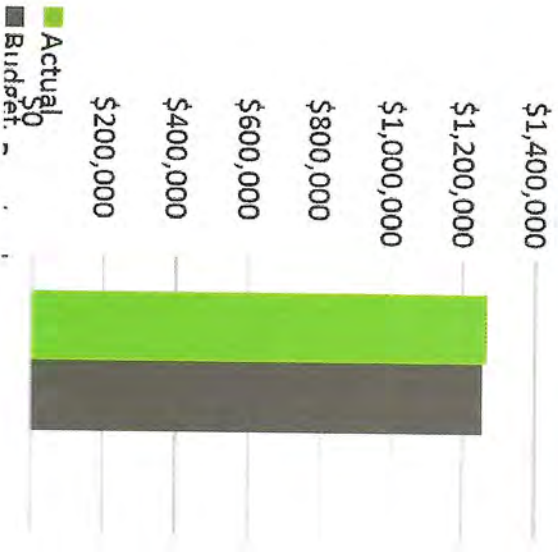
5.9.23



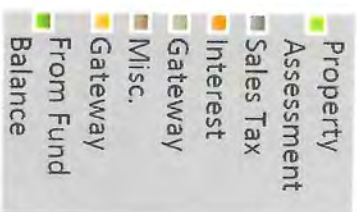
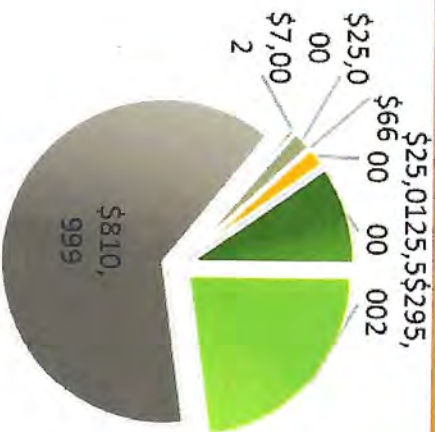
Income - \$1,263,569 – 101% of Budget

- FY2023 comprises of Property Assessment (2022) and Sales Tax (May 2022-April 2023).
- The CID has received 100% of budget property assessment funds.
- The CID received \$810,999.02 in Sales Tax Funds Deposits (May 2022 – April 2023). 105% of the sales funds have been collected for the FY2023 Budget. We have completed the FY23 sales collection year.

Income Trend: Year to date



FY 2023 Income Streams



## Expenses -April is the 7th month of the fiscal year (58% through the FY)

FY2023 Expenses for this fiscal year budget = \$565,867 of \$1,303,300 (43% of total budget)

- Total Recurring Expenses = \$559,867 spent in FY 2023 (57% of the \$999,300 budgeted)
- Total Non-Recurring Expenses = \$6,0000 spent in FY
- Program Management – 55% of the Budget has been spent
- Operations – 61% of the Budget was spent.
- Economic Development – 47% of the Budget was spent
- Marketing – 54% of the budget was spent

## Highlights

- This fiscal year we collected \$65,394 more in sales tax income compared to last year.
- The increase in sales tax this fiscal year equals an increase of 13 million of sales within The District.
- In FY2023 there was over of 161 million in sales within The District.



**RESOLUTION NO. 2023-29**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT TO FINALIZE THE FY24 BUDGET.**

**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 FY24 Budget.

Passed this May 9, 2023

Chair of the Board of Directors  
(SEAL)

A handwritten signature in black ink, appearing to read "Deborah Rust", written over a horizontal line.

Attest:

A handwritten signature in blue ink, written over a horizontal line.

Secretary of the Board of Directors

## CID Fiscal Year - 2023 Budget

### FYE 2023 Budget - Revised March

|                                | 2023                | October              | November            | December            |
|--------------------------------|---------------------|----------------------|---------------------|---------------------|
| Property Assessment            | \$ 294,000          | \$ 295,002.62        | \$ -                | \$ -                |
| Sales Tax                      | \$ 775,000          | \$ 392,098.52        | \$ 59,031.86        | \$ 78,294.50        |
| Interest Income                | \$ 8,800            | \$ 913.35            | \$ 859.42           | \$ 925.14           |
| Miscellaneous                  |                     |                      | -                   |                     |
| Gateway donation from CFCM     | \$ 50,000           |                      | -                   |                     |
| Investment Income              | \$ -                |                      | -                   |                     |
| From Fund Balance              | \$ 125,500          |                      | -                   |                     |
| <b>Total Recurring Revenue</b> | <b>\$ 1,253,300</b> | <b>\$ 688,014.49</b> | <b>\$ 59,891.28</b> | <b>\$ 79,219.64</b> |

### Recurring Expenses

#### Program Management

|                              |           |           |             |           |
|------------------------------|-----------|-----------|-------------|-----------|
| Insurance-Health             | \$ 14,000 | \$ 209.07 | \$ 939.38   | \$ 939.38 |
| Insurance -Property, D&O     | \$ 9,200  | \$ -      | \$ -        | \$ -      |
| Meals & Entertainment        | \$ 2,378  | \$ 66.43  | \$ -        | \$ 46.51  |
| Industry Membership          | \$ 3,200  | \$ 10.00  | \$ 1,000.00 |           |
| Office Equipment-Repair      | \$ 300    | \$ -      |             |           |
| Office Repairs & Maintenance | \$ 2,100  |           | \$ 145.00   | \$ 390.36 |
| Office Supplies              | \$ 9,000  | \$ 199.99 | \$ 417.00   | \$ 652.31 |
| Office cleaning              | \$ 3,900  | \$ -      | \$ 600.00   |           |
| Parking-Staff                | \$ 3,750  | \$ -      |             | \$ 360.00 |

### CID Fiscal Year - 2023 Budget

|                                 |                   |  |                  |  |                     |  |                     |
|---------------------------------|-------------------|--|------------------|--|---------------------|--|---------------------|
| Payroll                         | \$ 224,500        |  | 14,850.58        |  | \$ 14,345.08        |  | \$ 15,847.58        |
| Payroll Taxes                   | \$ 19,000         |  | 1,136.07         |  | \$ 1,158.60         |  | \$ 1,273.54         |
| Professional Services           | \$ 20,670         |  | 425.50           |  | \$ 80.50            |  | \$ 1,162.50         |
| Rent-Office                     | \$ 34,800         |  | 3,119.22         |  | \$ 2,969.22         |  | \$ 2,969.22         |
| Seminars & Conferences          | \$ 11,000         |  | 561.96           |  | \$ 294.53           |  | \$ 2,036.00         |
| Telephone/Internet              | \$ 5,000          |  | 292.91           |  | \$ 294.53           |  | \$ 287.97           |
| TIF Reimbursement               | \$ 10,000         |  |                  |  | \$ 1,658.00         |  | \$ 2,071.50         |
| Utilities                       | \$ 9,000          |  | 76.54            |  | \$ 449.06           |  | \$ 661.60           |
| <b>Total Program Management</b> | <b>\$ 381,798</b> |  | <b>20,948.27</b> |  | <b>\$ 24,056.37</b> |  | <b>\$ 28,698.47</b> |

### Programs & Services

#### Operations

|                                 |                   |  |               |  |                     |  |                     |
|---------------------------------|-------------------|--|---------------|--|---------------------|--|---------------------|
| Banners (Installation & Repair) | \$ 15,000         |  | 190.44        |  | \$ 2,430.00         |  | \$ 470.00           |
| City Horticulture               | \$ 28,000         |  |               |  |                     |  |                     |
| Cleaning & Maintenance          | \$ 255,352        |  | 20,459.89     |  | \$ 20,459.89        |  | \$ 27,424.73        |
| Cleaning & Maint Equipment      | \$ 1,000          |  |               |  | \$ 611.55           |  |                     |
| Contract Labor                  | \$ 30,000         |  | 2,770.00      |  | \$ 2,549.54         |  | \$ 1,425.00         |
| CPD Substation - Rent           | \$ 6,600          |  | 430.78        |  | \$ 430.78           |  | \$ 430.78           |
| Maintenance (Gateway)           | \$ 3,000          |  | 300.00        |  | \$ 100.00           |  | \$ 105.00           |
| Interest Expense (Gateway)      | \$ 1,000          |  | 241.66        |  | \$ 269.45           |  | \$ 227.50           |
| Misc - Contingency              | \$ -              |  | -             |  | \$ -                |  | \$ -                |
| <b>Total Operations</b>         | <b>\$ 339,952</b> |  | <b>24,393</b> |  | <b>\$ 26,851.21</b> |  | <b>\$ 30,083.01</b> |

**CID Fiscal Year - 2023 Budget**

**Economic Development**

|                                       |    |                |    |  |               |    |  |          |    |          |
|---------------------------------------|----|----------------|----|--|---------------|----|--|----------|----|----------|
| Business Recruitment/Retention        | \$ | 7,000          | 0  |  |               |    |  | 0        | \$ | -        |
| Business Metrics                      | \$ | 10,000         | \$ |  | 10,000.00     | \$ |  | -        |    |          |
| Minority Business Grants              | \$ | 30,000         |    |  |               |    |  |          |    |          |
| Gift Card Grant Program               | \$ | 20,000         |    |  |               |    |  |          |    |          |
| One Card - District Gift Card Program | \$ | 18,950         |    |  |               |    |  |          |    |          |
| Public Art - Art Boxes                | \$ | 500            |    |  |               |    |  |          |    |          |
| Public Art - Alley Door/Mural         | \$ | 18,000         | \$ |  | 2,000.00      | \$ |  | -        |    |          |
| Misc - Contingency                    | \$ | -              | \$ |  | -             | \$ |  | -        |    |          |
| <b>Total Economic Development</b>     | \$ | <b>104,450</b> | \$ |  | <b>12,000</b> | \$ |  | <b>-</b> | \$ | <b>-</b> |

**Marketing**

|                                     |    |                |    |  |                 |    |  |                 |    |                 |
|-------------------------------------|----|----------------|----|--|-----------------|----|--|-----------------|----|-----------------|
| Image Marketing/Media Buy           | \$ | 42,000         | \$ |  | 2,966.00        | \$ |  | 2,269.66        | \$ | 5,317.12        |
| Promotions & Events                 | \$ | 22,000         | \$ |  | 100.00          | \$ |  | 250.00          | \$ | 339.03          |
| Holiday Events                      | \$ | 10,000         |    |  |                 |    |  | -               | \$ | 378.58          |
| Online Marketing                    | \$ | 13,000         | \$ |  | 316.81          | \$ |  | 200.00          | \$ | 136.83          |
| Graphic Designer                    | \$ | 28,000         |    |  |                 |    |  | -               |    |                 |
| Holiday Décor                       | \$ | 40,000         | \$ |  | 155.41          | \$ |  | -               |    |                 |
| Public Safety/Cleanliness Campaigns | \$ | -              |    |  |                 |    |  | -               |    |                 |
| Marketing Subscriptions             | \$ | 3,500          | \$ |  | 344.65          | \$ |  | -               | \$ | 378.85          |
| Postage                             | \$ | 800            |    |  |                 |    |  | -               | \$ | 62.64           |
| Printing                            | \$ | 13,800         | \$ |  | 182.80          | \$ |  | 913.08          | \$ | 1,791.82        |
| Misc - Contingency                  | \$ | -              |    |  |                 |    |  | -               |    |                 |
| <b>Total Marketing</b>              | \$ | <b>173,100</b> | \$ |  | <b>4,065.67</b> | \$ |  | <b>3,632.74</b> | \$ | <b>8,404.87</b> |

## CID Fiscal Year - 2023 Budget

|                                      |                   |                    |              |              |
|--------------------------------------|-------------------|--------------------|--------------|--------------|
| <b>Total Programs &amp; Services</b> | \$ 617,502        | \$ 40,458.44       | \$ 30,483.95 | \$ 38,487.88 |
| <b>Total Recurring Expenses</b>      | \$ 999,300        | \$ 61,406.71       | \$ 54,540.32 | \$ 67,186.35 |
| <b>Non-Recurring Expenses</b>        |                   |                    |              |              |
| <b>Special Projects</b>              |                   |                    |              |              |
| Broadway Gateway - expenses          | \$ -              | \$ -               | \$ -         | \$ -         |
| Banner Purchases                     | \$ 25,000         | \$ -               | \$ -         | \$ -         |
| Grease Tank Grant Fund               | \$ -              | \$ -               | \$ -         | \$ -         |
| Convention Center Study              | \$ -              | \$ -               | \$ -         | \$ -         |
| Camera Grants to Businesses          | \$ -              | \$ -               | \$ -         | \$ -         |
| FUSUS Cameras with CPD               | \$ 20,000         | \$ -               | \$ -         | \$ -         |
| Design Guideline Booklet             | \$ -              | \$ -               | \$ -         | \$ -         |
| District Cameras New                 | \$ 4,000          | \$ -               | \$ -         | \$ -         |
| Wayfinding Signs                     | \$ 30,000         | \$ -               | \$ -         | \$ -         |
| Gateway - More on Masterplan         | \$ 100,000        | \$ -               | \$ -         | \$ -         |
| <u>Reserve for future projects.</u>  | \$ 100,000        | \$ -               | \$ -         | \$ -         |
| <b>Contingency</b>                   | \$ 279,000        | \$ -               | \$ -         | \$ -         |
|                                      | \$ 25,000         | \$ 4,000.00        | \$ -         | \$ -         |
| <b>Total Non-Recurring Expenses</b>  | <b>\$ 304,000</b> | <b>\$ 4,000.00</b> | <b>\$ -</b>  | <b>\$ -</b>  |



**CID Fiscal Year - 2023 Budget**

**Total Expenses**

\$ 1,303,300.00      \$ \_\_\_\_\_      65,406.71      \$ \_\_\_\_\_      54,540.32      \$ 67,186.35

**Pending Projects left from FY2022**

|                               |                  |           |                 |           |          |           |          |
|-------------------------------|------------------|-----------|-----------------|-----------|----------|-----------|----------|
| Public Art                    | \$ 8,811         | \$        | 2,000.00        | \$        | -        | \$        | -        |
| Convention Center Study       | \$ 17,911        | \$        | -               | \$        | -        | \$        | -        |
| Minority Business Grant       | \$ 5,000         | \$        | -               | \$        | -        | \$        | -        |
| Camera Grant                  | \$ 30,000        | \$        | -               | \$        | -        | \$        | -        |
| Gateway construction          |                  |           |                 |           |          |           |          |
| <u>Banners</u>                | \$ 15,000        | \$        | -               | \$        | -        | \$        | -        |
| <b>Total Pending Projects</b> | <b>\$ 76,722</b> | <b>\$</b> | <b>2,000.00</b> | <b>\$</b> | <b>-</b> | <b>\$</b> | <b>-</b> |

## CID Fiscal Year - 2023 Budget

|  | March         | April        | Fiscal Year Total | Budget | Percent of |
|--|---------------|--------------|-------------------|--------|------------|
|  | \$ -          |              | \$ 295,002.62     |        | 100%       |
|  | \$ 78,580.97  | \$ 72,013.79 | \$ 810,999.02     |        | 105%       |
|  | \$ 1,117.30   | \$ 1,096.40  | \$ 7,002.11       |        | 80%        |
|  | \$ -          |              | \$ 65.70          |        |            |
|  | \$ -          |              | \$ 25,000.00      |        | 50%        |
|  | \$ 125,500.00 |              | \$ 125,500.00     |        |            |
|  | \$ 205,198.27 | \$ 73,110.19 | \$ 1,263,569.45   |        | 101%       |
|  | \$ 1,902.42   | \$ 320.87    | \$ 6,321.40       |        | 45%        |
|  | \$ 1,172.00   |              | \$ 9,482.00       |        | 103%       |
|  | \$ 250.08     | \$ 9.59      | \$ 439.20         |        | 18%        |
|  | \$ 85.00      | \$ 25.00     | \$ 1,405.90       |        | 44%        |
|  |               |              | \$ -              |        | 0%         |
|  |               |              | \$ 646.53         |        | 31%        |
|  | \$ 230.49     | \$ 3,367.87  | \$ 7,041.05       |        | 78%        |
|  | \$ (480.00)   |              | \$ 1,560.00       |        | 40%        |
|  |               |              | \$ -              |        | 0%         |

**CID Fiscal Year - 2023 Budget**

|       |           |       |           |       |            |       |
|-------|-----------|-------|-----------|-------|------------|-------|
| \$    | 25,623.15 | \$    | 17,251.51 | \$    | 119,405.37 | 53%   |
| \$    | 1,983.11  | \$    | 1,335.03  | \$    | 9,371.64   | 49%   |
| \$    | 5,756.00  | \$    | 452.50    | \$    | 8,859.25   | 43%   |
| \$    | 2,969.22  | \$    | 2,969.22  | \$    | 20,934.54  | 60%   |
| \$    | 3,591.52  | \$    | 3,749.30  | \$    | 9,938.78   | 90%   |
|       | 195.06    |       | 285.6     | \$    | 1,928.94   | 39%   |
| \$    | 1,675.97  | \$    | 713.08    | \$    | 7,943.20   | 79%   |
| \$    | 611.29    | \$    | 668.51    | \$    | 4,209.85   | 47%   |
| <hr/> | <hr/>     | <hr/> | <hr/>     | <hr/> | <hr/>      | <hr/> |
| \$    | 45,565.31 | \$    | 31,148.08 | \$    | 209,487.65 | 55%   |

|       |           |       |           |       |            |       |
|-------|-----------|-------|-----------|-------|------------|-------|
| \$    | 2,200.79  | \$    | 1,352.50  | \$    | 9,816.23   | 65%   |
| \$    | 27,424.78 | \$    | 27,424.78 | \$    | 178,043.63 | 70%   |
| \$    | 284.96    |       |           | \$    | 896.51     | 90%   |
| \$    | 1,708.00  | \$    | 2,296.00  | \$    | 14,270.54  | 48%   |
| \$    | 430.78    | \$    | 430.78    | \$    | 3,015.46   | 46%   |
| \$    | 844.40    | \$    | 302.39    | \$    | 1,651.79   | 55%   |
|       |           | \$    |           | \$    | 1,039.16   | 104%  |
|       |           | \$    |           | \$    | -          |       |
| <hr/> | <hr/>     | <hr/> | <hr/>     | <hr/> | <hr/>      | <hr/> |
| \$    | 32,893.71 | \$    | 31,806.45 | \$    | 208,733.32 | 61%   |

**CID Fiscal Year - 2023 Budget**

|  |    |           |    |           |      |
|--|----|-----------|----|-----------|------|
|  | \$ | 1,393.68  | \$ | 1,393.68  | 20%  |
|  | \$ | 10,000.00 | \$ | 10,000.00 | 100% |
|  | \$ | 25,000.00 | \$ | 25,000.00 | 83%  |
|  | \$ | 10,000.00 | \$ | 10,000.00 | 50%  |
|  | \$ | -         | \$ | -         | 0%   |
|  | \$ | 500.00    | \$ | 500.00    | 100% |
|  | \$ | 2,000.00  | \$ | 2,000.00  | 11%  |
|  | \$ | -         | \$ | -         |      |
|  | \$ | 5,000.00  | \$ | 48,893.68 | 47%  |
|  | \$ | 1,893.68  | \$ | 48,893.68 |      |
|  | \$ | 3,674.30  | \$ | 24,200.03 | 58%  |
|  | \$ | 533.35    | \$ | 6,993.92  | 32%  |
|  | \$ | 292.44    | \$ | 6,993.92  |      |
|  | \$ | 1,200.00  | \$ | 7,478.58  | 75%  |
|  | \$ | 361.33    | \$ | 2,988.91  | 23%  |
|  | \$ | 144.55    | \$ | 2,988.91  |      |
|  | \$ | 19,101.85 | \$ | 20,313.10 | 73%  |
|  | \$ | 1,211.25  | \$ | 20,313.10 |      |
|  | \$ | -         | \$ | 23,175.40 | 58%  |
|  | \$ | -         | \$ | 23,175.40 |      |
|  | \$ | 876.05    | \$ | -         | 0%   |
|  | \$ | 659.91    | \$ | 2,782.43  | 79%  |
|  | \$ | 75.96     | \$ | 256.08    | 32%  |
|  | \$ | 256.08    | \$ | 256.08    |      |
|  | \$ | 525.29    | \$ | 4,563.70  | 33%  |
|  | \$ | 737.59    | \$ | 4,563.70  |      |
|  | \$ | -         | \$ | -         |      |
|  | \$ | 25,148.13 | \$ | 92,752.15 | 54%  |
|  | \$ | 10,578.39 | \$ | 92,752.15 |      |



**CID Fiscal Year - 2023 Budget**

\$ 108,607.15      \$ 77,426.60      \$ 565,866.80      43%

|             |    |           |    |  |
|-------------|----|-----------|----|--|
|             | \$ | 2,000.00  | \$ |  |
|             | \$ | 11,375.00 | \$ |  |
|             | \$ | 5,000.00  | \$ |  |
| \$ 8,113.52 | \$ | 12,113.52 | \$ |  |
|             | \$ | 11,889.80 | \$ |  |
|             | \$ | -         | \$ |  |
| <hr/>       |    |           |    |  |
| \$ 8,113.52 | \$ | 42,378.32 |    |  |

**RESOLUTION NO. 2023-30**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING THE AGENDA HELD JUNE 13, 2023.**

**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 agenda for the meeting of the Directors held June 13, 2023.

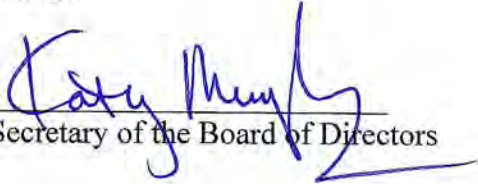
Passed this June 13, 2023

Chair of the Board of Directors  
(SEAL)

A handwritten signature in black ink, appearing to read "Deborah A. Rust", written over a horizontal line.

Attest:

Secretary of the Board of Directors

A handwritten signature in blue ink, appearing to read "Casey Murphy", written over a horizontal line.



Downtown Community Improvement District  
 CID Board of Directors  
 11 S. Tenth St.  
 Tuesday, June 13th, 2023 at 3:30 p.m.  
 Zoom - Meeting ID: 998 3300 8078  
 Passcode: 221382  
 In Person

| TIME | ITEM   | RESPONSIBLE    | Action |
|------|--|----------------|--------|
| 3:30 | <b>OPEN TO THE PUBLIC</b>                    |                |        |
|      | <b>Introductions</b>                         |                |        |
|      | <b>Approval of Agenda</b>                    | Rust           | Vote   |
|      | <b>Approval of Minutes</b>                   | Rust           | Vote   |
|      | <b>Approval of Financials</b>                | Pieper         | Vote   |
|      | <b>Police Report</b>                         | Wright/Rowland |        |
|      | <b>City Report</b>                           | Rhodes         |        |
|      | <b>REDI Report</b>                           | Driskel-Hawxby |        |
|      | <b>CVB Report</b>                            | Schneider      |        |
|      | <b>New Business</b>                          |                |        |
|      | - Tech Update Presentation                   | Lux/Davis      | Vote   |
|      | <b>Old Business</b>                          |                |        |
|      | - Gateway Update                             | Davis          |        |
|      | - Planters Update                            | Becker         |        |
|      | - Block By Block Update                      | Becker         |        |
|      | - FY24 Budget                                | Pieper         |        |
|      | <b>Committee Reports</b>                     |                |        |
|      | <u>Operations</u>                            | Jarvis         |        |
|      | <u>Economic Development</u>                  | Nolan          |        |
|      | <u>Marketing</u>                             | Norden         |        |
|      | <b>DLC Report</b>                            | Hawxby         |        |
|      | <b>Parking Commission Report</b>             | McClung        |        |
|      | <b>Orr Street Park Committee</b>             | Davis          |        |
|      | <b>Staff Report</b>                          | Davis          |        |
|      | <b>Comments from Board, Staff and Public</b> |                |        |

Members of the public may attend any open meeting. For requests for accommodations related to disability, please call 573-442-6816. In order for staff in making the appropriate arrangements for your accommodation, please make your request 24 hour in advance.

**June Meetings:**  
 Executive Committee  
 Board Meeting  
 Operations Committee  
 Economic Development

Tuesday, June 6, 3:30 p.m.  
 Tuesday, June 13, 3:30 p.m.  
 Tuesday, June 15, 3:30 p.m.  
 Tuesday, June 20, 3:30 p.m.





Marketing Committee

Tuesday, June 13, 2:00 p.m.

**RESOLUTION NO. 2023-31**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING THE MINUTES OF THE BOARD OF DIRECTORS MEETINGS HELD MAY 9, 2023**

**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 May 9, 2023.

Passed this June 13, 2023

Chair of the Board of Directors  
(SEAL)

A handwritten signature in black ink, appearing to read "Deborah Rest", written over a horizontal line.

Attest:

A handwritten signature in blue ink, appearing to read "Katy Murray", written over a horizontal line.

Secretary of the Board of Directors

**Downtown Community Improvement District  
Board Meeting  
May 9, 2023  
11 S. 10th St.  
3:30pm**

**Present**

Nickie Davis-CID  
Ellen Nimmo-CID  
Deb Rust-Tellers/Sake  
Lara Pieper-Bloom Bookkeeping  
Aric Jarvis-The Broadway  
Russell Boyt-Russell Boyt Realty  
Sarah Johnson – The Basement Reef  
Dimetrious Woods – Essential Bodega  
Kathy McMurphy – Commerce Bank  
Mike Nolan – Blue Note  
Danielle Little – Columbia Real Estate  
Jose Caldera – Smith Lewis LLP  
Mikel Fields – Cracked-Up Mobile  
Kathy Becker – CID via Zoom

**Absent**

Mike McClung – Dungarees  
Charles Bruce – CoMO Magazine  
Rachel Norden – Missouri Symphony  
Morgan Wright – Gunter Hans  
Van Hawxby – DogMasters Distillery

**Guests**

Officer Wright  
Officer Rowland  
Officer Dutton  
Tom Mendenhall  
Kenney Greene  
Tanner Ott  
\*another guest  
Lisa Driskel-Hawxby  
Roger Johnson from Boone Co. Prosecutor's office  
Heather McGee via Zoom

Rust called the meeting to order at 3:32 pm

### **Approval of Agenda**

Jarvis moved to approve the agenda, Pieper seconded. All approved.

### **Approval of Minutes**

Jarvis motioned to approve. McMurphy seconded. All approved.

### **Approval of Financials**

Pieper read out the Financials, highlights, comparisons for previous year, etc.

Rust motioned to approve financials. Jarvis second. All approved. Motion carries.

### **Police Report**

A word of appreciation from Officer Wright to The District and to Prosecutor Johnson. Officer Wright stated that safety issues with parking garages are ongoing but being addressed. Officer Wright continued by stating that they would like to encourage any business owner or resident to give full reports to Officers if they are experiencing things such as harassment. Anyone upset or concerned with a particular person or issue is able to follow up on reports which are open to the public via CaseNet.

Wright added, concerns of individual community members expressed directly to the court can be extremely effective, so, any citizens troubled by a particular person or case are free (and encouraged) to come voice their concern directly to the court/judge.

### **City Report**

Nothing.

## **REDI Report**

Lisa Driskel-Hawxby stated on the economic development front in Boone County, the City is conducting an impact study which is underway on the Colt Railway which the City owns. Also underway is Black Mastermind Program, scholarships will be available, as well as more Minority Business Enterprise Grants coming back. City Board Meetings are open to the public, lunch is served, and there is an educational element. Interested parties can reach out to get signed up and/or get added to receive their e-newsletter.

## **CVB Report**

Nothing.

## **New Business**

- Boone County Prosecutor Q&A Johnson/Wright

Prosecutor Roger Johnson stated that the health of downtown affects the health and development of the entire community. It's a hub for many of our community's most consistent and hard to solve problems within broader society. I.E. – issues of homelessness, mental health, and substance abuse. R. Johnson stated the collaboration with Officer Wright to identify persons of concern as it relates to safety downtown has been helpful.

Prosecutor Johnson continued - major challenges with this process: (include but are not limited to) bond issues. Judges often do not know that many of the offenders are repetitious in nature. Prosecutor's office is working with the Commissioner to include resources for those suffering from mental health issues as well as working to find solutions on case-by-case (individual by individual) basis for these complex societal problems. This process, as well as some of the proposed solutions, can be costly in nature.

Prosecutor Johnson stated goal: What can we do better? What are some questions or ideas you have?

Officer Wright stated that their goal, as officers, is to address these issues with compassion. Adding that many of these issues are made more complex with the mental health aspects of disturbances downtown.

Prosecutor Johnson stated that focusing on gaining public input and public support on things like providing mental health resources, especially as it relates to the court, is crucial. Advocating for a just position with the resources available is their goal. Working to identify priorities and address concerns by discerning the difference between nuisance vs. safety concern.

Question from Little regarding the closing of camps north of town and its effect on downtown. Officers' response was generally not much (direct) impact to the downtown area that has been seen at this time.

Davis asked whether part of the influx of these types of issues is caused from folks outside Boone County, who may be coming here to access resources (i.e. – hospital care, mental health services, etc) and are subsequently not returning to their hometown(s). Prosecutor responded that he has heard those comments as well but does not have data on whether that is indeed happening or how much it is happening.

Woods expressed concern over access to affordable healthcare for some people that he has spoken to lately near his business.

Murphy asked about state statute regarding a responsibility for people outside county to return to their home once they receive the care they came for. Officer Dutton responded that their understanding is the request must come from the person who is receiving health care. Because City of Columbia is known for having good resources, this is potentially why there's an influx of folks from other areas of the state/country coming to receive care.

Question regarding Treatment Court as requirement for persons suffering from substance abuse was voiced. Officer Wright's response: Begins with Probation and Parole; they have the jurisdiction, but the individual must be willing to receive these resources. Officer Dutton added that participation is key and you can't force participation, which other officers echoed. Officer Wright also added that often there aren't enough facilities to help the people that need those resources, and the process for getting someone through these programs is lengthy.

Question from Little regarding the process for individuals wanting to voice their concern to the court/judge directly. Officer Wright offered to help with that process, as did R. Johnson, stating, if there are people/cases an individual is concerned about, please reach out and they will help anyone navigate voicing concerns in court. Letters to the court are also acceptable.

In response to a comment about (lack of) funding R. Johnson added that funding for many of these processes is just enough to do O.K. Their office has looked at examples in other counties (Johnson and Douglas) and how they've been able to get more funding through grants for things such as crisis centers, quick handoffs from law enforcements, and other streamlined processes to address underlying issues such as mental health and substance abuse.

Prosecutor Johnson stated action items to consider (big priorities) – changing the way they divide up cases, increase salaries for officers, increase staffing, camera purchases, and education of community members. R. Johnson thanked the group and would like to continue the conversation with members of The District and the community.

- Social Summit Review

Davis and Rust went to the Responsible Hospitality Social Summit Conference in NY. They offered a condensed version of the notes they took during their time there. Rust said anyone that wants to do a more in-depth dive into what they learned, please reach out and they will find time to go over this. Davis stated they are setting up meetings regarding a few action items they came away with.

A few general notes from their time there:

Nightlife experience was a big theme for this conference and felt very relevant to The District. In example, using a "Nightlife Managers," a direct contact person to be involved with anything going on in the nightlife of city. Bouncers, police force, restaurants and bars, and so on.

A few questions about liability/responsibility were raised by the group regarding a position like that. Caldera stated that from a liability standpoint (financial risk) if the position is advisory in nature, risk seems low. But the question remains, is it an effective approach?

Block by Block has ambassadors who help with a lot of these nightlife issues. However, their jurisdiction is limited and their presence is expensive.

Jarvis asked how positions like these are funded. Davis said most she had heard of were funded by City. Concern with the scope of the problem was expressed.

Woods gave some examples of bigger cities' use of a person who 'bridges gap.' Essentially, a liaison between the city, CPD, downtown businesses, and the community. Davis said the position (Nightlife Manager) in NY, as an example, had buy-in from the community (city, business owners, police, etc) which was extremely key in its effectiveness.

Rust restated that she and Davis would be available to take a more in-depth dive with anyone that wants to talk more about what they learned at the conference.

Davis stated a meeting with the police chief to take information and questions to be in the works.

## **Old Business**

- FY24 Budget

Pieper stated the budget covers what The District's budget was in 2022, 2023, and proposed in 2024, adding that the biggest change is Sharp's End add-in the budget, which was approved last month. Sales tax being the largest revenue stream. Everything else is as it has been or moderate increases to keep up with price hikes for services.

Jarvis motioned to approve. Little seconds. All approved. Motion carries.

## **Committee Reports**

### Operations

Jarvis stated the biggest topics for Operations as of late: Solid waste, solid waste billing, and positions of dumpsters in The District. This project was requested by the City. Due to the scope of this project, may be looking for a sub-committee to help execute this analysis of the solid waste in The District. When ready to make said committee a request for interested parties will be sent out.



Some conversation regarding planters downtown. Hiring Helmi's, expect them to begin planting mid-May with the permission of Parks and Rec for one year.

### Economic Development

Nolan stated this meeting was rescheduled. No new reports.

### Marketing

Norden (absent) stated the marketing committee did not meet. Davis stated the Media Buy date is scheduled for (all day) May 25<sup>th</sup> –any comments or notes regarding the Media Buy day should be sent to Davis or Norden.

### **DLC Report**

Hawxby absent. Davis stated DLC did not meet.

### **Parking Commission Report**

McClung absent. No report given.

### **Orr Street Park Committee**

Davis stated she requested an update and stated that Gabe sent: A 1.25 agreement has been made and they expect it to be approved at City Council on June 19<sup>th</sup>. Parks and Rec has meetings set up with relevant parties. Once these three meetings happen, they expect a public meeting during either June or July.

### **Staff Report**

Ellen Nimmo added to The District team as Office Assistant (info@discoverthedistrict)

### **Comments from Board, Staff, and/or Public**

Comment from community member that Gateway is looking great.

Jarvis motioned to adjourn at pm. Pieper seconded. All approved.

**Downtown Community Improvement District  
Operations Committee Meeting**

**May 18, 2023**

**11 S. 10th St.**

**3:30pm**

**Present**

Nickie Davis-CID  
Kathy Becker-CID  
Ellen Nimmo-CID  
Kathy Murphy – Commerce Bank  
Danielle Little – Columbia Real Estate  
Aric Jarvis – The Broadway Hotel  
Morgan Wright – Gunter Hans  
Chris Kelly – At Large  
Tom Mendenhall – At Large  
Van Hawxby – Dogmaster Distillery

**Absent**

Jon Ott – At Large

**Guests**

Sarah Johnson – Basement Reef  
Alison Anderson - Public Works  
Mike Snyder - Parks and Rec

Jarvis called the meeting to order at 3:30 pm

**Approval of Agenda**

Murphy moved to approve the agenda; objection from Johnson due to date on agenda being incorrect (17<sup>th</sup> vs 18<sup>th</sup>), Mendenhall seconded approval with the adjustment of the date. All approved.

### **City Planters Update**

One idea for replacing the planter on 10<sup>th</sup> and Broadway location involves permeable concrete which utilizes stormwater to water the tree. Follow up with the developer. Mendenhall motioned to move forward. Murphy seconds. All approved.

Davis stated we are ready to move forward with Helmi's on the remaining planters. Snyder said P&R will work on removing dead plants from planter outside Commerce Bank.

### **4A Change Update**

The breakdown of the 4A Change bill is essentially any call from The District or its business owners.

### **Camera Grant Update**

Jarvis asked how many grants have been paid out so far. Becker said close to half are finished. Davis stated we are still fielding interest for cameras, his can potentially be re-added to next year's budget when the time comes (August). Becker read out a list of business locations that are expecting camera installations which in all different areas of The District.

### **Block by Block Update**

Currently BbB has three employees and Bill. They are still experiencing under-staffing. They are starting power washing some areas. The City has picked up the recycling at the bins that were overflowing. They (the City) also monitor the compactors to make sure all is working well, etc. Davis stated it's nearly time to go back to the City for funding for Block by Block.

### **Solid Waste Master Plan**

Board did decide to take this to another committee. Davis stated this will be open to some folks not on our Board, but that are very concerned with this matter. Davis continued that she is planning to ask the City if the old BofA parking lot (cherry street) could be used as a potential compactor lot.

Jarvis stated The District met with The City to discuss billing. It seems like they are eager to get this resolved as well and we got some questions answered, helpful. If anyone wants to be on this committee let Davis or Jarvis know and they will get you added.

**Public/Staff Comment**

Murphy motioned to adjourn at 4:04 pm. Mendenhall seconded. All approved.

Media Buy Day  
Thursday, May 25, 2023

Attendees

Christina Kelley – Makes Scents  
Deb Rust – Tellers/Sake  
Rachel Norden – The Missouri Symphony  
Laura Pieper – Bloom Bookkeeping  
Sara Johnson – Basement Reef  
Matt Bear – Country Financial  
Nickie Davis – The District  
Nikkie Reese – The District  
Kathy Becker – The District  
Ellen Nimmo – The District  
Brandon Rettke – The District

Davis stated The District's main focus for advertising is to achieve a vibrant downtown and effectual event(s) for the businesses within its boundaries. Davis stated she would like to see some commercials to enhance the marketing this year. Group seemed to agree that historically The District has been 'print heavy.' There was some discussion/agreement that eliminating one or more of the print media and adding in video in some capacity would be the way to go. Plan to move up the marketing committee meeting to discuss and decide which Media Buys to buy (**June 13 at 2pm**).

Brief discussion on the following:

- Writer's Block – take a pause, may circle back to them, if needed.
- Treeline – pause this year
- Pride Fest – we had talked before about placing some of the media budget here, but as of right now we do not have pricing on their sponsorship tiers Sept 23-24<sup>th</sup>
- Wellness Weekend – Sept 9<sup>th</sup>
- T/F – normally \$2000 and a lot of in-kind, TrueLove event has been offered to The District, but would need to examine closer. Key topics to consider: labor, getting businesses to participate, extra expenses, etc. How can we continue to support T/F whether through marketing dollars or helping with TLove?
- MassMailers through Post Office – print at P.O. and choose drop locations, the P.O.'s suggestion is to do a 3-time per year campaign, \$1500 per drop.

## **Missouri Life**

Passionate about MO exhibited through Magazine and TV show. On page 25 of Magazine, 1/6 page ad (currently), page 59 1/4 page size ad (for an example). Website, sticky "anchor" note, TV link view 800K viewership in Missouri (on Roku), weekly newsletter 24,000 subscribership with 68% open rate.

Packaging ideas: Live 6 issues, six months, banner ads \$10450

Work package, five months, four issues, quarterly, \$8134

Play

- Missouri Life TV, \$30000, build a TV show for The District, for use on Social Media and Web
- Columbia CVB guide full page \$3250
- 100 year anniversary of Route 66 2026 guide – international exposure (MO is all in for this)

MLife has largest paid subscribers in the state (website has 50K visitors monthly)

Added value question (what/when) - can work that out when we make agreement, options for added value being sent over.

*Time Stamp: 49:09 ended*

## **John Hubbard**

Worked with Chamber on producing "community guide" print and distribute 5000 copies, direct to chamber members (approx. 1K) and then businesses, office complexes, etc. Talks about retail, business, education, recreation, health care, and so on. Housed electronically on Chamber's website. New Home owners sometimes get this. Nice array of advertisers (example: city of Columbia, etc) Idea of having The District businesses have copies in their shops. 110 pages. Directory of Chamber members in the back pages. Pricing: full page \$2495, 2/3 page \$1895, 1/2 page \$995, 1/4 page \$820, 1/8 \$730

Hubbard will follow up with rate guide and current addition of the magazine.

*Time Stamp: 1:00 ended*

## **KRCG – Beth Worsham**

KRCG covers all 13 counties and have updated UHF station (gaps that we had in Columbia delivery are now closed). Hired Sharon Ray back, so excited. Likelihood that KRCG will gain viewership because of that hire (Ray) is high. Running ads in newscast is fastest way to reach folks in Jeff City.

Campaign Tactics: Email, FB Live (involvement with news team to cover District events), Tic Tok (we can do creative, demos, etc), You Tube (same as TT)

Compulse Media (owning entity) = reach and resources. Emails are to folks that have double-opted in between 25K-250K per campaign, guaranteed 2% clickthrough rate, if we don't reach that they are emailed again. Local average rate: 10% - 20%. Multiple templates to choose from (streamlines process). FBLive, not being charged, more of a mutual benefit situation. Tic Tok, paid campaign launched to promote each event (ex: university students). YouTube video paid targeting (ex: folks that like to shop locally)

Email: 25k-50k, \$33cpm, \$8250 or \$1650 per deployment

TicTok – minimum \$1500 (always provide creative, utilizing KRCG studio as needed)

Request from Marketing to see some examples of this type (TT adverts) – yes.

*Time Stamp: 1:16 ended*

### **OnMedia - Janice Woods, Bob Marr**

Changing consumer behavior, digital video, streaming tv, streaming audio, aside from Social Media are the highest performing avenues.

Target geographically. Display advertising, ad pop ups for events through keyword targeting (Brewery, beer, etc) audience interests (shopping, gift ideas, holidays), with OnMedia it does not have to be a static image 15 seconds. Based on The District's events calendar - could drop the Display adverts. Linear Video (cable tv) – allows to hone in on broad demographics, 40% through cable, 27% streaming, broadcast 23%, regional community coverage (cable)

Potential TV Schedule for holiday ads (5 channels) Lifetime, Hallmark, FreeForm, BET, NFL

Potential TV Schedule for restaurant month Food Network, Fox News

Streaming TV OvertheTop – chosen by demographics, interests, IP re-targeting (way to increase frequency of ads to a particular individual) large amount of impressions, non-skippable ads, comprehensive

Streaming audio – iheart radio, spotify, podcasts, local radio stations via streaming

Reporting Dashboard – site and zip code level reporting. Real time data

Pricing: See slides *\*does not include production costs\** (total package \$15K)

*Time Stamp: 1:37 end time*

## **KMIZ NPGdigital**

Purchase funnel – Awareness, consideration, purchase, loyalty.

GFK research shows TV is by far and away the highest “engagement” (aka time spent) medium for marketing

Strategies for The District (looks very similar to last year) – early news rotator with 8 commercial spots, daytime/evening 10, KQFX 14 commercials, and evening 9pm, 8 commercial spots

Partnering digital advertising with District Events throughout the year. Marquee Takeover (on ABC17News website) with a clickthrough to website

Video Banners or in Content Videos – either with 30 or 15 second offerings

2 marquee takeovers, 30k banners

Pricing: Broadcast (35commercials \$2k per month) = Digital (65k impressions at \$4k per month) \$6000 total

*Time Stamp: 1:48 ended*

## **Brad Crum & LocalIQ**

Example: Arrow Rock campaign – Crum stated that getting everyone on same page was a lot of the heavy lifting.

LocalIQ – primarily print, but have expanded into the digital market, partner with online media and partner nationally and locally as well to expand reach. USA today, Columbia Tribune. LocalIQ is “Platform agnostic” and thereby able to nimbly follow individuals across platforms. LocalIQ is a Meta business partner. Quarterly promotions to drive awareness and generate leads. Sweepstakes, Quizzes, Targeted emails (can target based on interests, age, location, etc) those folks are double-opted in. 85% view completion rate. Lots of data and tracking available to see engagement level.

*Time Stamp; 2:03 end time*

## **CoMo Marketing**

Primary goal: integrated marketing with digital + print.



Be Social – takes The District’s content and pairs it with CoMo (20k people) and The District followers

Newsletter – opted-in 17k subscribers one ad per Newsletter (weekly)

Magazine – double sided publication

Plan breakdown 1/3 page every other printing \$400, co-branded social media one week \$750, Newsletter ads (two per year \$600) Total Investment \$4350

*Time Stamp: 2:11 end time*

[Start time: 2:51]

### **Campus Media**

Campus Media works mainly with Universities. For Mizzou CMedia created a guide for parents/students that are visiting the area. Published annually. 17,500 copies distributed on/near campus, website + digital magazine versions as well. Mizzou distributes. *Still time to get in on this year, fall 2024 release, begin Jan full page \$3100, ½ page \$1800, 24/25 year \$3410, ¼ page \$1980*

*Time Stamp: 2:57 end time*

### **KOMU**

Strategy: only news *streaming* news outlet in the area. Sponsorship includes:

Exclusive position for one sponsor

50+ tagged live on air promos

- Promos include a logo and 10second audio tag on KOMU and CW.
- Shop Local, Shop the District
- 75K monthly video (streaming) impressions
- Option to include key business logos

Metrics

- 1million + impressions
- 48min Average Time per stream session
- Offers clickthru capable video ads when streamed on mobile devices and desktops
- Live streaming available during live news cast

Streaming splash page ad. Hulu targeted streaming (able to target using varied metrics: zip codes, gender, age, audience behavior, device platform). 162,000 unique ad supported hulu viewers age 18+ (Columbia + JC)

## Broadcast TV KOMU

Strategy year-round branding, seasonally, events based,  
\$1500 per month streaming news app, hulu streaming \$1500 per month, broadcast TV \$2000 per month. (their suggestion would be to split up hulu and broadcasting for seasonality spots)

\*Creative services at no cost, 1:30 - :15 sec commercial per quarter\*

*Time Stamp: 3:19 ending*

[3:33 start time]

## Cumulus Radio

Why radio? Still vibrant. 93% of population listens to radio at some point each day. Local. Full service digital as well.

Suggested Elements:

- KPLA (soft rock adult contemporary) women 25-54
- BXR adult alt adults 18-49
- KOQL rhythmic chr/dance women 18-40
- KFRU news talk, adults 35+

Target events (seasonal), 200 ads (25 per event) all four stations \$18k, or pick and choose (filler weekends to keep engagement up)

Sweet Deal: feature District restaurants over 4 weeks (could do during Restaurant month) across all audiences and (7) stations. "Cash Free" investment (restaurant partnerships) certificates sold by cumulus. Question from District: *Are certificates tracked?* Answer: Yes. Bought online, mailed out by cumulus. (Potential ad value: \$32000). Total consumers: 210+K

25 :30second ads on each station per events

Could also offer interview opportunities and/or event coverage with these packages. Think of radio as lead generation for digital products.

*Time Stamp: 3:51 end time*

## **Missouri Business Alert**

MBA covers the entire state of MO and has a focus on business. All digital. Weekly podcast called "Business Brief" – M-F email newsletter (1800 recipients) covering any headlines. Community events, virtual events, networking mixers, bi-weekly facebook live discussions.

### Packages:

- Bronze \$628 (4 live events spots, 4 podcast spots, 4 web or newsletter ads)
- Silver \$1177 (everything in bronze, plus branded article)
- Gold \$2000 (everything in silver, kindness in business sponsorship)

*Time Stamp: 4:02 end time*

## **KOPN**

Mix of talk and music. Run primarily by volunteers (70+)  
Limited to 2minutes per hour for anything promotional. All spots produced in-house and the creative production is included in these sponsorship cost breakdowns. Professional graphic designer on staff.

### A la carte:

:15 second spot \$20

:30 spot \$30

Social media shout \$200

Monthly e-newsletter \$250

Community Calendar in newsletter \$100

:15 sec spost on Thurs drive time

:15 spots on Friday throughout day

:15 spots Sat morning/afternoon

As a package \$80 per week, \$320/mo, \$3840/year – plus active underwriters free access to calendar.

50mile solid broadcast reach, online also available.

*Time Stamp: 4:17*

## **The COMO 411 with AC (digital media)**

Connect community, anchored by digital talk show, airs every Thursday 4:11pm, but lives online forever. Website with Event Calendar, free for anyone in community (with vetting). Boost posts, Newsletter, Social Media with 20,000 subscription holders.

Seasonal. Fall/Spring 10 episodes (focus on small business, entertainment, places, etc) and then "summer session". Event coverage comes with 2 pieces of coverage (beforehand and live during). Flexible options. Goal is authenticity, 50% of content must be organic. Pricing: \$14k 4 episodes, 4 lives, \$9k 2 episodes and 4 lives, \$7k 2 episodes and 2 lives

*Time Stamp: 4:34 end time*

### **The Rocket Group**

Coast to coast, but primarily in the midwest. Virtual agency. 3 other subsidiary companies. Rural MO Magazine 1.5 Million readership, loyal, generational, news on co-ops, policy, etc. Eight ½ page ads in Rural MO Mag for \$2800 per month \*8 issues.

Social Media mirroring, take any content that you publish and is made into other digital marketing (data on views available).

Photo and Video services - \$2000 per month (? Not sure if yr/mth) for 1 hour of editing work

Community based app for merchants, Klosebuy. Client roster available.

*Time Stamp: 4:51 start time*

### **KBIA**

Flexible on sponsorship options. 240 :30 spots on KBIA Morning Edition and/or All Things Considered

One interview on Radio Friends

Medium-Sized Rectangle ad linking the District (year round, rotating)

Exact mirror schedule on classical 90.5 (smaller audience, but shop local folks) 240 :30 spots

\$10,800 total

Weekend Parking Awareness (continued agreement)

52 :30 spots on ATC between 3pm and 6pm every Friday of the year

52 :30 spots on every Saturday morning all year

KBIA will provide 52 :30 spots on every Sunday morning of the year

\$10,800 total

New transmitter – working great and excited to reach listeners as far north as Kirksville

*Time Stamp: 5:08 end time*

## **VidWest**

Matt – volunteer studio manager at Vidwest, freelance production company (in the District), teaches at Stephens, videographer.

VidWest's focus is experience-central work.

History tour – dig into roots of The District. Utilize local historians around certain dates with meaning for The District. Perhaps partner with local actors. Or self-guided. Passive tour example: plaques and QR codes which connect to well-produced, short content about history in the area. VidWest is good at producing that type of content (video, audio, etc). Pros/Costs – deeper connection to a place, expand with resident feedback, expenses for production and upkeep.

Film Showcase – screening MO-made short films at venues throughout the District. Screenings could be free or ticketed. Revenue could off-set costs. Partners could include OCA, ragtag, cinema, District businesses. Pros/Costs – more diversity, networking for artists/students, drives drink and food sales, screenings require substantial labor.

Media workshops – The District could sponsor 2-hour workshops for local businesses (website build, social media, product photography, etc). In-person and run by local instructors, supplied by VidWest

Partners could include OCA, DBLR, REDI, etc. Pros/Costs instructor fees, local partnerships

*Time Stamp: 5:15 end time*

## **DoorMail**

Mailed to 44000 families in batches of two. 80% of homes within the 65203 receive Door Mail. South Columbia – mailing 100% of the homes. Medium-income and above households. Website 10,000 visitors per month, > \$0.02 per household cost breakdown.

Testimonials from ad placers saying how DoorMail has helped grow their business. Digital services as well (if needed).

Pricing: \$495 per month for double page \$100 off second page. \$395/\$295

*Time Stamp: 5:36 end time*

## **Columbia Missourian/Vox Magazine**

Roughly 5000 in circulation, in print 5 days per week (e-edition), 288,000 unique/month, 32,000 in Columbia, 104,000 in Missouri/month.

Newsletter. Open rate 32%

Special sections, categories. CoMo Kids, Missouri Tourism, Homecoming, Collegetown, Welcome Back (mizzou centered), Winter guide

Vox – The District Holiday Guide Edition (mockup cover)

- Write, edit, design, promote, distribute, Nickie gives writers a guide on what to feature. Partner with KBIA on promotions (30 day run)

Price breakdown:

- A) Vox, Missouri Summer, Winter Tourism \$2000
- B) Vox, Missouri Summer, Winter Tourism and Holiday Guide \$8000
- C) Vox, Missouri Summer, Winter Tourism, and Holiday Guide (NO ADS) Pricing to come 😊

*Time Stamp: 5:50 end time*

## **We Always Swing Jazz**

Went digital this year. Overall the response has been good. Season announcements have 500-600 views per day for a while. "Jazz in the District" branding. Keeping District logo central to their ads. Majority of their events (especially in April) located in the District. If you have specific things in mind, let us know, we are flexible and open to other ideas as far as collaboration. Historically this has been a \$1000 partnership.

The end 😊

**RESOLUTION NO. 2023-32**

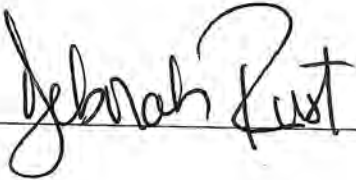
**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING THE FINANCIALS DATED MAY 31, 2023 TO THE BOARD OF DIRECTORS MEETINGS HELD JUNE 13, 2023.**

**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 financials for the meeting of the Directors held June 13, 2023.

Passed this June 13, 2023

Chair of the Board of Directors  
(SEAL)



Handwritten signature of Deborah Rust in black ink, written over a horizontal line.

Attest:



Handwritten signature of Kory Nung in blue ink, written over a horizontal line.

Secretary of the Board of Directors

DOWNTOWN CID FINANCIAL REVIEW

# Financials ending May 31, 2023

6.13.2023

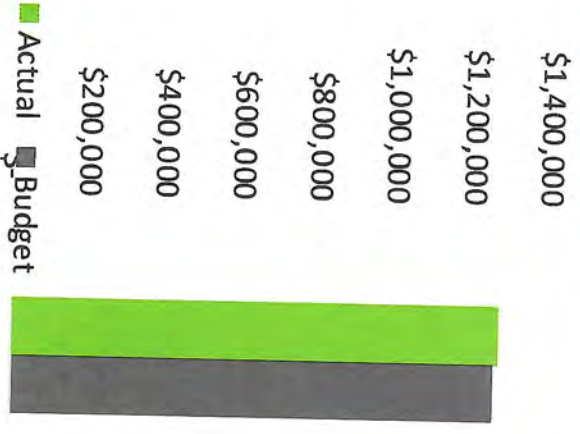




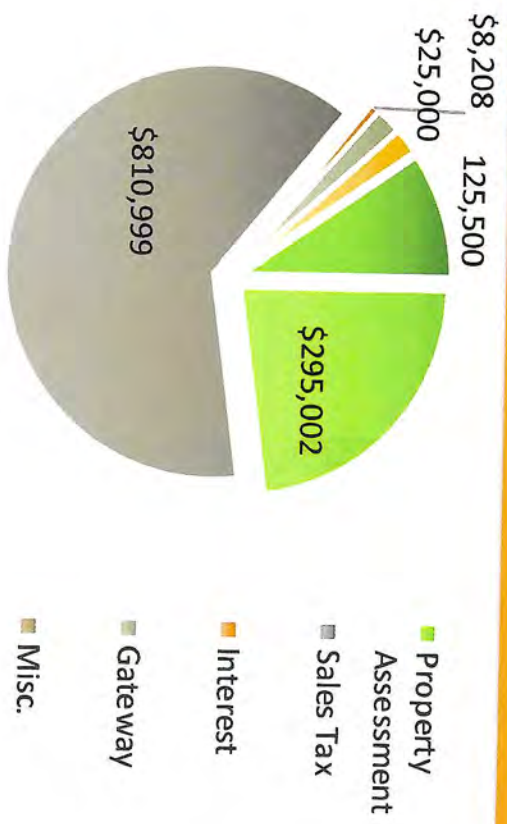
**Income - \$1,263,569 – 101% of Budget**

- FY2023 comprises of Property Assessment (2022) and Sales Tax (May 2022-April 2023).
- The CID has received 100% of budget property assessment funds.
- The CID received \$810,999.02 in Sales Tax Funds Deposits (May 2022 – April 2023). 105% of the sales funds have been collected for the FY2023 Budget. We have completed the FY23 sales collection year.

**Income Trend: Year to date**



**FY 2023 Income Streams**



Expenses -May is the 8th month of the fiscal year (67% through the FY)

FY2023 Expenses for this fiscal year budget = \$635,342 of \$1,303,300 (49% of total budget)

- Total Recurring Expenses = \$629,242 spent in FY 2023 (63% of the \$999,300 budgeted)
- Total Non-Recurring Expenses = \$6,000 spent in FY
- Program Management – 63% of the Budget has been spent
- Operations – 70% of the Budget was spent.
- Economic Development – 48% of the Budget was spent
- Marketing – 58% of the budget was spent

Highlights

- This fiscal year we collected \$65,394 more in sales tax income compared to last year.
- The increase in sales tax this fiscal year equals an increase of 13 million of sales within The District.
- In FY2023 there was over of 161 million in sales within The District.
- The City has been billed for alley cleaning.



**RESOLUTION NO. 2023-33**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT TO APPROVE THE HIRING OF FOR THE LOVE OF SYSTEMS ON JUNE 13, 2023.**

**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 hiring of For the Love of Systems at an amount of \$6000.

Passed this June 13, 2023

Chair of the Board of Directors  
(SEAL)



Handwritten signature of Deborah Rust in black ink, written over a horizontal line.

Attest:

Secretary of the Board of Directors



Handwritten signature in blue ink, written over a horizontal line.

For the  of

SYSTEMS

The Operations Consulting Agency for Small Businesses  
Obsessed with the Team and Client Experience

Google Workspace

# Transition Support + Training

## Summary

The For the Love of Systems (FTLOS) team is pleased to present this proposal for The District! This service is designed to lay the foundation for organization and alignment in The District's operations prior to implementing other operations projects.

Over the course of this **6-8 week partnership**, we'll empower your entire team with the training and support that is necessary to have a smooth transition from Dropbox to Google Workspace.

Working alongside an IT vendor who will handle the migration to Google Workspace, we'll ensure your entire team and Board of Directors is equipped to use Google Workspace as their new productivity and collaboration platform prior to exploring additional options for organizing your operations.

## About Us

For the Love of Systems (FTLOS) is an Operations Consulting Agency that helps service-based small businesses organize and manage their operations to create team and client alignment.

Leveraging the power of internal processes and cloud-based software solutions, FTLOS helps its clients step confidently into the digital office era so they can find ease in the day-to-day operations of their businesses.

## Scope of Work

- Setup Guide that details The District's Google Workspace implementation and information about key features used
- Training for **The District's Google Workspace administrators**
  - (5) custom Google Workspace one-to-one training sessions that will cover
    - Administrator functionality on the back end of Google Workspace as well as within the various applications
    - Collaboration best-practices
    - In-depth training on application-specific features
    - Q&A
- Training for **The District's employees**
  - (1) custom one-to-one training session for each employee
  - (2) custom Google Workspace group training sessions for The District's employees that will cover:
    - Overview of Google Workspace and its primary applications
    - Collaboration best-practices
    - Overview of application-specific features
    - Q&A
- Training for **The District's Board of Directors**
  - (2) custom Google Workspace group training sessions for The District's Board of Directors that will cover:
    - Overview of Google Workspace and its primary applications
    - Collaboration best-practices
    - Overview of application-specific features

*Please note: the scope of work does not include the following:*

- *The migration from Dropbox to Google Workspace. A separate quote will be provided by an IT Vendor.*
- *The cost of a subscription to Google Workspace or any other software necessary to run the operations of The District.*

**\$5,000.00**

**Paid in two installments of \$2,500**

Select

### Optional Add-on

Unlimited technical Support for The District's employees and Board of Directors throughout the duration of the training period.

- Support is delivered via email with a response time of 1 business day

**\$2,000.00**

**Paid in two installments of \$1,000**

Select

### Next Steps:

Upon selecting the package(s) above, please fill out your business address information below, then hit "Submit and Next".

You'll then be taken to two additional pages to complete:

1. A Contract
2. An invoice for the first installment.

*We prefer payment by e-check if possible (similar to ACH).*

*You are also welcome to pay via check--just give us a heads-up if you're mailing one out!*

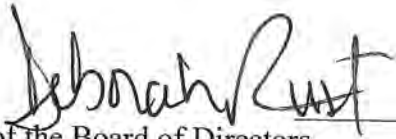
**RESOLUTION NO. 2023-34**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING THE AGENDA HELD ON AUGUST 8, 2023**

**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 agenda for the meeting of the Directors held on August 8, 2023

Passed this August 8, 2023



Chair of the Board of Directors  
(SEAL)

Attest:



Secretary of the Board of Directors





Downtown Community Improvement District  
 CID Board of Directors  
 11 S. Tenth St.  
 Tuesday, August 8th, 2023 at 3:30 p.m.  
 Annual Meeting  
 In Person

| TIME | ITEM                             | RESPONSIBLE    | Action |
|------|----------------------------------|----------------|--------|
| 3:30 | <b>OPEN TO THE PUBLIC</b>        |                |        |
|      | <b>Introductions</b>             |                |        |
|      | <b>Approval of Agenda</b>        | Rust           | Vote   |
|      | <b>Approval of Minutes</b>       | Rust           | Vote   |
|      | <b>Approval of Financials</b>    | Pieper         | Vote   |
|      | <b>Police Report</b>             | Rowland        |        |
|      | <b>City Report</b>               | Rhodes         |        |
|      | <b>REDI Report</b>               | Driskel-Hawxby |        |
|      | <b>CVB Report</b>                | Schneider      |        |
|      | <b>New Business</b>              |                |        |
|      | - New Board Member Set           | Davis          | Vote   |
|      | - Set Property Assessment Rate   | Davis          | Vote   |
|      | - CCA Annual Meeting             | Davis          |        |
|      | - Media Buy Final                | Davis          | Vote   |
|      | - Nightlife update               | Davis          |        |
|      | <b>Old Business</b>              |                |        |
|      | - Google Drive Integration       | Davis          |        |
|      | - Shops at Sharp End             | Davis          |        |
|      | - Gateway Next Steps             | Davis          |        |
|      | <b>Committee Reports</b>         |                |        |
|      | <u>Operations</u>                | Jarvis         |        |
|      | <u>Economic Development</u>      | Nolan          |        |
|      | <u>Marketing</u>                 | Norden         |        |
|      | <u>Gateway</u>                   | Jarvis         |        |
|      | <b>DLC Report</b>                | Hawxby         |        |
|      | <b>Parking Commission Report</b> | McClung        |        |
|      | <b>Orr Street Park Committee</b> | Davis          |        |
|      | <b>Staff Report</b>              | Davis          |        |

**Comments from Board, Staff and Public**

Members of the public may attend any open meeting. For requests for accommodations related to disability, please call 573-442-6816. In order for staff in making the appropriate arrangements for your accommodation, please make your request 24 hour in advance.



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**August Meetings:**

Executive Committee  
Board Meeting  
Operations Committee  
Gateway Committee  
Economic Development  
Marketing Committee

**CANCELLED**

Tuesday, August 1, 3:30 p.m.  
Thursday, August 8, 3:30 p.m.  
Thursday, August 17, 3:30 p.m.  
Tuesday, August 15, 3:30 p.m.  
Tuesday, August 22, 3:30 p.m.

**RESOLUTION NO. 2023-35**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING THE MINUTES OF THE BOARD OF DIRECTORS MEETINGS HELD DURING JULY OF 2023.**

**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 during the month of July 2023.

Passed this August 8, 2023

  
Chair of the Board of Directors  
(SEAL)

Attest:

  
Secretary of the Board of Directors

**Downtown Community Improvement District Board of Directors Meeting**

**July 11, 2023**

**11 S. 10th St.**

**3:30 pm**

**Present**

Rachel Norden – Missouri Symphony  
Lara Pieper – Blook Bookkeeping  
Mikel Fields – Cracked Up Mobile  
Russell Boyt – Russell Boyt Real Estate  
Kathleen Murphy – Commerce Bank  
Mike Nolan – The Blue Note  
Danielle Little – Columbia Real Estate  
Aric Jarvis – The Broadway Doubletree Hotel  
Deb Rust – Tellers & Sake  
Morgan Wright – Gunter Hans  
Nickie Davis-CID  
Kathy Becker-CID  
Ellen Nimmo-CID  
Jose Caldera – CID council

**Absent**

Sara Johnson – Basement Reef  
Dimetrious Woods – Essentialz  
Van Hawxby – DogMaster Distillery  
Michael McClung – Dungarees  
Charles Bruce – CoMo Magazine

**Guests**

Amy Schneider – City of Columbia  
Lisa Hawxby – REDI & co-founder Dogmasters Officer Rowland – CPD  
Kiana Guzman - Columbia Real Estate  
Kenny Greene – Local Artist

Rust called the meeting to order at 3:30 pm

**Introductions**

### **Approval of Agenda**

Murphy motioned to approve. Pieper seconded. All approved. Motion carries.

### **Approval of Minutes**

Pieper motioned to approve. Murphy seconded. All approved. Motion carries.

### **Approval of Financials**

Pieper reviewed financials.

Jarvis motioned to approve. Wright seconded. All approved. Motion carries.

### **Police Report**

Officer Rowland stated that Dan is retiring and therefore, Rowland will (likely) be the only officer for The District boundaries for the remainder of the year. Rowland stated that if anyone feels good about the CPD's presence downtown and would like to voice their approval, or concerns, they should feel free and empowered to do so directing comments to Matt Stevens of the CPD. Officer Rowland stated that if The District CPDs were to leave - that result is unknown. Rowland stated if he is needed to please give him a call. Officer Wright is currently relaying all contacts to Officer Rowland.

Officer Rowland made some updates on garage cameras within The District. Rowland also stated, if there is an interested doner, for supplying new cameras, the department would have them replaced for no charge.

Javis asked the group if anyone had requested an extra presence (of CPD) on behalf of The District. Rust stated her support for their (CPD) presence.

Jarvis motioned to send a letter of support to City Council for continued support from the CPD in The District. Rust seconded. Murphy requested for specific examples of support to be included in that letter. All approved.

### **City Report**

Davis stated the letter of recommendations will be given to the City council.. Cherry Street Garage project was scheduled for 21 days; and work should conclude on the 4<sup>th</sup> of August.

### **REDI Report**

Hawxby stated entrepreneurship in downtown is strong. Partnership grant applications closed on June 30<sup>th</sup>, they are going through the review process now to see who is eligible for the grant.

### **CVB Report**

Schneider stated they are in the final stages of a new website and just received two grants from the Department of Tourism as well as funding for marketing. CVB is going through a reorganization process, one that will have the availability for advancement.

### **New Business**

Davis stated that next month is our annual meeting (required in our by-laws). A group picture will be taken, so be warned This picture will be published online and in other places.

### **Old Business**

Davis stated the Shops at Sharp End project is moving along nicely. We are in need of shelving so anyone wanting to donate, please reach out. The Missouri Women's Business center has a list of entrepreneurs that may be selling their items in Sharp's End – this is contingent on their ARPA funding. More updates as available.

Solid Waste Sub Committee – a lot of interest, but only two District Board members so far. We need a third. Anyone interested please come forward.

Rust commented, there are some trees that have been cut down, but the stumps are a bit of a hindrance for pedestrians still and stated it is something we may need to look into resolving.

### **Committee Reports**

#### **Operations**

Jarvis stated that at the last meeting we looked at a public restroom survey. Right now we are not taking any action on it, but have shared the results with the City and are waiting to hear back. Also, ForAChange has had a big uptick in calls and we had some discussions about adding a staff member. Forming a Solid Waste Sub Committee as previously stated.

Economic Development Did not meet last month. Marketing

Norden stated that final reports on MediaBuy will be available at the next board meeting. We also discussed how some of our more recent events (Drink & Dine) have performed and will share those results at the next meeting.

### **DLC Report**

Did not meet.

### **Parking Commission Report**

Becker stated the work on the garage seems to be on schedule. Looking at a price increase for parking. City is working on a sustainability grant for parking, more information to come on that hopefully. Revenue is up overall on parking.

### **Orr Street Park Committee**

Davis stated the groundbreaking event for Orr Street Park went really well. There will be public forum comment dates scheduled before building begins. Davis will send out those dates.

### **Staff Report**

Charles Bruce has resigned from The District's Board due to his business being relocated outside of The District. Applications for filling that spot will be opened directly. Once the application is ready, please feel free and forward that on to interested parties.

Becker stated that Tom Mendenhall wanted to share with the Board that the city of Kansas City has prioritized sidewalks into the hands of businesses as a way to reduce trespassing issues.. Davis stated maybe this is something we take to the Operations Committee for more research. Caldera stated the easements on such a project would need to be adjusted and that is a large undertaking.

### **Member, Public, or Staff Comment(s)**

Murphy read a small piece of an ordinance from The City regarding loitering and suggested adding some gravity/intensity to get the ordinance changed to include more force.

Murphy asked Davis to comment on the parking flier and the backlash from it. Davis expanded on the current parking conditions in The District describing some of the comments from businesses and employees. There was some extended discussion on the parking conditions and what to do (in partnership with The City) regarding better communication in the future.

Little motioned to adjourn at 4:26pm. Norden seconded. All approved.



**Downtown Community Improvement District Gateway Committee Meeting**  
**July 13, 2023**  
**11 S. 10th St.**  
**3:30pm**

**Present**

Nickie Davis-CID  
Kathy Becker-CID  
Ellen Nimmo-CID  
Christina Kelley – Make Scents  
Aric Jarvis – The Broadway Hotel  
Tom Mendenhall – At Large

Jarvis called the meeting to order at 3:41 pm

**Approval of Agenda**

Mendenhall motioned to approve the agenda. Kelley seconded. All approve.

**Sponsorship Plaque**

Davis gave a description of the plaque. Graphic designer's design was not compatible with the artist's program/software. Final version of the reworked design coming soon for approval. Concrete will be poured soon after.

**Sponsorship Plaque Unveiling**

Davis stated that she is hoping for September for an unveiling. There was some discussion of signage. Any ideas for making this event special are welcomed. Group discussed making the date for the unveiling, September 14<sup>th</sup>, a Thursday. As soon as a date is confirmed we will begin working on sending out save-the-dates.

**Gateway Light Hubs**

Jarvis stated the Board has agreed to keep the support of these going. Next step is deciding where to put the next installment. There was some discussion from the group about the themes for the next installation with the top contenders for round one being: Music, Journalism, and Film. Round two: History, Civic, and Theater.

Estimating costs by beginning with the construction manager, technical drawing(s) for construction (past documents), and then put out a call to the artist.

Regarding the columns, a construction drawing would be the first step.

Jarvis asked if a meeting in August to keep the discussion going would be good? The group agreed to meet, August 10<sup>th</sup> at 3:30pm.

**Public, Staff, or Committee member comments**

Kelley motion to adjourn Mendenhall seconded. All agreed. Meeting adjourned at 4:34pm.

**Downtown Community Improvement District Economic Committee Meeting**  
**July 18, 2023**  
**11 S. 10th St.**  
**3:30pm**

**Present**

Nickie Davis-CID  
Kathy Becker-CID  
Ellen Nimmo-CID  
Mike Nolan – The Blue Note  
Adam Dushoff – at Large  
Dimetrous Woods – Essentialz Bodega  
Russell Boyt - Russell Boyt Realty (via Zoom)  
Mikel Fields – Cracked Up Mobile  
Deb Rust – Sake & Tellers

**Absent**

Nolan called the meeting to order at 3:30 pm

**Approval of Agenda**

Fields moved to approve the agenda; Dushoff seconded. All approved.

**Last round of FY23 Gift card purchases**

Davis stated we will open a signup sheet on Monday, July 24<sup>th</sup>- August 4<sup>th</sup>. We utilize these gift cards as gifts for CPD, Block by Block, and to the public for contests, etc. Winners will be chosen at random and will be recorded.

Once the winners are chosen we will announce to the public the selections.

**Downtown Gift Cards - One card**

Davis stated the contract is being reviewed by Caldera. Utilizing the CCA non-profit, rather than the CID, a political subdivision, will streamline usage of funds.

**Minority Business grant**

Davis stated these applications are typically opened in the fall and decisions made in October. In August we can discuss the (current) parameters and see if we are still comfortable with where those have been drawn.

Becker stated she would examine the books on the amount of funds that would be left over, in the event of rollover funds. Davis stated that REDI is also giving grants of a similar nature.

Nolan asked about requirements, Davis stated the hindrance has (historically) been regarding lease agreements.

Woods stated he feels like entrepreneurship interest is rising.

Davis stated she will bring the form/parameters we've used in the past to the next committee meeting.

### **Wayfinding Sign Update**

Becker stated that Columbia Signs is not responding due to staffing issues. She has reached out to another option, to print and hang signage that has been taken down, as well as adding maps of The District. Becker opened up the discussion to what else the committee would see as helpful in the way of signage downtown.

Nolan stated maybe having a color key for various destination types would be helpful. There was some discussion regarding designated signage for things like: Parking, Historical Landmarks, etc. Davis mentioned having QR codes added to increase usage to pedestrians.

Becker stated she would ask for some more ideas/examples from the sign folks.

Davis suggested potentially partnering with the Marketing Committee (and the City) to create a Parking specific marketing campaign.

### **Interactive Public Art**

Davis stated she has come across some artists for projection/interactive art projects and suggested the committee take a look at the links included in the Dropbox location and select artists/art they think would make a meaningful impact to Downtown Columbia.

Another thing we need to consider: Where? Where would art installations like this be placed? Nolan suggested we look at which space(s) we would like to beautify first and then select an artist that meets that need/requirements dictated by the space and bring those thoughts to the next meeting.

Rust suggested we look at a map to make certain that we're aware of long term projects, present and future. Nolan requested such a map to look at by next meeting.

Davis stated she would send a map next week, that way, the committee can consider locations *and* artists; bringing those ideas to the following meeting.

**Public/Staff Comment**

Dushoff asked about a location near the old International Café building, which had a large amount of trash piled up. Davis said we were not reached out for cleanup, but that she would follow up to see why not.

Fields motioned to adjourn at 4:17 pm. Boyt seconded. All approved.

**Downtown Community Improvement District Operations Committee Meeting**  
**July 20, 2023**  
**11 S. 10th St.**  
**3:30pm**

**Present**

Kathy Becker - CID  
Ellen Nimmo - CID  
Aric Jarvis - The Broadway Hotel  
Danielle Little - Columbia Real Estate  
Kathy Murphy - Commerce Bank  
Morgan Wright - Gunter Hans  
Tom Mendenhall - At Large  
John Ott - At Large (via zoom)  
Chris Kelley - At Large

**Absent**

Nickie Davis - CID  
Van Hawxby - Dogmasters Distillery

**Guests**

Kiana Guzman - Columbia Real Estate

Jarvis called the meeting to order at 3:30 pm

**Approval of Agenda**

Murphy moved to approve the agenda; Mendenhall seconded. All approved.

**Update of Projects**

**o Camera Grants**

Becker updated the group on the status of camera grants. Becker stated that if all goes as expected we will have \$2K left over which can be rolled over into next year's budget.

There was some discussion regarding the effect of the City's camera program FUSUS. The committee asked if Nickie could inquire about this before the next meeting.

**4A Change Update**

The committee reviewed the 4A Change invoice.

### **Block by Block Update**

Becker stated that next month we will request a credit on 'hours not worked.' City seems happy with the BbB work on the alley. Jarvis asked about staffing, Becker responded that yes, as of right now BbB is fully staffed.

### **Banners in the District**

Over budget on banners due to vendor uptick in cost as well as specific requests coming in on where and how they are placed. Getting a bid from Block by Block taking over the banner hanging and removal as well as looking at Equipment Share truck rental.

Group agreed the policy in place for banners needs to be reviewed. Becker stated she would work on pulling the ordinance and reviewing the policy to share at the next committee meeting.

### **Privatization of Sidewalks in the District**

Mendenhall stated that Kansas City has recently adopted an ordinance giving business owners easement rights as a way to give the property owners more regulatory/control rights of their storefronts, etc.

Group agreed to take this information/idea to Caldera for review before bringing it before the Board.

### **Downtown Lighting**

Becker stated that Davis had reported back that the (portable) lights in the District were not being utilized (late night Saturday), nor those in the Cherry Street Garage. Jarvis requested the location of The District's point of contact with The City for issues like this and requested that the POC come to talk with the Operations Committee to communicate lighting needs/expectations for The District.

There was some discussion of areas (NVAD mainly) where there are some electrical and communication lines which need to be buried and poles which need to be replaced. Becker stated she would ask about this as well.

### **Gateway Committee to Operations**

Jarvis gave a few updates on this project and showed the group the future light hubs the committee will be working on. There was some discussion of upkeep of the area

of the Fenced in part of FlatBranch park that is under development.. Becker stated she would reach out to parks and rec regarding.

### **Public Comment**

None.

### **Action Items**

- 1) Talk with the city on the status of FUSUS. If we don't see it being something that will happen soon, perhaps we look at relocating those funds in the budget to more camera grants.
- 2) Get city ordinance on banners in the District as well as our banner policy for the committee to review at the next meeting. Also look at getting a proposal from block by block to hang banners? Should we put out an RFP for this and see what we get?
- 3) Privatization of sidewalks – Operations wants more clarification from the board on what they would like them to do with this. Touch base with Jose on legality and if this is something we even want to do. Look up the ordinance that Tom was referring to for reference.
- 4) Downtown lighting – lots of questions to be answered. Request for the person in charge of the operation and timing of them to come speak at the next operations committee meeting.

### **Adjournment**

Jarvis motioned to adjourn at 4:11pm. Mendenhall seconded. All approved.



**RESOLUTION NO. 2023-36**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING THE FINANCIALS DATED JULY 31, 2023 TO THE BOARD OF DIRECTORS MEETINGS HELD ON AUGUST 8, 2023**

**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 financials dated July 31, 2023 during the meeting of the Directors held August 8, 2023.

Passed this August 8, 2023



Chair of the Board of Directors  
(SEAL)

Attest:



Secretary of the Board of Directors

DOWNTOWN CID FINANCIAL REVIEW

# Financials ending July 31, 2023

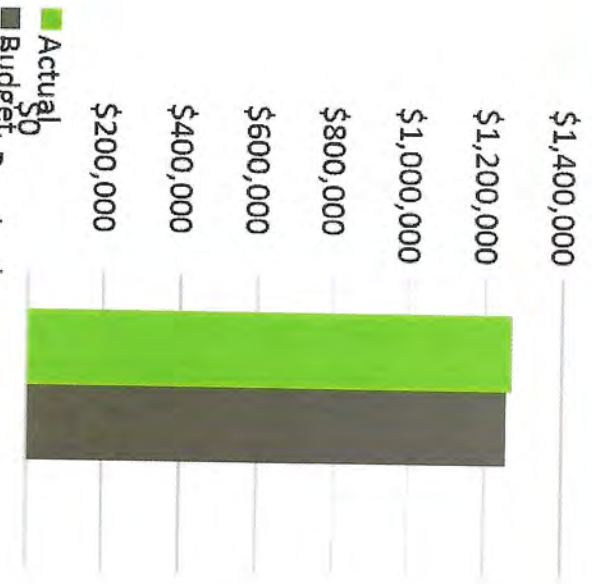


8.08.2023

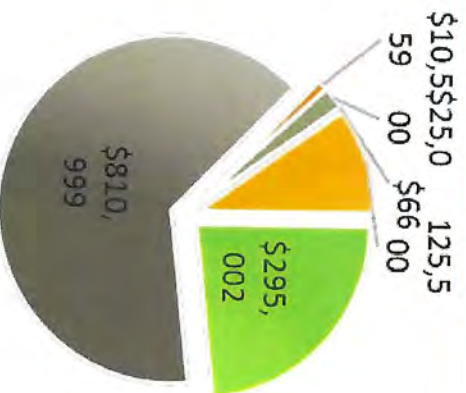
Income - \$1,267,127 – 101% of Budget

- FY2023 comprises of Property Assessment (2022) and Sales Tax (May 2022-April 2023).
- The CID has received 120% of the budgeted interest income.
- For Fiscal year 2024 budget we have received \$284,291 in income (four months). That is \$19,019.01 over the same period last year.

Income Trend: Year to date



FY 2023 Income Streams



**Expenses -July is the 10th month of the fiscal year (83% through the FY)**

**FY2023 Expenses for this fiscal year budget = \$782,287 of \$1,303.300 (60% of total budget)**

- **Total Recurring Expenses = \$771,086 spent in FY 2023 (77% of the \$999,300 budgeted)**
- **Total Non-Recurring Expenses = \$11,202 spent in FY 2023 (4% of budget)**
- **Program Management – 78% of the Budget has been spent**
- **Operations – 89% of the Budget was spent.**
- **Economic Development – 48% of the Budget was spent**
- **Marketing – 69% of the budget was spent**

**Highlights**

- **The Operations budget is running ahead of schedule. We will be receiving a credit from Block by Block. After that credit is applied, we will be back within Block by Block's budget.**



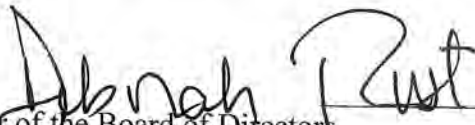
**RESOLUTION NO. 2023-37**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT TO KEEP PROPERTY ASSESSMENT AT THE CURRENT RATE OF .4778 CENTS PER \$100 VALUATION ON AUGUST 8, 2023.**


**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 keeping the property assessment at the current rate of .4778 cents per \$100 valuation.

Passed this August 8, 2023

  
Chair of the Board of Directors  
(SEAL)

Attest:

  
Secretary of the Board of Directors

**RESOLUTION NO. 2023-38**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT TO FINALIZE MEDIA DAY PURCHASES ON AUGUST 8, 2023.**

**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 finalization of the Marketing Committee selections for the Media Buy.

Passed this August 8, 2023

  
\_\_\_\_\_  
Chair of the Board of Directors  
(SEAL)

Attest:  
  
\_\_\_\_\_  
Secretary of the Board of Directors

| Image Marketing                                | FY 2023 - \$42,000 Budget  | FY 2023 To-Date | FY 2024 - \$42,000 Budget                       |
|--|--|-----------------|---|
| Print Ads                                      |  |                 |   |
| MO Life  | \$ 6,000.00  | \$ 6,406.00     | \$ 5,831.00                                     |
| CVB MAG  | \$ 3,500.00  | \$ 2,833.00     | \$ 3,200.00                                     |
| Ad Sheet/MAAD Creative                         | \$ 6,500.00  | \$ 4,333.20     |   |
| Columbia Missourian - VOX                      | \$ 2,000.00  | \$ 1,510.00     | \$ 8,000.00                                     |
| COMO Mag                                       | \$ 3,000.00  | \$ 2,000.00     | \$ 3,000.00                                     |
| Feast - St.Louis                               | \$ 400.00  | \$ 1,464.00     |   |
| Door Mail                                      | \$   |                 |   |
| Photography/Video                              | \$ 2,400.00  | \$ 1,970.00     |   |
|  | \$ 23,800.00   | \$ 20,516.20    | \$ 20,031.00                                    |
| Radio  |  |                 |   |
| KBIA   | \$ 10,800.00   | \$ 8,016.60     | \$ 10,800.00                                    |
| KOPN   | \$ 10,800.00   | \$ 8,016.60     | \$ 1,000.00                                     |
|  | \$ 21,600.00   | \$ 16,033.20    | \$ 11,800.00                                    |
| TV   |  |                 |   |
| KMZ  | \$ 5,000.00  | \$ 2,610.00     | \$ 2,750.00                                     |
| On Media -Holiday Spots                        | \$ 750.00  | \$ 1,093.00     | \$ 6,000.00                                     |
| KOMU - hulu streaming                          | \$   | \$ 315.00       | \$ 8,750.00                                     |
| Total  | \$ 5,750.00  | \$ 4,008.00     | \$ 1,419.00                                     |
| Misc   | \$ 1,650.00  | \$              | \$ 42,000.00                                    |
| Total Image Marketing                          | \$ 42,000.00   | \$ 32,540.80    | \$ 42,000.00                                    |
|  |  |                 | Not sure what this gets<br>leftover from FY2022 |
| Promotions and Event                           | FY 2023 - \$22,000 Budget - Increased at<br>retreat was \$17,000 |                 | FY 2024 - \$22,000 Budget                       |
| Pride  | \$ 1,000.00  | \$ 1,000.00     | \$ 500.00                                       |
| MOSY   | \$ 1,000.00  | \$ 1,000.00     | \$ 1,000.00                                     |
| Jazz   | \$ 5,000.00  | \$ 5,000.00     | \$ 5,000.00                                     |
| Wellness Week                                  | \$ 2,000.00  | \$ 2,000.00     | \$ 2,000.00                                     |
| True False                                     | \$ 3,000.00  | \$ 1,850.00     | \$ 3,000.00                                     |
| True False Rent                                | \$ 2,000.00  | \$ 1,300.00     | \$ 2,500.00                                     |
| AZD  | \$ 2,500.00  | \$ 343.92       | \$ 500.00                                       |
| Coffee Crawl                                   | \$ 500.00  | \$              | \$ 400.00                                       |
| Our Events -Living Windows, Weddl              | \$ 2,000.00  | \$              | \$ 500.00                                       |
| Misc   | \$   | \$              | \$ 250.00                                       |
| Corbusters                                     | \$   | \$              | \$ 1,250.00                                     |
| Pednet - Under Misc                            | \$   | \$              | \$ 2,000.00                                     |
| Columbia Art Leage - Under Misc                | \$   | \$              | \$ 400.00                                       |
| Scale Net Business Capital Meeting -Under Misc | \$   | \$              | \$ 500.00                                       |
| photography                                    | \$   | \$              | \$ 250.00                                       |
| show me din                                    | \$   | \$              | \$ 250.00                                       |
| Misc   | \$ 3,000.00  | \$              | \$ 2,000.00                                     |
| Total  | \$ 22,000.00   | \$ 9,893.92     | \$ 22,000.00                                    |
|  |  |                 | 2000  |

some leftover from FY2022

\$395/month - 12 months

Take down

|                         |                                  |                        |                                  |
|-------------------------|----------------------------------|------------------------|----------------------------------|
| <b>Christmas Events</b> | <b>FY 2023 - \$10,000 Budget</b> | <b>FY 2023 To-Date</b> | <b>FY 2024 - \$16,800 Budget</b> |
| Cedar Hollow - Horses   |                                  |                        | \$7,600                          |
| Start-up signs          |                                  |                        | \$171                            |
| Cono Event Bubble       |                                  |                        | \$208                            |
| <b>Total</b>            | <b>\$ 10,000.00</b>              | <b>\$7,979</b>         | <b>\$16,800</b>                  |

Pay another \$2,000 before year end

|                         |                                  |                        |                                  |
|-------------------------|----------------------------------|------------------------|----------------------------------|
| <b>Online Marketing</b> | <b>FY 2023 - \$13,000 Budget</b> | <b>FY 2023 To-Date</b> | <b>FY 2024 - \$10,000 Budget</b> |
| <b>Total</b>            | <b>\$ 13,000.00</b>              | <b>\$ 5,954.94</b>     | <b>\$ 10,000.00</b>              |

c/vb  
komu  
door

|                         |  |                        |                                  |
|-------------------------|--|------------------------|----------------------------------|
| <b>Graphic Designer</b> | <b>FY 2023 - \$28,000 Budget - Increased at retreat was \$10,000</b> | <b>FY 2023 To-Date</b> | <b>FY 2024 - \$15,000 Budget</b> |
| Brooke Omar             |  |                        |                                  |
| <b>Total</b>            | <b>\$ 28,000.00</b>  | <b>\$ 24,991.85</b>    | <b>\$ 15,000.00</b>              |

Kija

|  |                                  |                        |                                  |
|--|----------------------------------|------------------------|----------------------------------|
| <b>Holiday Decorations and Install</b> | <b>FY 2023 - \$40,000 Budget</b> | <b>FY 2023 To-Date</b> | <b>FY 2024 - \$20,000 Budget</b> |
| Softwash storage                       |                                  |                        |                                  |
| Artistic                               |                                  |                        |                                  |
| Ne Décor                               |                                  |                        |                                  |
| Lift spots                             |                                  |                        |                                  |
| <b>Total</b>                           | <b>\$ 40,000.00</b>              | <b>\$ 23,215.39</b>    | <b>\$ 20,000.00</b>              |

|                                |                                 |                        |                                 |
|--------------------------------|---------------------------------|------------------------|---------------------------------|
| <b>Marketing Subscriptions</b> | <b>FY 2023 - \$3,500 Budget</b> | <b>FY 2023 To-Date</b> | <b>FY 2024 - \$3,500 Budget</b> |
| Misc Subscriptions             |                                 |                        |                                 |
| <b>Total</b>                   | <b>\$ 3,500.00</b>              | <b>\$ 2,949.32</b>     | <b>\$ 3,500.00</b>              |

|                |                               |                        |                               |
|----------------|-------------------------------|------------------------|-------------------------------|
| <b>Postage</b> | <b>FY 2023 - \$800 Budget</b> | <b>FY 2023 To-Date</b> | <b>FY 2024 - \$800 Budget</b> |
| Postage all    |                               |                        |                               |
| <b>Total</b>   | <b>\$ 800.00</b>              | <b>\$ 319.08</b>       | <b>\$ 800.00</b>              |

|                             |   |                        |                                  |
|-----------------------------|---|------------------------|----------------------------------|
| <b>Printing</b>             | <b>FY 2023 - \$13,800 Budget - Increased at Retreat was \$11,800 (new business packets)</b> | <b>FY 2023 To-Date</b> | <b>FY 2024 - \$12,000 Budget</b> |
| Post office -target mail    |   |                        |                                  |
| All Printing - posters, etc |   |                        |                                  |
| <b>Total</b>                | <b>\$ 13,800.00</b>   | <b>\$ 5,997.57</b>     | <b>\$ 12,000.00</b>              |

|                              |                      |                      |                      |
|------------------------------|----------------------|----------------------|----------------------|
| <b>Grand Total Marketing</b> | <b>\$ 173,100.00</b> | <b>\$ 113,841.45</b> | <b>\$ 142,100.00</b> |
|------------------------------|----------------------|----------------------|----------------------|

\$142,1100 is budgeted



**RESOLUTION NO. 2023 - 39**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT APPROVING THE AGENDA HELD  
SEPTEMBER ~~11~~, 2023.**

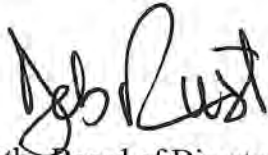
12

**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 agenda for the meeting of the Directors held September ~~11~~, 2023.


12<sup>th</sup>

Passed this September 2023



Chair of the Board of Directors  
(SEAL)

Attest:



Secretary of the Board of Directors



Downtown Community Improvement District  
 CID Board of Directors  
 11 S. Tenth St.  
 Tuesday, September 12th, 2023 at 3:30 p.m.  
 In Person

| TIME | ITEM   | RESPONSIBLE    | Action |
|------|--|----------------|--------|
| 3:30 | <b>OPEN TO THE PUBLIC</b>  |                |        |
|      | <b>Introductions</b>   |                |        |
|      | <b>Approval of Agenda</b>  | Rust           | Vote   |
|      | <b>Approval of Minutes</b>   | Rust           | Vote   |
|      | <b>Approval of Financials</b>  | Pieper         | Vote   |
|      | <b>Police Report</b>   | Rowland        |        |
|      | <b>City Report</b>   | Rhodes         |        |
|      | <b>REDI Report</b>   | Driskel-Hawxby |        |
|      | <b>CVB Report</b>  | Schneider      |        |
|      | <b>New Business</b>  |                |        |
|      | - Banner Policy  | Becker         | Vote   |
|      | - Board Seat Resignation   | Davis          | Vote   |
|      | <b>Old Business</b>  |                |        |
|      | - Shops at Sharp End   | Davis          |        |
|      | - Google Drive Integration   | Davis/Lux      |        |
|      | <b>Committee Reports</b>   |                |        |
|      | <u>Operations</u>  | Jarvis         |        |
|      | <u>Economic Development</u>  | Nolan          |        |
|      | <u>Marketing</u>   | Norden         |        |
|      | <u>Gateway</u>   | Jarvis         |        |
|      | <b>DLC Report</b>  | Hawxby         |        |
|      | <b>Parking Commission Report</b>   | McClung        |        |
|      | <b>Orr Street Park Committee</b>   | Davis          |        |
|      | <b>Staff Report</b>  | Davis          |        |
|      | <b>Comments from Board, Staff and Public</b>   |                |        |
|      | Members of the public may attend any open meeting. For requests for accommodations related to disability, please call 573-442-6816. In order for staff in making the appropriate arrangements for your accommodation, please make your request 24 hour in advance. |                |        |

**September Meetings:**  
 Executive Committee  
 Board Meeting  
 Operations Committee  
 Economic Development  
 Marketing Committee

CANCELLED  
 Tuesday, September 12, 3:30 p.m.  
 Thursday, September 21, 3:30 p.m.  
 Tuesday, September 19, 3:30 p.m.  
 Tuesday, September 26, 3:30 p.m.



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**September Meetings:**  
Executive Committee  
Board Meeting  
Operations Committee  
Economic Development  
Marketing Committee

CANCELLED  
Tuesday, September 12, 3:30 p.m.  
Thursday, September 21, 3:30 p.m.  
Tuesday, September 19, 3:30 p.m.  
Tuesday, September 26, 3:30 p.m.

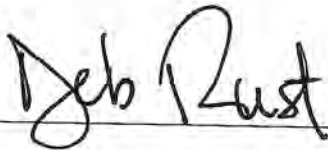
**RESOLUTION NO. 2023-40**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING THE MINUTES OF THE BOARD OF DIRECTORS MEETINGS HELD DURING AUGUST OF 2023.**

**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 in August 2023.

Passed this September <sup>12</sup>/~~11~~, 2023



A handwritten signature in cursive script, appearing to read "Deb Rust", is written over a horizontal line.

Chair of the Board of Directors  
(SEAL)

Attest:



A handwritten signature in cursive script, appearing to read "Cathy Murray", is written over a horizontal line.

Secretary of the Board of Directors

**Downtown Community Improvement District  
Board of Directors Meeting  
August 8, 2023  
11 S. 10th St.  
3:30 pm**

**Present**

Rachel Norden – Missouri Symphony  
Lara Pieper – Bloom Bookkeeping  
Russell Boyt – Russell Boyt Real Estate  
Kathleen Murphy – Commerce Bank  
Mike Nolan – The Blue Note  
Aric Jarvis – The Broadway Doubletree Hotel  
Deb Rust – Tellers & Sake  
Morgan Wright – Gunter Hans  
Sara Johnson – Basement Reef  
Van Hawxby – DogMaster Distillery  
Michael McClung – Dungarees  
Nickie Davis-CID  
Kathy Becker-CID  
Ellen Nimmo-CID

**Absent**

Amy Schneider – City of Columbia  
Mikel Fields – Cracked Up Mobile  
Danielle Little – Columbia Real Estate  
Dimetrous Woods – Essentialz  
Jose Caldera – CID council

**Guests**

Lisa Hawxby – REDI  
Officer Rowland – CPD  
Kenny Greene – Local Artist  
Heather McGee – True Media  
Jacob Queathem - Commerce Bank  
Megan McConachie – Visitor's Bureau  
Jackie Rodgers – SmithLewis Attorneys

Rust called the meeting to order at 3:32 pm

## **Introductions**

### **Approval of Agenda**

Murphy motioned to approve. Pieper seconded. All approved. Motion carries.

### **Approval of Minutes**

McClung motioned to approve. Pieper seconded. All approved. Motion carries.

### **Approval of Financials**

Pieper reviewed financials.

McClung motioned to approve. Jarvis seconded. All approved. Motion carries.

### **Police Report**

Officer Rowland stated one issue that keeps coming up is the garages are still being used as overnight shelter by some in our community. Boyt asked Officer Rowland about armed guards outside local establishment Aladdin's Hookah Lounge. Officer Rowland stated there is no law against open carry provided they have the permit.

Davis stated she would like to touch base with the evening/nighttime officers. Officer Rowland stated he would reach out as well.

### **City Report**

Carol could not make it today. No updates.

### **REDI Report**

Lisa Hawxby stated there are 144 Hub clients, which is the largest client count to date. Exciting. Eligibility for minority owned business grants went much better this round. She added the One Million Cups is hosting their 10<sup>th</sup> anniversary meeting on August 9<sup>th</sup> from at 4pm-6pm at Dogmaster; any who might like to attend would be encouraged and welcomed.

### **CVB Report**

McConachie stated the CVB is working on getting a destination website up and running; and shared they are really excited about it. McConachie also stated the CVB is working with a PR agency, Turner PR, and shared Turner may be reaching out to local businesses within The District to get local tourism events on the schedule and engaged with business partners.

### **New Business**

#### **-New Board Member Set**

Davis stated The District has received one new Board Member application, but expects one more. Due to this, Davis stated, we cannot vote on adding a new member at this time. Davis stated her suggestion would be to hold off since this is only a three-month seat until our typical November vote, to which the group agreed.

#### **-Set Property Assessment Rate**

Davis stated this meeting does serve as the District's annual meeting. The Public Hearing document shows the historical rates regarding Set Property Assessment.

McClung motioned The District continues to keep property assessment at the current rate of .4778 cents per \$100 valuation. [There was some discussion about the benefit of raising and/or lowering the rate.] Boyt seconded. All approved. Motion carries.

#### **-CCA Annual Meeting**

Davis stated the CCA is the non-profit that The District evolved out of and shared the CCA has continued to exist, looking forward, if The District decides to employ the use of District specific Gift Cards it could utilize the CCA for that program.

Jarvis asked this be added to the Retreat meeting for a more in-depth look at the CCA and asked for balance of the CCA account. Becker stated the account currently holds around 30K.

#### **-Media Buy Final**

Davis stated the Marketing Committee has made their selections for Media Buy 2024 and then reviewed these items for the Board. One exciting change is a District Holiday Guide produced by Vox and OnMedia. Davis requested a vote to approve or deny the Committee selections.

McClung motioned to approve. Nolan seconded. Norden abstained. All approved. Motion carries.

#### -Nightlife Update

Davis showed some pictures of the night-specific lighting taken on July 15, 2023. These photos showed the aforementioned lights were not being utilized. Davis stated she has since spoken with the Mayor and the City is looking into it. The communication piece for the lights is not working properly and The City has stated they will work on getting this back in working order. Davis also stated the flood lights the City has parked on the streets are not being utilized and if they are not needed then maybe we could look at getting those removed.

Murphy asked if the City has given any timeline for these repairs. Davis replied no, they have not.

Some discussion regarding food trucks and their designated areas within The District. There is a map on the City's website for anyone curious on where these locations are located.

Murphy asked what can be done about advocating for safety within the District. Jarvis suggested rolling this conversation and the concerns herein into the Operations Committee for further examination/action.

#### **Old Business**

##### -Google Drive Integration

Davis stated we have begun the transition from Dropbox to Google Drive. Two full Board trainings are planned, but we may reduce to one meeting as we move along.

Davis stated she would like to get this scheduled (with the Board) and would like to be finished by September 7<sup>th</sup>.

Davis stated each Board member will need a (free) Gmail account and requested the Board please go ahead and start that process. Nolan asked about attendance for folks that are already familiar with Google Drive, to which Davis replied that she is requesting everyone attend the first meeting and the rest can be tbd after we evaluate where people are at with their comfortability.

##### -Shops at Sharp End



Davis stated we are at full tilt on this project and the majority of the first year funding will go to Brooke for marketing, branding, signage, etc. Next thing Board members will see is a Job Description for the Shop's Retail Manager. Davis listed a few general qualifications for the Job including: retail experience, training and managing employees, and an excitement about the mission of Sharp's End.

Jarvis asked what the hours will look like. Davis stated hours are not set, yet. Probably not a typical 10-6 retail hours, but will likely depend on the Manager. Soft open set for October.

-Gateway Next Steps

Davis stated the Gateway Committee is looking at moving forward with the next three hubs which are, respectively: Music, Film, and Journalism. We plan to overlay these installation plans with our plans for interactive art to make certain we aren't building up in one area too much.

## **Committee Reports**

### Operations

Jarvis gave a recap of the Operations meetings including, FUSUS monies for camera grant opportunities, reviewed Banner Policy, discussion regarding Ordinance for Privatization of Sidewalks (something Kansas City has explored), as well as safety/lighting in Downtown, sharing that the Operations Committee has invited someone from the City to come talk to us about this.

Jarvis asked for feedback regarding Privatization of Sidewalks discussion. The comments thereafter were exploratory but reflected the original sentiment to forgo looking into this further, unless Caldera can find an alternative that offers similar results.

### Economic Development

Nolan stated The District's Gift Card purchase drawing(s) were today (8/8) and those checks are going out soon to those businesses that were randomly selected. Caldera is still reviewing the contracts from Miconex concerning the District one gift card program.

Nolan also stated the minority business grants applications will be opening back up in the fall. At the Committee's next meeting we will review stipulations for those applications to make certain those are clear as well as review any carryover amounts. Wayfinding signs, are they primarily for cars/pedestrians? We will hopefully have answers to this at our next meeting. Finally, the Committee will be bringing back their recommendations to the Board for some District art installations.

### Marketing

Norden stated Marketing hasn't met since the last meeting on Media Buy. No new updates.

### Gateway

Jarvis stated the tentative date is set for September 14<sup>th</sup> at 11am for hosting a reveal ceremony for the Sponsorship Plaque.

Jarvis stated they are looking at folding Gateway Committee into Operations. Next steps and RFP's for the next round of globes are being developed.

Murphy asked about the fence near Flat Branch Park. Jarvis and Becker stated the City was contacted regarding.

### **DLC Report**

V. Hawxly stated questions have arisen about what is the intended purpose(s) of DLC; members consequently held a brainstorm session regarding areas of potential interest/focus. No definitive decisions have been (yet) made.

### **Parking Commission Report**

McClung discussed the temporary parking spots. These spots will be changed to either 10 minute spots or other spots after the City approves the ordinance that will be sent to them from Parking this fall.. McClung stated that with the change of the ordinance future parking meter changes will be done faster because the new ordinances will be adjusted for more flexibility.

Garages are back open ahead of schedule and do look great, this is a once in 20 year type of project and good to be done before students return. A lot of misinformation contributed to raised frustrations regarding the state of parking downtown.

Jarvis asked about Electric charging stations, McClung responded that this has been discussed, but that the payment for parking spots *and* electricity was a sticking point.

### **Orr Street Park Committee**

Davis stated meetings for public input/comment have been hosted and feedback collected – this will funnel into future City Council meeting(s).

### **Staff Report**

Davis highlighted the Adopt-A-Spot located at the intersection of Broadway/Providence in the median where flowers look great, this is thanks to John Ott who advocated for the spot.

Davis stated next week she will be out of town, but attending any meetings virtually. Do not hesitate to reach out.

Becker stated she would look into the company that took an application directly from a business owner for a camera grant that Murphy brought to the meeting to share with the Board.

Murphy asked about large trash pieces piling up in certain areas of The District. Davis stated she has talked to both property owners and the City regarding. McGee commented about large trash items causing trouble with a compactor in the alleyway and stated they submitted this information to the City. Becker stated The District did meet with the Department of Solid Waste and they have agreed to place new/better signage on compactors to see if this can help. Davis stated we will take this (trash conversation) back to the Operations Committee for further review.

### **Member, Public, or Staff Comment(s)**

Pieper motioned to adjourn at 4:26pm. Murphy seconded. All approved.

**Downtown Community Improvement District  
Gateway Committee Meeting  
August 10, 2023  
11 S. 10th St.  
3:30pm**

**Present**

Nickie Davis-CID  
Kathy Becker-CID  
Ellen Nimmo-CID  
Christina Kelley – Make Scents  
Aric Jarvis – The Broadway Hotel  
Tom Mendenhall – At Large  
Deb Shields  
Tootie Burns  
John Ott via telephone

Jarvis called the meeting to order at 3:31 pm

**Approval of Agenda**

Mendenhall motioned to approve the agenda. Kelley seconded. All approve.

**Sponsorship Plaque**

Review of Final Plaque Design

Davis stated that the concrete will be poured by the installer of the plaque in two weeks.

Plaque Unveiling -Still expecting the date for the unveiling to be Sept 14, 2023 at 11am.

Shields requested to see the font and ask how the negative cutout will affect letters with holes (ex: "O" "A"). Emmett called soon thereafter and answered the Committee's outstanding questions. Emmett also stated that he needs to check with his engraver regarding the proposed unveiling date (9/14) to make certain they can meet that deadline.

There was some discussion regarding several (potential) changes to the installation, but the Committee decided to move forward as planned. The Committee also will

explore options to print the District's logo, Emmett also mentioned he could likely do something that would suit those needs as well.

The Committee would like to request a sample size of the smallest font being used from Emmett. Emmett responded saying that size "small" would be preferred.

Discussion around what the event will look like, who will speak, etc. Jarvis suggested potentially mentioning the future projects of the Gateway Committee (i.e. – the Hubs). Group stated they would like to have: Nickie Davis, Deb Rust, and the Mayor do the speaking at the event.

### **Gateway Hub**

- Use of Arturis

- Engineering RFP

- Artist RRP

- Discussion of Timeline

Engineering piece is complete. Becker asked if we want to use the same artist for every Hub, the group seemed to agree that using different artists would be nice. Engineer to do the specs.

Becker stated she would look for hard copies of the original design specs and reach out to Tony. The group decided in spring of 2025 for a timeline for beginning this project.

### **Movement of Gateway Committee to Operations Committee**

- Operations Committee Meeting Date

Jarvis stated there has been talk of combining Gateway with Operations, whose meetings are held on the 3<sup>rd</sup> Thursday of each month.

Mendenhall motioned to combine the Gateway Committee with Operations. Kelley seconded. All approved. Motion carries.

### **Public, Staff, or Committee member comments**

Shields asked about trees at Gateway that are looking brown. Becker stated she would check in with Adkins regarding and ask for an assessment of the trees.

Many kudos to John Ott for the beautification of the median near Gateway with flower plantings.

Shields motioned to adjourn, Kelley seconded. All agreed. Meeting adjourned at 4:28pm.

**Downtown Community Improvement District  
Economic Committee Meeting**

**August 15, 2023**

**11 S. 10th St.**

**3:30pm**

**Present**

Nickie Davis (via zoom)-CID  
Kathy Becker-CID  
Ellen Nimmo-CID  
Russell Boyt – Boyt Real Estate  
Mikel Fields – Cracked Up Mobile  
Adam Dushoff – At Large  
Mike Nolan – The Blue Note

Nolan called the meeting to order at 3:35 pm

**Absent**

Dimetrous Woods - Essentialz

**Approval of Agenda**

Fields motioned. Boyd Seconded. All approved.

**Update on Gift Card Purchases**

Davis stated The District received 43 applicants for the annual Gift Card Purchase drawing, this included a few new participants. She shared a screen showing the applicants and the randomly selected winners.

Dushoff asked about owners that own multiple businesses, wondering if it was a concern that they could potentially be drawn as a winner more than once. Davis stated businesses that won last year were excluded, but that we could add multi-owned as an exclusion, if that was a concern from the group. The group agreed to bring this point up again during the next discussion on District Gift Card Purchases.

**Downtown Gift Cards One Card**

Davis and Becker stated they have not heard from Caldera yet, due to his being on leave with a new baby, but stated he should be returning to the office next week.

### **Minority Business Grant**

Becker shared MBG qualifications, which are listed on the District website. The Committee discussed whether or not allowing a second grant ought to be permissible or restricted. The group decided to limit grants to one per applicant every other year and have an official vote on the matter at the next meeting.

Nolan asked if reserving a spot, or a few spots, in the Sharp Ends Shops specifically for start-ups that fall in this category would be an option as a way of bridging the gap of finding affordable real estate in the District area. The Committee agreed that this would be a good way to achieve goals in both the MBG program as well as Sharp End project.

### **Expanding Boundaries**

There was some discussion about expanding the District's boundaries north; Becker stated she would get this on Caldera's radar once he returns to the office.

### **Interactive Public Art**

Davis showed some slides exhibiting (potential) interactive art installations:

- Shadow art
- Urban projects art
- Jennifer Steinkamp
- Owen Lowery (T/F artist)
- Better Block
- Limbic Media

This presentation is available for closer consideration to the Committee in the Google Drive.

Looking at a map of art installations downtown, Nolan shared about a few spots that might make for good places for installations.

Rust made a suggestion that perhaps the Chair of Marketing, Economic, and Gateway (aka Ops) should get together and discuss their various projects. The Committee agreed that would be beneficial to the respective project(s) and the District as a whole.



### **Wayfinding Sign Update**

Becker stated we may want to tackle City signs (that are currently down) first. Next item (currently two bids in progress) is new maps and wayfinding signs.

Get a price quote from the person who did the maps last time. Nolan made a suggestion about purchasing small, solar clip-on lights to help illuminate the wayfinding signs. QR codes to correspond with "You are Here" stickers, which could be placed on the ground, these could be replaced as needed; keeping the larger kiosks where they are.

### **Public, Staff, or Committee member comments**

### **Adjournment**

Dushoff motioned to adjourn. Fields seconded. All agreed. Meeting adjourned at 4:27pm.

**The District  
Operations Committee Meeting Minutes  
11 S. 10th Street  
Thursday, August 17, 2023  
3:30 p.m.**

Jarvis called the meeting to order at 3:31 p.m.

**Present**

Aric Jarvis, The Broadway Hotel  
Kathy Murphy, Commerce Bank  
Tom Mendenhall, The Lofts  
Morgan Wright , Gunter Hans  
Kathy Becker, The District  
Nicke Davis, The District  
Van Hawxby, Dogmaster  
John Ott, Alley A Realty

**Guests**

Dave Sorrell, City of Columbia

**Call to Order**

Jarvis called the meeting to order at 3:31 p.m.

**Approval of Agenda**

Murphy moved to approve the Agenda, Mendenall seconded. Motion passed.

**Downtown Lighting**

Dave Sorrell, Director of Utilities gave an update on the new streetlights. There are still a few lights (3 -4) to be installed. They are waiting on parts and have no timeline when they will be received. Concerning the training on the new lights between the vendor and CPD (Lance) , Sorrel stated that they were ready for the training and that the two groups should be completed in the next two weeks. After the training the temporary lights can be removed and the parking spots opened back up.

Sorrel mentioned that he does not handle parking garage lights. On the street lights that are out downtown it is a constant issue throughout the city. Let them know the location of the light that is out and they will get it scheduled to be replaced.

Concerning Wayfinding signs: Sorrell stated he would check if the City would be able to assist in putting them back up. Currently the wayfinding signs are being stored at the City yard off out at the Loop.

### **Update of Projects**

**Camera Grant** -Becker stated that all grants have been given out but one. Some of the grants did not utilize all of the allocated funds. With that being said we should have one extra grant to give out next fiscal year.

**Block by Block** -Becker stated that Block by Block has credited bank hours and we are now within budget. They also have been asked to provide a proposal for taking over banner installation. For the first year it is recommended that we rent a lift. Ott will provide an additional name that might be interested in the job.

### **4A Change Update**

The 4A change report was reviewed. The monthly cost was down. No issues out of the ordinary were found.

### **Banners in The District**

Becker went over the proposed changes to the banner policy. Jarvis suggested that the policy mentioned the city ordinance that provides the city with the authority to manage banners in the District. The other changes were approved by the committee.

Hawxby moved to take changes to the committee, Murphy seconded. Motion passed.

### **Gateway Update and Committee move date**

Jarvis gave an update on the Gateway Project and the sponsor sign unveiling. He also informed the committee that the Gateway Committee members would be joining the Operations Committee next month.

### **Public Comment**

None

### **Adjournment**

Hawxby made the motion to adjourn, Murphy seconded. Motion passed.

**Downtown Community Improvement District  
Marketing Committee Meeting  
August 22, 2023  
11 S. 10th St.  
3:30pm**

**Present**

Nickie Davis (via zoom)-CID  
Kathy Becker-CID  
Ellen Nimmo-CID  
Nikki Reese - CID  
Rachel Norden - MOSY  
Sara Johnson – Basement Reef  
Christina Kelley – At Large

**Guests**

Deb Rust – Tellers & Sake  
Brooke Thomas - Andrea Lyn Events LLC  
Jonathan Seppo - Andrea Lyn Events LLC

Norden called the meeting to order at 3:30 pm

**Absent**

Mike Sultropp – At Large  
Matt Bear – At Large  
Lara Pieper – Bloom Bookkeeping

**Approval of Agenda**

Kelley motioned. Johnson seconded. All approved. Motion passed.

**Presentation - Wedding Stroll**

Seppo began by stating, currently and historically the largest wedding event in Columbia is hosted by a company from out of the area.. Vision reimagining the Local Wedding Magic. Tentative date, February 24, a Saturday.

Promote unique wedding experience, engage with 500+ attendees, showcase downtown CoMo local businesses, immersive, all day experience (free, paid VIP experience)

Wedding Stroll: bringing the "by Columbia" feel, event check-in staff promoting local businesses, vendors, exclusive door prizes for participants who fill up passports, stroll designed to encourage community participation from attendees.

#### Cash Sponsorship

- \$2000 sponsorship gets - free participation for District businesses, printed promo materials, secures door prizes. District ONLY sponsor exclusive visibility. Less leg work, free participation.

#### Trade Sponsorship

- \$100 for participating businesses, District responsible for printed materials, signage, door prizes. More leg work, \$100 fee

Seppo stated that all of their projected 500 attendees will hear about the Wedding Stroll, the participating businesses, and will be encouraged to explore all The District vendors have to offer. The VIP pass is \$50 per ticket with access to beverage(s) from the bar, fashion show, dance party, ceremony.

Committee members expressed a few concerns with participation levels (from guests as well as businesses) in the past. More discussion over having an option that combines elements of Cash and Trade Sponsorship and wondering how much The District has spent in previous years on the printed material, etc. Davis stated this event has the potential to lift up businesses within the District and have another entity doing a lot of the legwork.

Johnson motioned that the Committee accept the proposal for the Cash Sponsorship. Kelley seconded. All in favor. Motion passes. Norden obtained.

#### **Events Update**

Reese stated she is working towards 5k for next year and shared some of the vendors she is getting proposals/quotes.

On Thursday she and Davis are scheduled to walk around with the Dinosaur folks. Stated also that she has been doing Newsletter, Website, Gift Cards, and Wellness Weekend.

#### **Holiday Decor Update**

Davis displayed pictures of selections made for the Holiday Décor. Contract is being reviewed by Council Caldera, but the total is \$8550, which is in the budget. This will be ready by the next Board meeting for review. Instagram or Snapchat? The group selected Instagram.

### **Wellness Weekend Update**

FlatBranch park is reserved with things like: Tai Chi, hand massages, yoga, pedigo, and more. Reese also shared the many in-store offerings (so far) from businesses in the District. There's a chance Second-Chance will also participate. Sunday the 10<sup>th</sup> we will also be offering a few things. Bingo cards.

### **Econ Committee Cross**

Davis stated the Economic Committee is working on some projects that overlap with Marketing. Specifically a City project on "How to Park Downtown" and Davis stated that is something that may slide into Marketing as well.

Another project(s) is Light Hubs and some Art Installations. Therefore, we would like the Chair(s) of relevant Committees get together and discuss to make the most cohesive and effective decision(s) regarding these upcoming projects/installations.

### **Member, Staff, and Public Comment**

Davis stated the CID has lost Brandon R as our Social Media person. So that position will open back up soon.

A few contacts were shared with Davis as potential applicants.

### **Adjournment**

Kelley motioned to adjourn. Johnson seconded. All agreed. Meeting adjourned at 4:25pm.

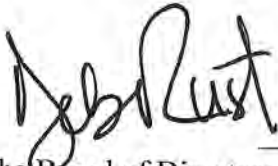
**RESOLUTION NO. 2023-41**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT APPROVING THE FINANCIALS DATED AUGUST 31st to THE BOARD OF DIRECTORS MEETING HELD SEPTEMBER 11, 2023.**

**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 financials dated August 31, 2023 during the meeting of the Directors held September 11, 2023.

Passed this September 12<sup>th</sup>, 2023



Chair of the Board of Directors  
(SEAL)

Attest:



Secretary of the Board of Directors

DOWNTOWN CID FINANCIAL REVIEW

# Financials ending August 31, 2023

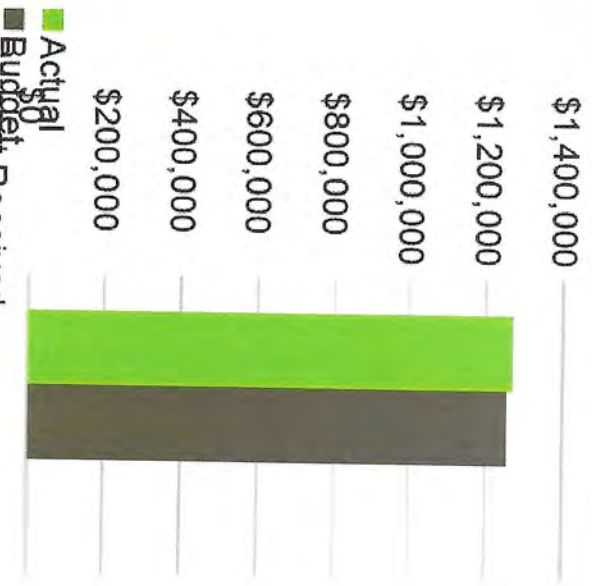




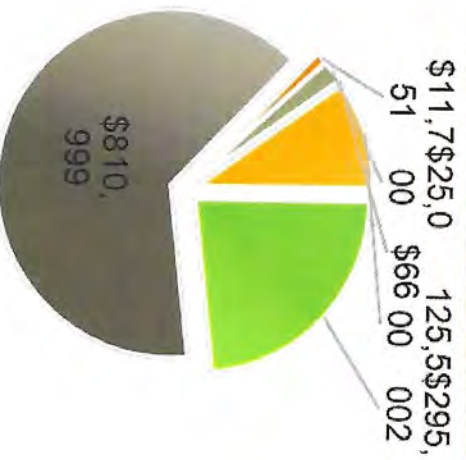
**Income - \$1,268,319 – 101% of Budget**

- FY2023 comprises of Property Assessment (2022) and Sales Tax (May 2022-April 2023).
- The CID has received 134% of the budgeted interest income.
- For Fiscal year 2024 budget we have received \$347,589 in income (five months). That is \$13,457 over the same period last year.

**Income Trend: Year to date**



**FY 2023 Income Streams**



- Property Assessment
- Sales Tax
- Interest
- Gateway
- Misc.
- From Fund Balance



**Expenses -August was the 11th month of the fiscal year (92% through the FY)**

**FY2023 Expenses for this fiscal year budget = \$839,797.17 off \$1,303.300 (64% of total budget)**

- **Total Recurring Expenses = \$820,096 spent in FY 2023 (82% of the \$999,300 budgeted)**
- **Total Non-Recurring Expenses = \$19,701 spent in FY 2023 (6% of budget)\***
- **Program Management – 86% of the Budget has been spent**
- **Operations – 91% of the Budget was spent.**
- **Economic Development – 58% of the Budget was spent**
- **Marketing –71% of the budget was spent**

**Highlights**

- In September \$100,000 will be moved to the Gateway account for future board approved projects.
- In September \$100,000 will be moved to a CD for future projects.
- Large ticket items that were not completed this fiscal year will be carried over to next year. These currently include:
  - Minority Business Grant - \$5,000
  - One Card Gift Card Program - \$18,950
  - Public Art - \$16,000
  - Wayfinding - \$30,000
  - New Banner Purchase \$40,000
  - FUSUS camera connection for small business \$20,000



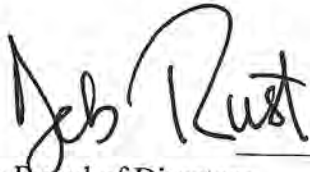
**RESOLUTION NO. 2023 - 42**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT TO FINALIZE THE UPDATING OF THE CID's BANNER POLICY.**

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

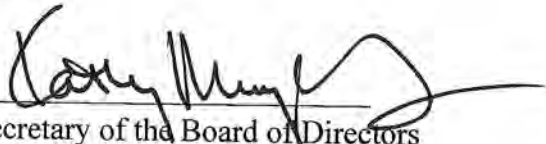
The Downtown Community Improvement District (the "District") hereby approves the updating of its Banner Policy.

Passed this September <sup>12</sup>/<sub>11</sub>, 2023



Chair of the Board of Directors  
(SEAL)

Attest:



Secretary of the Board of Directors



**The District Banner Policy**  
**Downtown Community Improvement District**  
**Revised ~~August 17, 2023~~ June 8, 2021**

**Banner Policy**

- Banners must adhere to the size and weather resistant guidelines. If they do not adhere to the below listed guidelines, any reinstallations will be at the cost of the organization providing the banners.
  - Printed on fabric or **have at least three winds silts if printed on vinyl.**
  - Double-Sided
  - Dimensions must be 28" by 93"
  - Grommets and pole pockets
- No more than two different types of banners for one organization will to be displayed at one time.
- Banners must be replaced if faded or destroyed from exposure.
- Banner design must advertise a cultural or civic event in the District or 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 have 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 as the banner installation budget increases. 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
  
  - North Village Arts District
  - Children's Grove
  - State Historical Society
- Banner design must be approved by the District before printed.
  - If the event is annual that must be stated and approval for hanging banners on an annual basis 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. 2023 - 43**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT TO ACCEPT THE RESIGNATION OF RACHEL NORDEN FROM HER POSITION ON THE DISTRICT'S BOARD on SEPTEMBER 11, 2023.**

**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 acceptance of Rachel Norden's resignation from her position on The District's Board effective on this day, September 11, 2023.

Passed this September 11, 2023



Chair of the Board of Directors  
(SEAL)

Attest:



Secretary of the Board of Directors