

**Community Improvement District  
Board of Directors Meeting  
May 15, 2014  
11 S. Tenth Street**

**Present:**

Marti Waigandt, 808 Cherry St.  
Deb Sheals, Historic Preservation  
Adam Dushoff, Addison's  
Tom Schwarz, Landmark Bank  
Tom Mendenhall, The Lofts at 308 Nint  
Ben Wade, Guitarfinder

Christina Kelley, Makes Scents  
John Ott, Alley A Realty  
Blake Danuser, Bingham's  
Mike McClung, Déjà Vu  
Mike Wagner, Boone County National Bank  
Skip Walther, Walther, Antel, Stamper & Fischer

**Absent:**

Andy Waters, Columbia Tribune  
Tony Grove, Grove Construction, LLC  
Allan Moore, Moore & Shryock Appraisals

**Approval of Minutes**

Mendenhall motioned to approve the minutes, Ott seconded and the motion passed unanimously.

**Financial Report**

Professional services line item went over a little but adapted for FY 15. Mendenhall motioned to approve financials, Sheals seconded and the motion passed unanimously.

**Winter & Co Presentation-Conference Call**

Winter & Co outlined what they have put together regarding the design guidelines packet. There was a Q&A discussion afterwards and the feedback was positive. They will be returning the week of July 11<sup>th</sup>

**Committee Reports**

**Zoning**

Version 7 of the letter was presented to the board regarding the city's interim proposal. P&Z stated that the proposal will pass and asked for the CID's feedback. Discussion was had on the latest letter. Dushoff suggested that the Board go and advocate to council members regarding this issue. Gartner will send out the schedules of coffee meetings for council members.

**Budget**

May is the preliminary review of the budget and the June meeting will be the finalized version for vote. This is the beginning of our second 5-year plan and the budget is based on the a new set of priorities from the survey. 2% is added each year to allow for growth. Currently have a 30K surplus in the budget. No longer have the "in lieu of" revenues.

An overview of the budget as it stands now was presented to the board. Sheals motioned for an additional 10K in the marketing budget, Danuser seconded and none were opposed.

**Closed Session** (Mendenhall was not present)

Board discussed payroll recommendations.

**Adjournment**

The next meeting is **Tuesday, June 10**, at 4:00 p.m.

**Community Improvement District**  
Operations Committee Meeting  
May 13, 2014  
11 S. Tenth Street

**Present:**

Mike McClung, Déjà Vu  
Deb Sheals, Historic Preservation  
Adam Dushoff, Addison's

John Ott, Alley A Realty  
Tom Mendenhall, The Lofts at 308 Ninth

**Absent:**

Skip Walther, Walther, Antel, Stamper &  
Fischer

Andy Waters, Columbia Tribune

**Guests:**

Ben Wade, Guitarfinder

**Budget Review:**

An overview of the survey results was provided. Infrastructure and Public Safety were the top two results. These are two city functions. We can't solve these two problems but we can weigh in. An overview of what we have been doing since the last 5-year survey was provided as well as the recommendations for the next year.

Those recommendations included:

Gateways

Setting aside 100K for the gateway project as matching funds. Arcturis is currently going through the survey results and town hall meeting and are creating a master plan with pricing for designs. This will be a multi year project.

Design guidelines

Winter & Co will be putting together a packet for developers, council, etc.

Banners

District banners are being inventoried and 10K has been set aside for replacement banners. Banner replacement is non-recurring and banner installation is under recurring. It was suggested expanding the banners to Providence as well as Broadway. An estimate for the expansion will be provided at the next meeting.

Energy Efficiency Programs

10K has been set aside for this line item. The city is looking into painting the black roofs white which would reduce electricity usage by about 40%. The city would provide matching grants for a more sustainable downtown. After discussion it was decided to put money aside for energy efficiency program but maybe not that particular program.

Infrastructure

The city is looking for ways to fulfill its current needs. The question posed to the board was, "What can we do to impact infrastructure?" The CID can't solve this problem but can contribute.

It was discussed looking into the rainwater infiltration problem and providing matching grants for replacements of gutter systems. It was decided to earmark the money and figure out the details later.

McClung motioned to roll infrastructure and Energy Efficiency Programs together and add another 10K bringing the total up to 40K to put towards both. Dushoff seconded and none were opposed.

The next meeting is **May 15**, at 4:00 p.m.

**Community Improvement District**  
Operations Committee Meeting  
May 14, 2014  
11 S. Tenth Street

**Present:**

Mike McClung, Déjà Vu  
Adam Dushoff, Addison's  
John Ott, Alley A Realty  
Skip Walther, Walther, Antel, Stamper & Fischer

**Absent:**

Tom Mendenhall, The Lofts at 308 Ninth  
Andy Waters, Columbia Tribune  
Deb Sheals, Historic Preservation

**Second Budget Meeting**

We had 30K in surplus but are now at a 28K deficit with the updated changes;  
10K added to image marketing,  
10K added to infrastructure for a total of 40K  
    20K to Energy Efficiency Programs  
    20K to storm water/sewer management

The additional banners are what put the budget over. An overview of the banner process was given: placement, purpose and cost. The additional Broadway banners would cost around 20K. It's already in the budget to add holiday banners this year. It was pointed out that the focus should be on long-term projects instead of interim projects. It was decided not to move forward with the additional banners on Broadway for this year's budget.

Directional signage will be updated.

The sidewalk-recycling project didn't work so we are looking for alternative ways to salvage the containers. We might be able to move that 9K into something else or other sidewalk projects.

Regarding infrastructure- looking to get people from the city in at the next few minutes to start getting information on creating the 2 infrastructure programs and getting the process started.

The next meeting is **June 19**, at 4:00 p.m.

**Community Improvement District  
Marketing Committee Meeting  
May 27, 2014  
11 S. Tenth Street**

**Present:**

Christina Kelley, Makes Scents  
Andy Waters, Tribune

Jennifer Erikson, CAT TV  
Lisa Klenke, Calhoun's

**Absent:**

Crystal Midkiff, Mustard Seed  
Lili Johnson, Poppy

Brandon S., Kaldi's

**Guests:**

Betsy, Jenny and Julie, Roots and Blues

**Roots and Blues**

The event will be a week later this year, September 26<sup>th</sup>-28<sup>th</sup>, and the campaign will be the 12<sup>th</sup>-the 28<sup>th</sup>. There are opportunities for 10x10 booths at the festival. Will be using CoMo Connect bus route and will also promote everywhere as well.

Suggestions for this year included The District having footprint at the festival, brochures with participating businesses, sign at all bus stops and businesses sponsoring hospitality tables in The District. Gartner will look into the routes of CoMo Connect since its new and follow up with the CVB regarding possible hospitality tables. Roots and Blues will be back at the next meeting to solidify everything.

**CAT TV**

A sample template for ads was presented. These videos will be easy to embed on our website and can also be used for tv ads. If The District logo bug is added at the end of the video, it will be placed on our website. If the merchant chooses not to include The District logo, it will not.

Wright will set up a meet and greet after the template has been finalized.

**Banners**

Wright met with the designer last Friday. Once the design has been revised it will be presented at the next meeting.

**Bike Saturdays**

The survey results and report was presented and the next step now is to send out information and sign up sheet for the businesses that want to participate and how they would like to participate. It won't be promoted as an event but as something year round. The participating businesses will get a sticker to put in their window; we will also include a page on our website. There will be an event to launch the first Saturday.

Pednet is in the process of doing a feasibility study for a bike share program.

Gartner is currently working with the CVB to install a bike station at the Flat Branch trailhead.

**Adjournment**

The next meeting is **June 24** at 8:30 a.m.

**Community Improvement District**  
Executive Committee Meeting  
June 3, 2014  
11 S. Tenth Street

**Present:**

Mike McClung, Déjà Vu  
Marti Waigandt, 808 Cherry St.

**Absent:**

Deb Sheals, Historic Preservation  
Christina Kelley, Makes Scents  
Mike Wagner, Boone County National Bank

**Agenda Items**

**Budget**

The final draft of the budget has been set and will be voted on at the Board meeting.

**C2 Interim Zoning**

Staff has begun making changes and has included some of our recommendations. P&Z tabled it again so that the committee could review the updates. Will be sending a second letter with a couple of updates along with the original letter.

**Closed Session**

Personnel salaries were discussed and voted on and will be presented at the Board Meeting.

**Adjournment**

The next meeting is **Tuesday, July 1**, at 4:00 p.m.