

**Community Improvement District
Board of Directors Meeting
April 8, 2014
11 S. Tenth Street**

Present:

Allan Moore, Moore & Shryock Appraisals
Andy Waters, Columbia Tribune
Marti Waigandt, 808 Cherry St.
Deb Sheals, Historic Preservation
Adam Dushoff, Addison's
Tom Schwarz, Landmark Bank

Tom Mendenhall, The Lofts at 308 Ninth
Christina Kelley, Makes Scents
John Ott, Alley A Realty
Skip Walther, Walther, Antel, Stamper & Fischer
Blake Danuser, Bingham's
Mike Wagner, Boone County National Bank

Absent:

Mike McClung, Déjà Vu
Ben Wade, Guitarfinder

Tony Grove, Grove Construction, LLC

Guests:

Andrew Denney, Tribune

Sgt. Candy Cornman, CPD

Approval of Minutes

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

Financial Report

We are running 3% over last year and have received our last check of the year for property tax. Mendenhall motioned to approve financials, Danuser seconded and the motion passed unanimously.

Police Report

We are currently short staffed, roughly 15 down overall and 2 in the downtown unit. Chief Burton has asked for 3 new positions but will likely get 2. In theory there are 5 positions continually "open" but there is a 3-6 month wait for new officers due to training. Not allowed to over hire without council's approval. After discussion it was decided to put this on the list of things to talk about with council. Mendenhall motioned to send a letter with Sgt. Corman's proposal, Moore seconded and none were opposed.

Committee Reports

DLC

Sheals had to resign from the infrastructure sub committee due to scheduling but can still be on the regular DLC committee. Moore stated that he would consider being on the committee; Gartner will also follow up with Grove. There are only about 6 people on the committee right now and they are all DLC members.

The SBD was a part of the city but now we are independent. We are still a huge asset and need to get this across to council. Walther stated that we still perform the same function and have a constituency of downtown. We are serving the downtown and need to be the voice.

Gartner stated that we need Board members in front of council and make them aware of our resources. They need to hear from more than Gartner for more of an impact.

Marketing

Shop Hop is on the 26th and Artrageous is on the 25th. Drafts of new holiday banners will be presented at the next meeting. The logo has been refreshed and will email it out.

Zoning

There are some concerns that the city is moving too fast without enough public input. The city has asked for our input on the city's interim C2 policy. The letter that has been drafted offers support for the consultants' process and more public input. The letter opposes interim changes for all these reasons. Mendenhall motioned to move the third draft forward, Waters seconded. During discussion Sheals was not in support of this draft (draft 3) but draft 2 and Ott abstained. Gartner will send it to the board for review and if there is a need, call a special meeting. The Board agreed to approve the letter on a conditional basis. Sheals abstained.

New Business

A draft of the member survey was presented to the board for input. The survey will help direct the next 5 years of programs. Walther requested an additional question regarding infrastructure.

Director's Report

The report will take place next month.

Adjournment

The next meeting is **Tuesday, May 13**, at 4:00 p.m.

**Community Improvement District
Economic Development Meeting
April 24, 2014
11S. Tenth Street**

Present:

Christina Kelley, Makes Scents
Mike Wagner, Boone County National Bank
Blake Danuser, Bingham's

Allan Moore, Moore & Shryock Appraisals
Tony Grove, Grove Construction, LLC

Absent:

Marti Waigandt, 808 Cherry St.

Tom Schwarz, Landmark Bank

Budget

An overview of the budget process for the 5-year plan and how it was developed was given. A new survey has just gone out with about 100 responses so far.

The Economic Development Committee will be taking over public safety and the Operations Committee will take infrastructure. Most of the responses regarding issues to address are mostly out of our control.

Grove, Walther and Gartner will be on the DLC infrastructure committee. We could help fund an infrastructure study as a way to contribute. We currently don't have an idea of the extent of the infrastructure problem; the DLC is still seeking information.

Public Safety

We are still keeping the core projects we've had before but are looking to add a few. Recommendations were presented to the committee that included good neighbor guides to offer to the police and colleges and safety cards for employees. Also, creating a hospitality zone and getting the community involved to help with outreach was presented. Further research will be done to look into teaming up with all three colleges about student safety. Gartner will follow up with Delta Systems to see if we can make some changes to the site for phone and tablet use.

Adjournment

The next meeting is **Tuesday, May 20**, at 4:00 p.m.

**Community Improvement District
Marketing Committee Meeting
April 22, 2014
11 S. Tenth Street**

Present:

Christina Kelley, Makes Scents
Andy Waters, Tribune
Jennifer Erikson, CAT TV
Brandon S., Kaldi's

Crystal Midkiff, Mustard Seed
Lili Johnson, Poppy
Lisa Klenke, Calhoun's

Artrageous Friday- Proposed Changes

There will be two events instead of four. Wants to partner with restaurants and increase membership. Will be updating the website and getting rid of the booklet. Those funds will be used to help fund gorilla art with schools. Fridays will be the traditional Artrageous, Saturdays will be hands on events and Sundays will be educational. It was suggested that a hash tag be created for the event.

Updates

Recipes cards will be going out to the NVAD Farmers Market and partnering restaurants. Banner design is being put off during budget season.

Budget

An overview of the preliminary survey results was presented. The recommendations for the next five years was presented which included expanding online reach, launching the "it's good to be here" campaign, banners, safety brochures, parklet integration and updating and expanding videos. A lot of structure has been put in place so that the focus can now be on the creative aspects of marketing. Looking to shift more of the budget into creative.

Discussion was had that included helping with ideas to keep the District Minute fresh. Erickson has camera ready guidelines that she will pass along to our office. Working to embed those videos into our website. Being a supportive for of other events and bumping up events that are growing organically here. Adding a line in the Shop Hop ads that includes "plus many more" so that people are aware that it is more than just the shops that advertise.

It was also suggested that we create a district pdf calendar of events that businesses can print and hang in their windows. Wright is now up to speed with the changes to Facebook so he will start looking into setting up social media training.

There was a consensus to have the budget be a 70/30, Media/Creative split. The creative budget at 30% is only for a year and then it will scale back. The new positioning statement is going to guide a lot of this.

Adjournment

The next meeting is **May 27** at 8:30 a.m.

**Community Improvement District
Executive Committee Meeting
May 7, 2014
11 S. Tenth Street**

Present:

Mike McClung, Déjà Vu
Mike Wagner, Boone County National Bank
Christina Kelley, Makes Scents

Absent:

Marti Waigandt, 808 Cherry St.
Deb Sheals, Historic Preservation

Agenda Items

Initial Budget Review

The Operations committee is meeting right before the Board meeting. The final budget meeting is the June Board meeting. There's seven thousand more in the budget for this year. The budget was based on numbers from two years ago.

Conference Call with Design Consultants

The design consultants will have rough materials for us on Friday and we will conference call on Tuesday at the Board meeting for a Q&A session.

Closed Session

Committee continued the discussion of payroll recommendations which they began at the last Executive Committee meeting . No decision made at this meeting.

Adjournment

The next meeting is **Tuesday, June 3**, at 4:00 p.m.