

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

Present:

Allan Moore, Moore & Shryock Appraisals	Ben Wade, Guitarfinder
Andy Waters, Columbia Tribune	Christina Kelley, Makes Scents
Marti Waigandt, 808 Cherry St.	John Ott, Alley A Realty
Deb Sheals, Historic Preservation	Blake Danuser, Bingham's
Adam Dushoff, Addison's	Mike McClung, Déjà Vu
Tom Schwarz, Landmark Bank	Tony Grove, Grove Construction, LLC
Tom Mendenhall, The Lofts at 308 Ninth	Mike Wagner, Boone County National Bank

Absent:

Skip Walther, Walther, Antel, Stamper & Fischer

Guests:

Jacob Barker, Tribune	Sgt. Candy Corman, Columbia Police Department
Barbara Buffaloe, Sustainability Manager	
Janet Godon, GetAbout Planner & Community Outreach Coordinator	

Approval of Minutes

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

Financial Report

Mendenhall motioned to approve financials, Wagner seconded and the motion passed unanimously.

Special Presentation

Barbara Buffaloe presented info about the annual Earth Hour event to take place March 29th.

Police Report

Sgt. Candy Corman presented info on current status of the CPD's Downtown Unit. She also brought the new CID-funded gator to show everyone.

Committee Reports

Economic Development

Janet Godon presented information on the Parks & Recreation parklet, new criteria for placement of the parklet in CID, and a proposal for CID to pay parking fees. Mendenhall motioned to approve proposal for CID payment of parking fees, Sheals seconded and none were opposed.

Gateway Committee

Board members were reminded of the upcoming Town Hall.

DLC

Sheals gave an overview of the Downtown Leadership Council meeting, including the DLC Infrastructure Sub-Committee's proposal to have the CID fund downtown infrastructure through bonding. Gartner gave an overview of how this proposal would violate state statute and the CID voter-approved petition and sales tax.

New Business

Gartner gave a brief overview on the current state of city infrastructure and the proposal from the mayor and the DLC to either have the CID contribute 20% of sales tax revenue to infrastructure or to bond to pay for it. Gartner also presented a draft letter to Council explaining why that proposal was problematic and offering the services of the CID Board to assist with long-term infrastructure planning. Sheals motions to send letter regarding infrastructure to City Council, Wagner seconded and the motion passed unanimously.

Mendenhall motions to send letter to City Council requesting non-residential parking solutions that specify potential parking structure locations, Ott seconds motion. Danuser suggests an informal request for parking information from city staff in lieu of letter to City Council. Mendenhall withdraws motion and Ott withdraws second.

Adjournment

The next meeting is **Tuesday, April 11**, at 4:00 p.m.

C2 Zoning Committee Meeting
March 31, 2014
11 S. Tenth Street

Present:

Christina Kelley, Makes Scents
Allan Moore, Moore & Shryock Appraisals
Andy Waters, Columbia Tribune

Deb Sheals, Historic Preservation

Tom Mendenhall, The Lofts at 308 Ninth

Tom Schauwecker, Boone County Assessor
Paul Land, Plaza Real Estate
Scott Atkins, City Centre, et al

Absent:

Bob Gerding, GKC
Adam Dushoff, Addison's
Skip Walther, Walther, Antel, Fischer,
Stamper P.C.

Marti Waigandt, 808 Cherry St.
John Ott, Alley A Realty
Brian Morgan, Brian Morgan Designs

Guests:

Andrew Denney, Tribune

City Council has requested some interim changes to C2 zoning in the area of parking, residential development and building height. Gartner drafted a letter in response and discussion was had. The city's proposal included no residential on the ground floor on Broadway and Ninth, height restrictions, and parking requirements for non historic residential.

Concerns included no end date for the interim proposals, problems with non-conforming uses, and having an interim plan instead of waiting to hear the consultant's report. It was suggested that the city have a sunset date of 12/31/15 which is when the consultant's report is due. It was also discussed that the city include protection for current non-conforming uses for C2 not be affected.

Waters motioned to send the letter as is, Schauwecker seconded and discussion was had. It was suggested that the word "new" be removed and that the cover letter should include support of a slow and deliberate process. Waters motioned to amend to include two recommendations if the proposal should pass which is a sunset and protection for existing residential. Mendenhall seconded. 7 in favor, Moore was opposed.

Community Improvement District
Executive Committee Meeting
April 1, 2014
11 S. Tenth Street

Present:

Christina Kelley, Makes Scents
Marti Waigandt, 808 Cherry St.
Mike McClung, Déjà Vu
Mike Wagner, Boone County National Bank

Absent:

Deb Sheals, Historic Preservation

Agenda Items

C2 Zoning

A review of the City's interim proposal was given along with the feedback from the Zoning Committee's meeting.

Marketing Plan

The Marketing committee will be meeting tomorrow morning. Discussion will include holiday banners and the parklet schedule.

Design Consultants

Winter & Co will be coming in on April 13th and will do a walk around the 14th and 15th. A meeting with the committee will be set up. We will resend out the invite.

Gateway

Arcturis is about done with collecting the responses and we will be setting a meeting with the gateway committee soon.

CID survey

The new 5-year survey is going out. The first one was sent in 2008. The survey will be very similar but will also include parking/transportation and sustainability.

Adjournment

The next meeting is **Tuesday, May 6**, at 4:00 p.m.

**Community Improvement District
Marketing Committee Meeting
April 2, 2014
11 S. Tenth Street**

Present:

Christina Kelley, Makes Scents
Brandon S., Kaldi's
Lili Johnson, Poppy

Jennifer Erikson, CAT TV
Crystal Midkiff, Mustard Seed
Lisa Klenke, Calhoun's

Absent:

Andy Waters, Tribune

Parklet Locations

There were no issues with the schedule and locations for the parklet. Citizen Jane was brought up but they are outside of our schedule as their event is in November this year. We were reminded to be sensitive of Mother's Day and graduation weekend.

Spring Shop Hop

The posters and business cards are now available. Continue to use #DistrictShopHop

Banner Update

All of the banners have been removed to be inventoried for repair. It is in the budget this year for holiday banners. Kristen Brown of Hoot Design will have some sample designs at the next meeting.

Inside Columbia

The District was voted Columbia's best neighborhood!

Web Video/CAT TV

We are working to imbed video on our website and are currently working with both CAT TV to work up a 30 second template for businesses to use. The goal would be to place these videos on our website and possibly work with a TV station on a coop campaign. We're also working with Boxcar Films to get some stock footage for future use.

Logo Refresh

An overview of the logo refresh was given. No major change, just an update. The positioning statement was discussed as well. Both of these were created 10 years ago and needed to be updated. The feedback was positive. A number of slight changes were suggested and made.

Ad Campaign

Our overall tag line is still Discover the District but looking for a tagline to use when advertising what tells a story and follows the new positioning statement. "It's good to be here" was agreed upon by the committee.

Adjournment

The next meeting is **April 22** at 8:30 a.m.