

RESOLUTION NO. 2019-15

**A RESOLUTION OF THE DOWNTOWN COMMUNITY
IMPROVEMENT DISTRICT APPROVING THE AMENDED
MINUTES OF THE BOARD OF DIRECTORS MEETING
HELD NOVEMBER 2018**

**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 2018 with an amendment to the November Board Meeting minutes to clarify that the City's parking meters are a parking revenue, not a parking tax.

Passed this 4th day of December 2018.

_____, Chairman of the Board of
Directors

(SEAL)

Attest:

_____, Secretary of the Board of Directors

**Downtown Community Improvement District
Board Meeting
November 13, 2018
11 South 10th Street**

Present:

Tom Mendenhall, The Lofts at 308 Ninth
Van Hawxby, DogMaster Distillery
Deb Sheals, Historic Preservationist
Kevin Czaicki, Centurylink
Jesse Garcia, Penguin
Dave Parmley, The Broadway
Deb Rust, Teller's
Mike McClung, Dungaree's
Logan Dale, Landmark Bank
Ben Wade, Guitarfinder
Adam Dushoff, Addison's

Absent:

Marti Waigandt, 808 Cherry St
Lisa Klenke, Calhoun's
Kenny Green, Monarch Jewelry
Mike Wagner, Central Bank of Boone County

Guests:

Carrie Gartner, The Loop
Carol Rhodes, City
Erin Babb, Speckled Frog
Robert Hollis, Attorney
Kalle Lemone, Nourish
Val DeBrunce, Citizen
John Gordon, CPD

The meeting was called to order by Ben Wade, Chair at 3:32pm.

Approval of the agenda was motioned to be approved by Mendenhall and seconded by McClung, all voted in favor.

Approval of the minutes motioned to be approved by Mendenhall, seconded by Dale, all voted in favor.

Approval for the financials motioned to be approved pending nothing unusual is found after careful review motioned by McClung and seconded by Dushoff. All voted in favor.

Police Report

Gordon briefly presented to the board the new scheduling and distribution of police officers in Columbia. CPD is dissolving the outreach department, they are giving each of the 8 beats in Columbia their own outreach officer instead of having a department. The District is in Beat 7 which he said is currently one of the safest beats in Columbia except on the weekend nights. CPD restructured their overtime pay and policies so that it would be easier to get officers to work voluntary overtime with the CPD instead of a second employer. Officers will be able to work more hours downtown on the weekend. The lingering after bar close has lessened with the weather cooling down. The new officers assigned to The District will be trained about their responsibilities, how to work with the business owners, and what is acceptable. Gordon asked if everyone had seen or met Brad Anderson on his gator downtown. He asked us to email him a list of our upcoming meetings so that he would schedule someone or himself to be there to provide an update.

City Report

Carol Rhodes updated the board that the grease ordinance was approved by the City and city staff will be working with the Restaurant Association to figure out the logistics. She informed the board of how to expand the District's boundary lines. We have to have the approval of 51% of the property owners, petition the city (which could cost up to \$15,000 depending on the size of the addition), and then receive the approval of the city council.

Grease Ordinance/Grant

Hohenstein updated the board that enforcement of the ordinance is not projected to begin until 3-6 months. He also said that after a discussion with Katie Essing and reviewing the budget that it appears there is about \$28,000 dollars left in the infrastructure programs budget. Wade sent it back to operations to figure out how to start up the grease grant again.

Chair Change

Wade reminded the board that Deb Sheals will be taking over as the chair of the CID board in February. The board also discussed the chair change for economic development and solid waste. They confirmed that is was the committee's decision to appoint a new chair. Dale informed the group that the committee had already selected Garcia as the new chair in the case that it is in their power to select. Mendenhall motioned to make Garcia the new chair of Economic Development, Sheals seconded, all voted in favor.

CID Boundary Lines

Hollis extrapolated on what Rhodes said. He told the board that the costs for the petition should be smaller. This number was based on what the Loop had to pay to expand, however that expansion was larger than this one. Lucky's is eligible to be in the District, however the decision is with the property owner. He suggested we talk to them to see if they would be interested in joining the CID and if they are, then we have to have 51% of the property owners' consent, the board's consent, and then we would submit the petition to city council for them to approve the expansion. Wade sent the task to Economic Development after Mendenhall

motioned to pursue expanding to Lucky's and investigating for other interested parties. Sheals seconded the motion and all voted in favor.

Date Change

Wade informed the board that the next board meeting was moved up one week for December 4th at 3:30pm to make a deadline to vote on and appoint new board members. The board discussed if they wanted to select alternates before or after sending the candidates to the mayor to be approved. Davis and Birk informed the board that they had passed applications out and included them in multiple newsletters.

Committee Tasks and Goals

Hohenstein created an outline of the committees based on what he had observed them doing in meetings. McClung informed the board that the flow of work and tasks to the committees used to be that the board would send tasks down to committees to work on and take back to the board when they were done. This stopped happening because the CID took on multiple long projects and now that we are to the end of many of them, we can take on a lot of small projects again. The committees can also take new ideas to the board to see if they should work on them. Sheals and Wade asked each committee to come up with 5 ideas for the January meeting of things they could work on during the next year.

Operations

Parmley updated the board on the light test. The City has moved the communications antenna to be able to use the gradient and programming features on the new lights. The lights are still operating on full blast and they suspect a radio interference with the signal.

He also updated the board about the horticulture plan with the City. Parks and Rec will be bringing design ideas for the planters, operations would like to have more standards for planters and plants in the District for a more cohesive design. Broadway would be the first street to get the new planters.

Dale brought up the crossing test that they discussed in the meeting. Mendenhall and McClung both told him that the city had proposed a traffic test to see how having an all traffic stopped and only pedestrians moving traffic stop and vice versa. But they were unsure where the City was in that process.

Economic Development

Wagner was not present to provide an update.

Marketing

Hawxby informed the board about the events coming up like Living Windows, Drinks in the District, Restaurant Week, and the Wedding Stroll. The board shared what they had heard about Not So Frightening Friday, agreed it was a success, and Davis updated them on how the Shop Hop and Magic Tree Lighting went.

DLC Report

Wade reported that the DLC meeting focused around the Birds and the City's new contract with Bird as well as the grease ordinance.

CoMo 200 Report

Mendenhall told the board that about 70 people showed up to the pre- bicentennial celebration despite the cold and that a survey for the park is underway.

Parking Commission

McClung updated the board on the residential parking permit program study. The City is using the money from downtown parking to fund research to collect data on city-wide parking. This program will go to city council for approval. He told the commission, representing the CID, that we feel strongly that a tax on parking downtown needs to stay downtown and go to the parking programs that are incomplete here.

Public Comment

DeBrunce informed the board that it was his last meeting as he is moving to Florida. He had a few questions and suggestions on his way out. He asked Hollis if the District can use volunteers and unpaid interns. Hollis answered that yes we could. He suggested that we have an at large board member, which Hollis told him that we cannot do that due to state laws, candidates for the board must fall under the outlined requirements to be a member. DeBrunce also advised that we pay attention to the small grease producers, they were the ones dumping grease into the dumpster. He also informed us that he believes the restaurant behind Lucky's would help advocate for the expansion of the District. The board thanked Val for all his work over the years.

The meeting was motioned to be adjourned by Wade at 5pm, the motion was seconded by Mendenhall and all approved.

**Downtown Community Improvement District
Operations Committee Meeting
November 15th, 2018
11 S 10th Street**

Present:

Tom Mendenhall
Kevin Czaicki
Kenny Greene
Dave Parmley
John Ott

Absent:

Logan Dale

Guests:

Ryan Williams

Meeting was called to order by Parmley at 3:32pm.

Approval of the agenda was motioned by Mendenhall and seconded by Czaicki, all approved.

Lighting Project

Williams updated the group that the lighting test has still been unable to work due to the photo eye not communicating to the program. The City is going to relocate the tower to Short Street to see if this will improve communication. He asked the group if they were aware of any signals at that frequency (2.4 gigahertz) that may be interfering. Committee stated that the frequency is a rather common one. Williams informed them that that was the frequency many lights that do work downtown are programmed to. He believes the next step is to change out the photo eye.

Committee asked if Williams knew anything about the pedestrian scramble test for traffic and crosswalk safety on 9th and Elm. He said that the City was trying to work around the school schedule Richard Stone and councilman Ian Thomas.

Landscaping and Horticulture

Parmley informed the group that Gabe Huffington met with him the previous day to sign a few documents with Hohenstein to re-approve an agreement previously signed with Essing. Huffington would be back in the January meeting with design ideas.

Grease Ordinance and Incentive Plan

The grease ordinance passed with a vague enforcement deadline. The committee decided whether or not to continue on the grease grant program now that the ordinance was passed and the CID provided the option for a long time before it passed. The group eventually decided

the CID needed to provide support to our local restaurants but would put a strict deadline on the grant so that the money could be put to use. The committee decided that, pending approval from the board, they would use the leftover money from last year's grease grant program to help restaurants that turned in an application before January 31st and the unused funds would go to horticulture. Restaurants would have to install the grease tank before March 31st to be able to use grant funds. The grant would begin at the original offer of the program.

Goals

Committee discussed their goals for the next year. Ott reiterated that the committee was formed to take care of pollution, parking, and policing. Extra tasks they had taken on and would like to complete include lighting and horticulture. They would also like to get a list of properties owned by the City and the County, get a map of the CID for the wall, and find good places to place dumpsters and garages.

Other Discussion Items

Group discussed the list and status of the broken curbs in the CID, the residential parking program using the downtown parking utility funds (they would like to ask Hollis about this), the status of trees in the empty planters, gum and pet waste on the sidewalks, requesting City council to require apartments that allow pets to have proper accommodations for waste, and the status of the Ameren site. They will request that the board writes a letter of support.

Meeting was motioned to be adjourned by Czaicki and seconded by Mendenhall at 4:27pm, all voted in favor.

**Downtown Community Improvement District
Economic Development and Solid Waste Committee Meeting
November 20th, 2018
11 South 10th Street**

Present:

Mike Wagner
Jesse Garcia
Logan Dale
Adam Dushoff

Absent:

Andy Waters

Guests:

Steve Hunt

The meeting was called to order by Garcia, chair, at 3:29pm.

The agenda was motioned to be approved by Dale and seconded by Wagner, all approved.

Solid Waste

Dumpster Locations

Steve Hunt updated the committee on the progress of the dumpsters downtown. The Walnut dumpster relocation was approved at the public hearing and is going to council to officially be approved. The Wabash dumpster relocation was not reviewed as fondly by the public. The majority of the people at that hearing were there to oppose the move due to inconvenience. Hunt said that the City had no opinion for or against moving the dumpster and the relocation will be taken to council after some due diligence and with remark on the public feedback.

Grease Solutions

Dushoff said that we need more solutions to the grease ordinance change than just the grease tank incentive program, even if the solutions are only suggestions and recommendations. He requested that Hunt find out if the City can provide solutions and if so, who would handle that. The concern is for restaurants that produce only a small amount of grease that would not want an internal grease system for the minimal amount of grease. The committee discussed the best way to reach out to the restaurants to engage with them about solutions and make them aware of the extended grease tank grant, including spreading word to David Maxwell of the Restaurant Association. There were discussions to extend grant time for new restaurants and about ordinance enforcement. The ordinance will be enforced by public works if it is affecting right of way, solid waste and the CPD if it is a container issue, and by public health if the issue is inside the restaurant. The committee wanted research to occur to find out how many businesses are directly impacted by this ordinance and other solutions.

Committee Goals

Committee decided to discuss goals next meeting when they had more time to discuss.

Potential Addition to the CID

Committee discussed that the leasing that Kronke most likely has agreed to with Lucky's would be a triple net lease, placing the additional tax on Lucky's. Garcia informed the group that he was waiting on contact information from Hollis for TKG and decided that we should contact Lucky's to gauge their level of interest in joining the CID. We would need the owner's approval and how much or little of their parcel that they would like to include in the CID.

Border Expansion Opportunities

The committee discussed the possibility of moving borders toward Logboat and hoping to one day be able to include them in the CID. Border expansions must be contiguous. If Lucky's joined the CID, we could use that as a precedent.

No comment from the public.

The meeting was motioned to be adjourned by Dale and seconded by Wagner. All approved at 4:26pm.

Downtown Community Improvement District
Marketing Committee Meeting
November 27, 2018
11 S 10th St

Present:

Christina Kelley
Mark Sulltrop
Lisa Klenke
Van Hawxby

Absent:

Deb Rust

Guest:

Munir Mohammad

The meeting was called to order by Hawxby, at 8:31am.

Sulltrop motioned to approve the agenda and it was seconded by Kelley, all approved.

Holiday Shop Hop Discussion

Davis asked committee for any feedback other than getting the marketing for the event out sooner next year. Klenke stated that stores need to stay open until the tree lighting because there is nothing for people attending to do while they wait for the lighting and businesses are missing out on those potential customers. They also mentioned putting holiday décor out to bid.

Small Business Saturday Discussion

The group discussed that Small Business Saturday was great for retailers and not so great for restaurants. Kelley brought up that she turns it into an all weekend sale and would encourage other retailers to do the same so that we can advertise that and also to decrease the volume of people that are in shops all in one day. She said that unfortunately, the customers are so concentrated that it's difficult for small businesses to provide the same level of service that they normally do to encourage loyalty but also that it's so busy that theft is increased. The group discussed tweaking the message that the day is merely a representation of the year, people should shop locally all the time, one day a year does not keep people in business. The message should also support local bars, restaurants and artists more. We should also have marketing materials to pass out to out of town customers a month before the event and small event calendars for customers year-round.

Living Windows Discussion

Davis updated the committee that she has the maps printing and we will hopefully be handing out the printing posters, postcards, and maps today or tomorrow. The group said to maybe try and get the posters out before Small Business Saturday next year but that she is very ahead of

schedule with the maps. Davis said that she is figuring out the timing of everything with our graphic designer and printer.

CID Holiday Lighting Bid

The committee revisited the earlier expressed interest in putting the holiday lighting back out to bid. Years ago when there were not many local options of decorators and now there are who can decorate at a more budget friendly cost. They will send the issue to the full board and hope to have bids in around March. The group is open to new lighting ideas and would like to extend the lights to more places downtown.

Drinks in the District Discussion

Davis showed the committee the graphic draft that she is working on with our graphic designer for the event. The committee would like to start sign-ups for this event and restaurant week as soon as possible. Sulltrop said that 44 Canteen will participate.

Wedding Stroll Discussion

Klenke suggested that we contact MU's event planning majors to help with the event. Invite the students to this year's and have them help more with next years. The committee discussed the potential involvement of the Heart Association and a fashion show. Mohammad suggested that golf carts drive around out of town attendants, so they can see places that they would not know about otherwise. The committee liked the idea of creating color coordinated maps for the different types of vendors and creating routes to help people get to everything with the extended event times. They are hoping for better weather.

Holiday Parade 2019

Committee agreed automatically that the CID funding and coordinating the parade was out of question. We would support anyone who did take on the parade and even help advertise, however, parades take away business on the best day for most downtown businesses as well as parking and it is too much for a three-person staff to accomplish along with all of our normal responsibilities, other events, and on our budget.

Mission Statements

Kelley called to attention that the economic development committee was trying to add events into their responsibilities which is the job of marketing. They can send event ideas their way and support increasing business during events but should not coordinate events. Their original responsibilities were to find investors, add businesses, expand boundaries, decrease vacancies, and help bring people downtown for city wide events. She reminded the group and informed Hohenstein that when the CID was petitioned, it was approved to improve safety and cleanliness downtown, that was by far the main concern and desire for constituents. Marketing was an incredibly small concern to the CID and that is what our budget reflects. We should improve the events we have, not be concerned with having huge festivals that outgrow the District's capabilities. We can build on events that are not ours, such as Summerfest or Art in the Park and increase involvement but we don't need to create them.

Goals for 2019

Some ideas the committee had were to create a marketing plan for each event, build on existing District events, capitalize on local, non-District events, and continue to improve outreach to students, parents, and business owners.

Meet and Greet

Davis suggested combining the meet and greet for the new executive director with the meet and greet for CPD and the business owners. This will hopefully make the events less tense and allow for the new board members to be a part.

Meeting was motioned to be adjourned by Kelley and seconded by Hawxby at 10:15am, all approved.

Downtown Community Improvement District
Executive Committee Meeting
November 29, 2018
11 S 10th Street

Present:

Deb Sheals
Kenny Greene
Jesse Garcia
Ben Wade

Absent:

Mike McClung

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

Approval of the Agenda was motioned by Garcia and seconded by Greene. All approved.

The committee created the agenda for the board of directors meeting happening on December 4th at 3:30pm.

They discussed the eight board of director applications that they had received and would vote on during the board meeting.

They discussed the Alley Improvement Plan left behind by Val DeBrunce. He had created a plan to help businesses manage trash and alley cleanliness more effectively with a good amount of restaurant owners' signatures. Committee will present it to the board and have a committee work on it.

They discussed a possible solution to move the Wabash dumpster closer to the fire station because the proposed and current location were not favored at the public hearing. The committee discussed proposing that the board write a letter of support for the City to turn the Ameren site into a parking and green space area.

The committee briefly discussed the new perimeters for the grease grant that the board will vote on reinstating or not with the possibility of keeping the grant around for new restaurants.

Executive committee defined the problem between the conflict of committee goals between marketing and economic development. Marketing felt infringed upon with the drafted committee goals and preferred for economic development to support existing events and bring them ideas for new events rather than creating their own.

They also brought up snow removal, whose responsibility it is, and the education of owners to remove the snow and ice on their sidewalks. The board will likely send the matter to operations or econ. Davis also mentioned redoing the new business welcome packet.

They requested an update on the annual report from Birk, she stated that it would be reviewed at the next council meeting.

They discussed a few complaints about the sidewalk dining ordinances, pet waste, curbs, and tree removals by intoxicated youths.

Davis proposed the need for a phone tree of text service to alert businesses when there are shop lifters after a recent incident.

The group also discussed Socket putting fiber in the Alley A and a change Sheals made at the bank to require multiple signatures on CID checks as well as adding Greene as a signer on the accounts.

The meeting was motioned to be adjourned by Greene at 4:41pm and was seconded by Sheals. All approved.`