

**RESOLUTION NO. 2019-24**

**A RESOLUTION OF THE DOWNTOWN COMMUNITY  
IMPROVEMENT DISTRICT APPROVING THE MINUTES  
OF THE BOARD OF DIRECTORS MEETING HELD  
MARCH 2019**

**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 March 2019.

Passed this 9th day of April 2019.

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

(SEAL)

Attest:

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

**Downtown Columbia Community Improvement District  
Board Meeting  
March 12, 2019  
11 South 10<sup>th</sup> Street**

**Present:**

Mike McClung  
Kalle LeMone  
Munir Mohammad  
Kevin Czaicki  
Ton Mendenhall  
Adam Dushoff  
Auben Galloway  
Van Hawxby  
Dave Parmley  
Kenny Green  
Deb Sheals  
Deb Rust  
Logan Dale  
Lisa Klenke  
Jesse Garcia

**Guests:**

John Ott  
Carol Rhodes  
Mark Stephens  
Jose Caledra  
Robert Hollis  
Erin Babb  
Mark Steveson  
Carol Stevenson  
Chris Kelley

Sheals called the meeting to order at 3:27pm.

McClung motioned to approve the agenda with Sheals amendment to switch the order of new business items 1 and 2, Mendenhall seconded, all approved.

McClung motioned to approve the minutes, Mendenhall seconded, all approved.

**Financials**

Dale provided a summary of the financials and the meeting between GKC, Sheals, Hohenstein, Birk, and himself. He updated the board on the new internal financial project tracking processes as well as how the designated funds would change (additions). He believes we have \$40,000 left in undesignated reserves after subtracting the previously designated funds to the grease

grant and the lighting project. He also believes we will come out a little over our budgeted revenue. The group discussed how the Gateways funds were doing in the Community Foundations investment accounts and considered the possibility of placing the funds in different banks and accounts to protect the money and increase the interest rate gained. Approval for the financials motioned by McClung, seconded by Parmley, all approved. Mendenhall motioned to send the Gateway funds to executive committee to look into different banks and accounts to increase the interest rates and insurance on the funds, Parmely seconded, all approved.

### **City Report**

Rhodes updated the board on sidewalk closures in the District and the construction reason behind them, including the State Historical Society Building which is having stone installed on the front. She also informed the group that the survey for the city manager position was still open and the CIDs responses were desired.

### **Police Report**

Lte. Stephens updated the board on crime downtown. He said that major crime was down and the only reports this month had been regular crime like vehicular break-ins and a couple assaults. He praised the new lighting and told the board that it was making a huge difference at bar close. The board was glad to hear the news and asked if CPD could write a letter of support to help Williams present the results to council. The board asked if he had any suggestions for downtown and he said that they have issues with Ubers and ridesharing programs stopping on Broadway and suggested the idea of a designated rideshare pickup spot or to restrict parking around the area of congestion after a certain time to give space for people to pick up passengers. These would help with traffic and crowd control by getting patrons out of the bars and downtown quicker and more efficiently. Mendenhall motioned to send rideshare parking issues to operations, Parmley seconded, all approved.

### **New Business**

#### **Sunshine Laws**

Caledra gave a presentation to the board to teach members about the Sunshine Law in Missouri. His presentation was about the law itself and meetings of public nature. He went over what constitutes a public meeting, quorums, topics, voting, mediums, records, notices, agendas, minutes, and closed meetings. His presentation can be found in the CID Dropbox or by contacting the City or CID offices.

#### **Gateway Plaza Plan**

Sheals presented the CoMo 200 plan as it currently is. She said they wanted to focus designs around safety, Columbia, and daylighting the creek. The Stevensons presented their alternate plan and reason they oppose the current plan (loss of access to their parking lot due to the drive being on City property). They fielded and answered questions from the board members. The CID would like to help the businesses by supporting a compromise between the two plans. Sheals presented her idea for a compromise as well as the compromise rendered by Parks and

Rec. Parmley motioned to pursue the compromise plan that CoMo 200 finds acceptable. Dushoff seconded, all voted in favor.

### **Board Officers and Committee Slate**

Board discussed the recommendations for the CID board officers slate and the committee recommendations made by search and review according to the member's individual interest report surveys. McClung motioned to approve the slate and committee assignments, Dushoff seconded, all approved.

### **Accounting Updates**

Previously discussed when Dale updated the board on the financials

### **Enhanced Lighting Funding**

Board was updated that an amendment to the budget was needed to re-designate previously designated funds for the enhanced lighting project in the current fiscal year budget so that the CID could spend the money (accumulated from the past) this fiscal year. Dale motioned to amend the budget, Mendenhall seconded, all approved.

### **CID Website**

Garcia discussed why we need make major updates to the website. Dale suggested we put it out to bid. Klenke believes CID should do the bid in Media Day style and invite people to present their ideas and prices to the committee responsible. Hohenstein stated that CID has \$3000 in the advertising budget for it. RFP should go to Garcia's committee, economic development. McClung motioned to send it to Econ, Dale seconded, all approved.

### **5 Year Strategic Plan**

Sheals stated that the strategic plan needs to be started. Hohenstein stated that he needs direction for the plan. Hohenstein said that he would email Deb for the 2014 stakeholder survey to work off of. No motions.

### **Committee Reports**

Committees each provided a brief update on their current projects, refer to February 2019 minutes for details.

### **DLC Report**

Czaicki had to leave before he was able to provide an update

### **CoMo 200 Report**

Discussed early with the Stevenson plan presentation and motion.

### **Parking Commission Report**

McClung updated the group that the vacant permit spaces in the garages have been filled.

### **Public Comment**

Hollis talked about GIS report, Hohenstein said he had taken care of it. Hollis recommended Hohenstein has a copy of the report from the City.

Dushoff motioned to close the meeting at 5:51pm, Greene seconded, all approved.

**Downtown Community Improvement District  
Economic Development and Solid Waste  
March 19, 2019  
11 South 10<sup>th</sup> Street**

**Present:**

Jesse Garcia  
Deb Rust  
Adam Dushoff  
Auben Galloway  
John Ott

**Guests:**

Adam White, City  
Damien Cr.... , City

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

Dushoff motioned to approve the agenda and Rust seconded, all approved.

**Election of Committee Chair**

Dushoff nominated Garcia for committee chair, Rust seconded, all approved.

**Confirmation of Meeting Time**

After very brief discussion if anyone would like to change the time and day of the meeting, Garcia confirmed that the committee would continue meeting on the Tuesday after the Board meeting at 3:30pm.

**City Report**

Adam White and Damien Cr... introduced themselves to the committee. They will be the CID's liaison to Solid Waste in the absence of Steve Hunt. They updated the committee on what they knew about the Wabash dumpster consolidation/enclosure process, they believe the next step is the reading at City Council but are unsure of when that will happen. They also mentioned issues with the dumpsters at 9<sup>th</sup> and Walnut behind Formosa. The group discussed the beginning execution of the solid waste master plan that will be starting downtown this year and said that they would like to wait to start new solid waste projects until after the plan is implemented.

**Liquid Grease**

Davis filled in the committee on the grease expo that she and Rust planned with Kayla from the Health Department. She updated that she has emailed the grant application to all the restaurants and that staff will go to the restaurants to hand out flyers this week. Rust and Davis provided information about a barrel option to store grease. Each drum is about \$55 and the Health Department will consider it a viable option so long as the drum is leak proof, clean, its placement is in compliance with Fire Code, and taken care of by the restaurant. Rust answered

a few questions about a fire hazard of storing grease by stating that the barrel itself would probably burn better than the grease itself in a fire. She said that a good plastic drum would probably be the ideal material, steel is okay if you watch out for rusting. The individual health inspector of the restaurant is in charge of enforcing the new ordinance.

### **Website Development**

Garcia opened the discussion by asking about the budget for the website. The group discussed where it could come out of the budget and if we have to put it out for bid. Davis, Garcia and Birk discussed options for the backend (Wix, Squarespace, and Wordpress) as well as options to integrate social media and a blog so that they all update each other. Davis put out options for who inside the District could build it and create the interactive map, she knew of Hoote Design (\$10,000-\$2100 with training CID staff) and Lift Division (copy current website with more capabilities \$300) and knows Pixel Jam could create the map (\$400). She recommended everyone look at the Downtown Boulder, CO CID website as an example (cost about \$20,000). Ott asked if we could use the new site to welcome large amounts of visitors like MSHAA, Davis and Birk would like to help and welcome visitors through blog posts. Galloway wants to make sure we have the new site set up with Google Analytics, SEO in mind, and support. The committee would like to get price estimates and take their recommendations to the board.

### **Prioritization of Committee Goals**

Dushoff would like to compare this CID to other ones to get new ideas and find out what is going on in other similar downtowns. The group discussed business recruitment and retention along with the businesses that are currently leaving or considering leaving. Rust suggested that we can make changes and plans based on what we hear from businesses about why it is difficult to do business here. This led to a discussion about parking. Ott pointed out that the increase in residents downtown, which Galloway believes has plateaued, has made parking less retail friendly and that the two hour time limit is perhaps too short. Garcia would like to see better information displayed about parking, better signage, and consistent times and prices for tickets and meters. Rust would like to see an improvement in safety of garages. The group circled back to business retention and mix. Garcia suggested that a changing demographic downtown may be the cause of some of the businesses leaving. He believes there are more affluent students and fewer locals coming downtown. Ott pointed out that we should appeal to the students but also continue appealing to the locals. They discussed the possibility of turnover being due to rent prices rising downtown. Galloway presented the idea and asked about how much the District would like to mix franchises with local businesses. He believes having a few franchises could help increase foot traffic without creating too much competition for local businesses. The group would like to do some market research on parking, rent and foot traffic and use image marketing and branding to create an environment and better perception of the District.

Rust motioned to adjourn the meeting at 4:59pm, Dushoff seconded, and all approved.

Downtown Community Improvement District  
Operations Committee Meeting  
March 21, 2019  
11 South 10<sup>th</sup> Street

Present:

Logan Dale  
Kevin Czaicki  
John Ott  
Chris Kelley  
Tom Mendenhall

Absent:

Dave Parmley

Guests:

Connor McCan, student reporter  
James Lee, Uber

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

Mendenhall motioned to approve the agenda, Kelley seconded, all approved.

Election of Chair

Mendenhall motioned that Parmely remain as chair, Ott seconded, all approved.

Meeting Time

After brief discussion, Czaicki motioned that the meeting remains on the same date at the same time, Mendenhall seconded, all approved.

Parking for Ride Shares

Committee recapped that the police and rideshare drivers all seem to want the same thing, designated spaces for rideshare companies to pick up passengers around bar close to improve traffic flow and decrease congestion. Ott pointed out that the biggest issue area is in front of Alpine, Fieldhouse, Willie's and the Penguin. Creating parallel, pull in and pull out areas in front of those bars after 11pm would help traffic congestion. The taxi spots near there are on 10<sup>th</sup> Street by Nash Vegas. Lee pointed out that taxis need more time than Ubers or Lyfts. The rideshares would need 5 minutes maximum in a loading and unloading zone to get their passenger and get out since rideshares are sort of by appointment. Lee said that the busiest times for Ubers downtown are dinner time (7-8pm), when the students come out (9pm-10pm), and bar close (1am-3am). He says that 90% of his clients are students. He supported the idea of having a couple designed spots in garages for rideshares to stage and prepare for 5-6 minutes and pick up zones in front of Penguin, Willies, Fieldhouse, Harpos, Campus Bar, and MyHouse. Group also recapped that police want to prevent passengers from crossing the street. Dale asked Bob to ask the businesses how they would feel about the idea.

### Committee Goals

Dale led a discussion on which goals were most important to the group. Ott said his top was the Ameren site. It would be low cost to make viable once acquired and Parks and Rec has already assessed turning it into a green space. Ott believes the green space is needed downtown especially with the increase of residents and dogs.

Mendenhall put curbs as a high priority of his. He would like to have an inventory of all the curbs that need fixed downtown, especially after this harsh winter. He said that you can submit things that need to be fixed to a phone line or the city website. However, this doesn't always work. He would like Bill to collect a list and pictures of the broken curbs again to help raise awareness for the need of fixing them to council. He would like Hohenstein to lobby about it.

Committee discusses parking issues and ideas. The ideas brought forward include fixing the inconsistencies in parking times, going back to ending the meter time at 5pm, solving issues with residents parking in hourly spaces, starting the meters at 8am so the streetsweepers can actually clean, the arms in the garages not working or taking credit or debit cards. The committee would like to talk to McClung and the board about all of these topics.

The committee discussed that they felt the goals all went into downtown beautification somehow. The curbs, trash, lights, horticulture, it is a catch all goal. Huffington is supposed to have a horticulture plan at the April operations meeting. Trash is a low priority goal because we are waiting to see the effects of the masterplan once implemented. Committee would like Richard Stone to talk at an operations meeting in May or June about crosswalk safety. The City has scheduled the crosswalk scramble experiment for spring. They would like Hohenstein to make sure they don't have that intersection at 9<sup>th</sup> and Elm closed for the construction of it when the Museum opens up.

### Public Comment

Mendenhall said that Atwell wants to talk to the board about the possibility of another parking garage. The committee would like him to come in in May or June

Birk asked the committee if the CID is responsible for maintenance on the small trash cans and recyclers in the District. Committee voted to fix the recycling container lid that brought up the question in front of 308 9<sup>th</sup> St (Mendenhall motioned, Czaicki seconded, all in favor).

McCan asked if anyone would be available to talk about the Uber parking situation. Committee asked Hohenstein to.

Czaicki motioned to adjourn the meeting at 4:25pm, Mendenhall seconded and all approved.

**Downtown Community Improvement District  
Marketing Committee Meeting  
March 26<sup>th</sup>, 2019  
11 South 10<sup>th</sup> Street**

**Present:**

Van Hawxby  
Deb Rust  
Kalle LeMone  
Mark Sulltrop  
Christina Kelley

**Absent:**

Jesse Garcia  
Munir Mohammad  
Lisa Klenke

Hawxby called the meeting to order at 8:29am.

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

**Wedding Stroll Review**

Surveys sent out by Davis reported that the event was too long and too spread out. Staff and survey received multiple reports that people would prefer the event to be on a Saturday rather than a Sunday because it was outside of normal businesses hours for many participating businesses and it is an advertising event more so than a money making one. The map was reported to not be user-friendly enough and bridal parties would like better signage for participating businesses (balloons or sandwich boards to mark them). Davis would like to start a subcommittee for Wedding Stroll next year to help with organization, deadlines and details. The subcommittee could also place outside businesses if District businesses would like a collaboration but have no one in mind. Committee discussed if it was an issue that this event helps businesses outside of the District as well if they partner with businesses inside. Kelley pointed out that they help the businesses create even more of a draw to the bridal parties by having multiple vendors available to talk in one location. They also discussed that this event helps reach out to venues and services inside the District that don't get to participate in shop hops or restaurant events.

**Spring Shop Hop**

Committee passed Spring Shop Hop posters around the table. They discussed the need for businesses to not only use District promotions, but to self-promote. The businesses that seem to have the most success during events share it on their social media and website. Davis said she would include that in the business newsletter and encourage cross promotions (ie- restaurants announce event and offer specials that day).

### **Media Buy Discussion**

The media buy is next Wednesday, April 3<sup>rd</sup>. The committee will meet at 8:30am to discuss for half an hour what they want to use to promote the District (not including the website). Davis said that she can move up some of the afternoon meetings if more time slots don't fill in. Committee decided to wait until the next meeting to discuss which options to choose to give time to recap, compare, and fill in any missed information or questions. They discussed shifting around the budget and the need to ask media providers what all is included in their plans this time. The committee discussed this method of media and how it was preferred to the old method of using a third party to decide. They feel that doing the media buy themselves gives better control, better planned advertising, and the opportunity to add regular image marketing. They discussed the holiday decorations budget and if they should move some money from that to marketing. Kelley believes we should keep the money there and try to get better lighting after the current contract is up. LeMone agreed and referenced other downtowns that have so many lights that the magical feeling helps people ignore the cold and come downtown anyway. They decided to ask around to see if anyone had seen icicle lights on Wabash this year.

### **Coffee Crawl Discussion**

Davis walked the committee through the different coffee crawls she found while doing research. LeMone asked if we could do a wristband style event if a charity collected the money since we would like students to be a major participant in the event and they are very driven by local philanthropies. Rust suggested we find an organization with a large following to help us promote the event as well. The committee would like a philanthropy that goes with coffee, they're current idea is pets. The event could be registered or self-guided with donation cans at the coffee shops or a percent of sales being donated. There are seven coffee shops in the District and LeMone and Rust both said that their businesses would participate as well. The event could be sample based or experience based with an art crawl or a roasting class. The crawl would probably be in the fall right after the students return. Committee would like to get feedback from coffee shops.

### **Educational Workshops**

Davis reminded everyone that the next workshop was on small business insurance and that Stephanie Wilmeyer from State Farm would be presenting at the office on Thursday at 3:30pm. Committee requested the event get sent out to the public.

### **Public Comment**

#### **CoMo Night Market**

Davis filled in the committee on an idea that the Blue Note had about a night market like they have in their other location in Madison. It would be a small festival style event on S 9<sup>th</sup> Street that would close the road down for a night and have a couple small stages mixed in with the vendor booths. The committee discussed the idea and expressed some concerns they would like to ask the coordinator about if the CID agrees to the collaboration. Concerns include: effects on other businesses, sponsorship, the time of year, safety, and food trucks.

**Race/Wellness Days**

LeMone brought forward her idea about collaborating with or hosting races downtown and having a wellness day to go along with it. Races bring in thousands of people with the extra money to pay to run. This event could cater to businesses that CID events don't quite highlight yet including fitness studios, CBD, aromatherapy, massage studios, and health food. It could be sponsored by a local hospital as well. Committee loved the idea and requested it to be on the agenda next month.

Sulltrop motioned to adjourn the meeting at 9:48am and Kelley seconded, all approved.

**Downtown Community Improvement District  
Executive Committee Meeting  
April 2, 2019  
11 S 10<sup>th</sup> St**

**Present**

Kenny Greene  
Jesse Garcia  
Deb Sheals  
Mike McClung  
John Ott

**Absent**

Logan Dale

**Guests**

Matt Creedy, Engineer  
Aletha Noruell, The Big Cheese Food Truck  
Vickie McFarland, The Big Cheese Food Truck  
George Nickols, Lily's Cantina Food Truck

Meeting was called to order at 3:32pm by Sheals

McClung moved to approve the agenda with the amendment of moving public comment to the top of the agenda, Garcia seconded, all approved.

**Public Comment**

The board opened up the discussion for public comment about the food truck zoning. Hohenstein proved each vendor with a packet of documents that the board and Essing had produced to give to the City to encourage food trucks to be where food deserts exist downtown. Nickols expressed his concern to the board about the lack of progress when Leah Christian, Transit and Parking Manager requested a letter of support. The vendors and committee recapped that they had done a lot of work on this and sent it to the City, the City did not seem to know which department to send this to (health, parking, zoning) and it was dropped. The last update the vendors had received was that it was in legal with the City which can take a while. McClung said that he was asked about it in the parking committee and Sheals requested we asked the City to pick the issue back up by resending our letter of support with a mention of all the work done for this issue and asking Carol Rhodes to look into it.

Ott brought forward an issue with the right of use of one of the emergency doors in his new building opening out into the sidewalk and had his leading engineer explain the situation to the committee. They anticipate that the renters of the space will occasional use the emergency doors as a front door in which case they need a right of use permit, which the City requested people bring to the board before it request is brought before council since the board of adjustment lost many of its powers. Ott pointed out that they will be opening out into his café

sidewalk space and tables and planters will be between the doors and pedestrians. Committee will request the board to write a letter of recommendation that the CID heard the issue and has no problem with the request.

### **Grease**

Committee was updated that there were three applications turned in for the grease grant already and that more were anticipated after the grease expo on April 8<sup>th</sup>.

### **4A Change**

Staff was requested to print more homeless outreach cards and Trapp will update the board at the next meeting.

### **Stakeholder Survey**

Davis presented the survey she created to ask constituents what they would like to improve about downtown and the CID. She based this survey off current issues and old surveys. The committee decided to go ahead and send it out and update the board at the meeting to give more time to fill it out. They also decided to keep this survey basic and find out more details like festivals and horticulture via future surveys. McClung and Sheals combined their concerns with ideas for a possible flower festival. They would like to stop the survey two weeks before the next (May) board meeting to give time to analyze the information collected and to keep the survey open for at least four weeks.

### **Strategic Plan**

Committee would like to plan the board retreat for after the survey results are in. They discussed hosting the meeting at a hotel, the CVB, or the Blind Boone House. They will ask the board where they would like to have the meeting.

### **Banking**

Committee requested Hohenstein look at the interest rates of different banks in the CID and compare to get the best one for the Gateways account.

### **Gateway Plaza/ Flat Branch Park Extension**

Sheals presented the different options that will be brought to council. Committee discussed what would be best for the CID spending if the plaza gets shortened. The board needs to decide if we would still like to fund the plaza if it cannot be according to the plan that took years of work and resources because that money could be spent in other areas of the gateways project plan like the other gateway or the light hubs. We could even potentially use it to buy the Ameren site. McClung feels that the land is the City's to negotiate and any retained parking offered is very generous. Garcia posed the situation if the property next to the park were to be sold, would a compromised park be good still? He believes we need to look at the best future for the park. The land could be redeveloped. Sheals believes as major contributors, the CID needs to form an opinion and weigh in hard and advocate our idea strongly.

Meeting was motioned to be adjourned by Garcia and seconded by Greene, all approved at 4:50pm.