

**Downtown Community Improvement District
Board Meeting
April 9, 2019
11 S 10th St**

Present:

Auben Galloway
Kenny Greene
Kalle LeMone
Munir Mohammad
Kevin Czaicki
Deb Rust
Deb Sheals
Mike McClung
Jesse Garcia
Logan Dale
Dave Parmley
Tom Mendenhall
Van Hawxby

Absent:

Lisa Klenke
Adam Dushoff

Guests:

Robert Hollis
John Trapp
Mike Trapp
Carol Rhodes
Ryan Williams
Leah Christian
John Gordon
John Ott
Matt Creedy

Sheals called the meeting to order at 3:29pm with introductions around the room.

McClung moved to approve the agenda with the amendment of moving the "Lighting Update" up and the "Police Report" down in the order. Dale seconded the motion and all approved.

Mendenhall moved to approve the minutes with the amendment of correcting a couple spelling errors in names, McClung seconded and all approved.

McClung moved to approve the March 2019 Financials, Hawxby seconded, all approved.

City Report

Rhodes updated the board about two public hearings that concern the Downtown CID. One hearing is about parking garages including changing the cameras, autopay, adding cameras to the entrances and to the top level of the 5th and Walnut garage. The other is about the replacement of the lights in the Downtown CID. She also informed the group that some of the parking spaces in front of the old CycleX building would be closed off for renovations to the building.

Enhanced Lighting Update

Williams reemphasized that the public hearing for the lighting is on Monday (4/15/19) at the city council meeting. The hearing is to request that council moves forward with installing 94 more new street lights. He informed the group that the Water and Light Advisory Board did not endorse the project because they wanted to see more statistics and data first. Gordon pointed out that law enforcement statistics take three years to trend. He reiterated that lighting helps prevent crime but also stated that it is impossible for the new street lights to have any impact if they are not in the areas where they are needed (the testing area is not highly trafficked at night). He said that better street lights could also improve camera imaging. It was requested of Gordon that he secure a letter of support from the interim police chief. When asked about locations the street lights were needed, he cautioned to be careful about heat maps because sometimes the police are called in to do hotspot checks and that does not mean there is a problem since businesses can voluntarily call them.

Police Report

Gordon informed the board about the two times shots were fired downtown this month. One outside of Club VibeZ and the other outside of MyHouse in the Lee's Market parking lot. He said that Club VibeZ has been very cooperative with the Columbia Police Department in attempting to stop and prevent crime. In the incident at Club VibeZ, two females fired shots into the air after being ejected from the club. One female was arrested and the other has a warrant out for her arrest. The other incident was close enough to MyHouse that the establishment was able to provide security camera footage of the male who fired two shots into the air. Gordon described the gun DNA testing process to the board. He explained that it takes a while because the testing process is backlogged. When asked about summer policing downtown, he said that June would consist of touch and go policing to break up the "pods" of individuals congregating downtown and compared it to the heavy staffing on weekend nights that they currently have downtown. They will continue to use community-based policing.

Grease Grant Update

Hohenstein updated the board about the Grease Expo. All grease servicers were present except one. There was minimal attendance by restaurants. External tanks need City approval, but are unlikely to get approval if the tank is in the right of way. There are seven applicants for the grease grant so far.

New Business

4A Change

John and Mike Trapp updated the board on the work they have been doing downtown. They have performed 33 days of outreach and 88 days of contact. They found housing for three homeless individuals and dispersed the 15 problematic individuals (violence and stealing) at Flat Branch Park. Three individuals are in detox, three have been housed, some of them are in jail, and one was bussed away. At this time, there are no problematic individuals frequenting Flat Branch Park. For the remainder of their current contract with the Downtown CID, they plan on focusing on the panhandlers that have housing. This is more labor intensive, but the hope is to engage the individuals and hopefully move them into employment. The board asked questioned about a couple of new homeless individuals that are a bit more aggressive. The Trapps have talked to them while they are exhibiting such aggressive behavior, but asked the board to call them if they find the pair in a less intoxicated state.

Right of Use Request

After explaining in detail, the issues surrounding the facility's exit doors, Ott and Creedy asked the board for a letter of support for a right of use permit for the event center in the Parker Building on 10th and Walnut. The current plan for the event center includes an outdoor dining area that will be enclosed with planters. The issue is that the doors currently open out onto the sidewalk making them functionally emergency only doors (sliding doors did not work with the plan). The two single doors and one set of double doors would open out into the café dining area and not the sidewalk. There is still 5 feet left of sidewalk with the café. Ott requested a letter of support of the right of use permit needed for the café and doors. McClung moved to send the letter, Parmley seconded it, and all approved.

Food Truck Zoning

Hohenstein found Gartner and Essing's work on the 2014 food truck ordinance and work for the 2017 ordinance request. The Downtown CID did a great amount of research and surveying to create three more zones for mobile food trucks. In 2018, the Downtown CID sent a letter of support for the ordinance update. The request included 3 newly approved zones and shortening the requirement for food trucks to be a certain distance from an existing "brick and mortar" restaurants from 300 feet to 100 feet with restaurant approval required for food trucks parked in approved zones that are within 100 feet of the restaurant. 300 feet makes it extremely difficult to find a location for food trucks because downtown is condensed. Ott pointed out that approval is important from all businesses in the case that food trucks block the signs of one-story buildings. Christian suggested that the board approve the old spaces that they still feel comfortable with, keep the measurements, and restart the process otherwise. Czaicki moved to approve the courthouse space, reduce space to 100 feet and send the topic back to the Economic Development/Solid Waste Committee. McClung seconded the motion and all approved.

Stakeholder Survey/Board Retreat

Sheals updated the board that Davis sent out a survey to the public to lay the groundwork for the upcoming five-year plan. Over 200 people have already filled it out. She also encouraged

everyone to think about their own personal goals to accomplish with the CID and let them know to look out for the plan for the board retreat to discuss the five-year plan.

Gateway Plaza at Flat Branch Park

Sheals presented the three options that are going before the council on Monday, May 6th. Option #1 is approved by the Mayor's CoMo200 Task Force, the Parks and Recreation Commission and the Downtown Leadership Council.

Option #2 obscures the first part of the COLUMBIA sculpture as presented by Arcturus. Option 3 is a potential compromise between the first and second options. Czaicki said that Tim Teddy was not at the last DLC meeting, but had said that the driveway that covers the sculpture in Option #2 was supposed to close anyway to make the road safer.

Sheals reminded the group that the Downtown CID has the right of use for the city land and are putting a lot of money into the project so the board needs to come to a conclusion. McClung suggested that we could trade land for land, but the City needs to retain ownership of the parking lot if a trade occurs so that it can be used if the building is eventually sold. Garcia would like the decision to be made based on the best long-term use of the land for the City. The group discussed the situation of the tenants of the building next to the park because they may not have been informed of the termination of the city's lease with the individuals that own the adjacent building as it relates to the access to and use of the current parking spaces that are located on city-owned property. McClung motioned that if Option #2 was selected by council, the Downtown CID would have to reconsider its financial support of the Flat Branch Park at Gateway Plaza project. Parmley seconded. Hawxby and Mendenhall abstained. All other members of the board approved the motion.

Mendenhall moved that the Downtown CID support Option #3. The motion was dropped.

McClung motioned that Option #1 was preferred, and that Option #3 was the only reasonable compromise if a compromise was required. The following changes/additions would need to be made to Option #3:

1. One less parking space within the parking area, that space being the one farthest north, closest to Broadway.
2. The current owners of the adjacent property provide in perpetuity an easement which will allow vehicles to enter the parking area off of Broadway, east of Providence Road.
3. The parking area will contain metered public parking spaces.
4. The parking area shall include one handicapped parking space.
5. The current owners of the adjacent property, in exchange for access to the parking area, will permanently transfer ownership of the property they currently own in and along Flat Branch Creek to the Project. (As shown in Option #2.) The transfer of ownership shall be at a price of \$0.00 and will not have any restrictions attached to the transaction.

Parmley seconded the motion. Hawxby abstained. Mendenhall and Garcia opposed. All other members of the board approved.

Committee Reports

Operations

Dale updated the board with the committee's goals and the rideshare parking project. Hohenstein is to speak with all the businesses in the area as well as the CPD.

Economic Development

Garcia updated the board about grease, website development, and committee goals. Czaicki told Garcia he would help him look into building an app for the District.

Marketing

Hawxby updated the board on the Media Buy Day, the execution of the Wedding Stroll, and the idea of the Coffee Crawl.

DLC Report

Czaicki informed the group that the DLC is focusing on sustainability for Columbia.

Parking Committee

McClung updated the board that the gate arms on the parking garages should be working by the end of the summer.

Public Comment

Hollis reminded Hohenstein to be careful about keeping confidential tax information confidential.

Parmley moved that the meeting be adjourned at 5:45pm. Czaicki seconded. Motion approved.

**Downtown Community Improvement District
Operations Committee
April 18, 2019
11 S 10th Street**

Present

Kevin Czaicki
Tom Mendenhall
Dave Parmley
John Ott
Logan Dale
Chris Kelly

Guests

Gabe Huffington

Parmley called the meeting to order at 3:29pm.

Mendenhall moved that the agenda be approved, Ott seconded and all approved.

Landscaping Update

Huffington walked the committee through the planter ideas the Parks and Recreation Department has come up with. He would like the material to tie into the materials used at the Flat Branch Park extension. Ott suggested using limestone to help it tie into the rest of downtown since that is a commonly used stone here. He brought up concerns with the planter idea with a ribbon for people congregating on it. He and Gabe discussed feathering, narrowing or sloping the ribbon around the bed. The committee discussed pros, cons and concerns with each of the designs. Davis brought up planters on lights. Huffington said that they are nice but difficult to water and many that you see have built in irrigation systems. Huffington stated that he needed a few estimates for the designs and that it would be an option to move the excess sidewalk or even extend it because it has a good amount of space before the parking spots as long as the normal sidewalk wasn't impacted in a way that causes issues with ADA regulations. Committee debated perfect height of planters to keep people and dogs from walking through them and keep the salt out in the winter but also not be tall enough to tempt people to sit on them. The District signs (bulletin boards) near the planters could be moved down the sidewalk

to increase visibility for the road and increase “dead space” on sidewalks to make seating outdoors easier for restaurants. They talked about making planter “adopt-a-spots” to encourage a variety of plants. Dale asked Huffington if it were possible for City departments to collaborate enough that salt in planters would be less of an issue. Huffington said that he could come back in a couple months with cost estimates, public works requirements, and the horticulturist’s opinion.

Damaged Curb Update

Bill from Block by Block has documented with pictures over 50 broken curbs and 2 planters. He is only a third of the way down documenting the entire Downtown CID.

Ride Share Update

Davis updated that Hohenstein is waiting to meet with the police to see what ideas they have for the ride share spaces, what they do and don’t want to see before talking to businesses on that stretch of Broadway. The committee discussed using the current taxi spaces as multi-use spaces or if having separate spaces or even separate lanes would be preferable. They also discussed having a rendezvous place for ride shares similar to what Stripes does across from Ragtag. The police dislike the current perpendicular parking at night, committee discusses closing parking there at to create multiple lanes for pickup. The committee got on a side discussion about open container laws and decided that they would like to ask the police if the taxis actually use all the current stands.

Parking Garage

Mendenhall updated the group that Atwill would come to the operations meeting on June 20th to discuss a county parking garage.

Other Discussion Items

Committee had quick mentions of which committee is working on food trucks (Econ) and CBD zoning.

Czaicki moved the adjourn the meeting at 4:09pm, Dale seconded, all approved.

**Downtown Community Improvement District
Economic Development Committee
April 16, 2019
11 S 10th St**

Present:

Jesse Garcia
Deb Rust
Adam Dushoff
John Ott
Auben Galloway

Guests:

Adam White

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

Rust motioned to approve the agenda switching the order of topics, Galloway seconded, all approved.

Website Development

Davis compared local website companies Hoot, Lift, and May. Hoot would cost about \$2,000 to build the site working with Downtown CID staff in terms of training staff how to perform tasks related to the new site. Training is expected to take one day. The site's interactive map from Pixel Jam will be an additional \$1,000. Lift or May would be about \$3,000 to update or rebuild the current site. Additional cost would be incurred in terms of the interactive map thus taking the project over the \$3,000 budget. Lift and May do not provide training. Lift and May both offer a safe site plan so mobile users have no issues or warnings when using the site. SSL is another annual fee. Garcia pointed out that we need to ensure the site is ADA compliant. We also need to determine how to best switch the domain to the new site seamlessly. The committee is in favor of maintaining Delta to host the site. Davis also requested bids from photographers for shoots that will provide photos that enhance the design and layout of the new website. Only one photographer responded with a bid of \$800. Garcia suggested finding photography interns and having them permanently releasing the rights to the photos to us. Committee will recommend Hoot to the board at the May 14th meeting.

City Report – Solid Waste

White started the discussion by talking about what he found out about the sidewalk trash receptacles. The City takes out the trash but the CID provides the cans and the labels. He updated that the City is building corals for the trash compactor at Wabash and that the compactors behind The Penguin and behind 5th Street will each be removed for a week to clean, repair and fix the corals around them. The enclosures to replace the current ones will be temporary and then gradually become more permanent. Galloway asked about how the locations of the sidewalk trash receptacles were decided and no one in the committee knew. He requested that if possible, the containers at 5th and Walnut be moved to the other side of

the street because it is more highly trafficked. White said he would look into how the containers are attached to the sidewalk and see if this is possible. Davis pointed out that if they are movable, the one in front of Tony's Pizza needs to be moved as well because its current position does not allow for the 5 foot of sidewalk required to meet ADA regulations. Ott brought up that no maintenance plan was ever created for that sidewalk trash receptacle and he would like to see that change in the new budget. They discussed current issues with denting, damage, paint and powder coating. Committee would ideally like to have replacement parts for cans and would like Bob to find out where the cans were originally purchased from, how to get parts, any warranties, how the cans were placed, and to get an estimate from a powder-coating place in Fulton.

Ott also brought up the need to finish undergrounding power lines in The District and would like to remind the City that this Downtown CID project is still not complete before they move on to undergrounding the Loop.

White told the committee that the Downtown CID can put in a request for a recycling container to be put into the enclosure at 5th Street and in Alley A between 8th and 9th Streets due to need. They discussed having a day to dispose of furniture for residents of downtown to keep the dumpsters clear otherwise. Dushoff asked if the recycling is still profitable for the City and White said that Columbia's recycling is cleaner than many other cities making it easier to market. They currently sell a lot of it to Canada. Glass is the most difficult to sell because it gets broken up in the cleaning and compacting process and the different types mix together. White said that ideally the City would be able to have glass in its own recycling container so the larger, easier to sort pieces are more valuable. Cardboard is the easiest to sell and plastic depends on the number of the bottom.

Mobile Food Trucks

Committee discussed what the board's actions were and what they wanted to get out of sending the topic to Economic Development/Solid Waste Committee. Ott stated that he doesn't believe mobile food trucks should be allowed to be in front of one-story buildings, retail stores or restaurants, because the trucks block the line of sight from the street to the business' sign, hiding the "brick and mortar's" business name/ location. Committee discussed the zone in front of the courthouse that was approved by the board and why it is ideal along with what made certain places better than others. When discussing the distance, the food truck should be from a restaurant, Rust and Dushoff agreed that it would not concern their restaurants if a mobile food truck was outside so long as it was not blocking their restaurant or serving the same type of food. They want to ensure that everyone can have a say where mobile food trucks can be parked if it is near their business. A 300-foot distance from an existing "brick and mortar" restaurant seems impossible as 150 feet is about half a city block or the start of a block to an alley. They would like to recommend 100 feet with wording a to make sure nearby businesses could oppose a new mobile food truck zone if they wanted to and making sure that the truck is not blocking a business. They would like to approve the proposed Walnut Street zone between 7th and 8th Street (north side on Walnut) and the proposed zone on Eighth Street (east side) between Broadway and Walnut. The committee does not wish to see a mobile food truck zone

approved on Walnut between 10th and Hitt Streets. Garcia proposed the idea of, in the future, creating a food truck court as other cities have done to make food trucks their own attraction. Other cities have music, playgrounds, tables and more to create an inviting and family friendly environment. He would like to see if a test at the Ameren site would be possible.

Phone Calls to Other CIDs

Hohenstein talked to three other CIDs about what their Economic Development Committees do. He is trying to connect with a total of five downtown CIDs. He contacted Ames, IA, Bloomington, IN, and Boulder, CO. The overall feedback he got was that their respective economic development committee's key focus is prospecting for and attracting new businesses and retaining existing businesses. Some of them even liaison between financial institutions and businesses in the beginning like the Chamber does here, others write out processes to help expedite processes like building, development, and street and sidewalk closures. They monitor city investment in their areas to make sure that at the very least, the city maintains efforts to attract new businesses into the downtown area. Some focus on sustainability, arts, culture, and quality of life downtown.

Public Comment

Davis remembered that she would like to add walk throughs on the website for how to plan events, rent, buy, and close sidewalks and streets downtown.

Garcia motioned to adjourn the meeting at 4:52pm, Dushoff seconded, all approved.

**Downtown Community Improvement District
Marketing Committee
April 23, 2019
11 S 10th Street**

Present

Van Hawxby
Jesse Garcia
Deb Rust
Kalle LeMone
Lisa Klenke
Mark Sulltrop
Christina Kelley

Absent

Munir Mohammad

Hawxby called the meeting to order at 8:31am.

Sulltrop made a motion to approve the agenda. Rust seconded. All approved.

Election of New Committee Chair

Rust expressed interest in becoming the chair for the marketing committee. Hawxby stated that he would gladly relinquish the title. After brief discussion if anyone else was interested, Hawxby moved that Rust become chair, Sulltrop seconded, all approved.

Media Buy Discussion

Committee started the discussion asking if they wanted bits and pieces of media from a lot of places or more from fewer places, the main concern being lack of add-ons and worse prices. They debated spending money on consultants for digital media and events or spending more on our own in-house social media so that we could do more. They all agreed that they did not want someone to completely control all the media buying like they had in the past because it was not a good situation. Rust wanted to change that half of the media budget went to Fox and KMIZ and Garcia agreed with her. The committee came to the consensus that they should keep some money for tv but significantly decrease it and use what we do spend for image marketing more than event marketing. They are leaning against using door mailers or glossy magazines. They want to move to using 40-50% of the budget to digital marketing; newsletters, Google ads and analytics, social media, SEO, geofencing, online advertising. The committee discussed the ROI on current media spending and the lack of proof they have of some medias having any effect. The responses received back from event surveys were limited but showed that people found out about our events through posters and social media. Garcia pushed the group to change the way the CID markets and brands, the group likes the idea to put more emphasis on

image and less on events to be more effective and consistent. The committee discussed the idea to create brochures for downtown, different prices, producers, and styles. It could be a better map or a binder in hotels even. The brochure/ booklet seems to be a favorite idea and they would like more proposals for that (\$5,000) and for digital media consulting (\$20,000). The committee then went through the media buy list and evaluated which deals they would like to look more into and which ones to reject. They then discussed keeping direct mailing but changing the image from events to image marketing and then changing it to a quarterly postcard. They also discussed the need to set aside some money for sponsorship opportunities, "sandwich boards" or other way finding for events. Also discussed was the need to work more closely with the CVB.

Meeting Date and Time

After discussing everyone's schedule, Hawxby moved to change the meeting to 3:30pm instead of 8:30am still on the fourth Tuesday of the month. Sulltrop seconded. Kelley abstained. All other committee members approved.

Coffee Crawl

Davis talked to multiple coffee shops, they were interested in the coffee crawl having booths and classes. She also found an event that moves around the country called the Caffeine Crawl. St Louis just had one and Kansas City will have one the weekend of Memorial Day. She emailed the coordinator to see if they would be interested in having one here and he seemed very interested once she told him how many coffee shops were in the District. They do require \$1,000 sponsorship to guarantee some pay for coordination. The committee seems to be willing to pay that as long as it can be limited to a District only event with the CID sponsorship. The committee would like to send Davis to the one in Kansas City to see if it is what they have in mind. The coffee shops would like the event in fall, preferably October on a weekend that is not on a home game.

Wellness Festival

Committee discussed many ideas for the wellness festival idea to highlight fitness studios and wellness products and services in The District. LeMone compared the idea to the Turkey Trax but on a day when businesses are actually open for the racers to come eat and shop after the run. They like the idea of a 5K run/walk right before businesses open so they are minimally affected by the rolling street closures but then can go to the wellness crawl right after the race. Committee talked about participating more in the races that currently occur downtown and partnering more with those events. They also talked about local people who plan races, making it a wellness crawl like a pub crawl and surveying wellness industry people to see if there would be enough buy in to make the event a successful one.

Educational Workshops

Davis said she would contact financial places now that tax season is over. LeMone would like a workshop on website analytics and SEO. Kelley would like to see Diversity and Inclusion return. Davis said that Hoot and Poppy are interested in doing a basic social media interaction crash course in January. Kelley also encouraged Davis to see if presenters would be willing to give

away a bit of one on one time in exchange for shout outs on social media to encourage attendance at the workshops.

Public Comment

None

Garcia moved to adjourn the meeting at 11:26am, Kelley seconded, all approved.

**Downtown Community Improvement District
Executive Committee Meeting
May 7th, 2019
11 S 10th St**

Present:

Jesse Garcia
Kenny Greene

Absent:

Deb Sheals
Mike McClung
Logan Dale

Quorum was not met, meeting cancelled.