

**Commercial Street Community Improvement District Board of Director Meeting Minutes
August 14, 2009**

Present: Kesha Alexander, Ryan Dock, Jina Gorham, Samuel Mendez, Bob Pilkington, Jack Rasmussen, Jeff Rens

City Staff: Mary Lilly Smith, Matt Schaffer

UDA Staff: Donnie Rodgers, Rusty Worley

I. Welcome and Introductions

Mary Lilly Smith welcomed the newly appointed C-Street CID Board of Directors. Meeting began at 10:05 am.

II. Swearing In of CID Board of Directors

Brenda Cirtin, City Clerk, coordinated the swearing in of the C-Street Board of Directors. Copies will be made available.

III. Length of Terms for Board of Directors

Mary Lilly Smith led discussion on the length of terms for the individual members of the CID Board. The CID petition dictates that Seats 1-3 members serve an initial 2 year term and the remaining Seats 4-7 serve an initial 4 year term. The term length is chosen by seat number which was stated in Resolution No. 9701 approved by City Council. No motion was made by the board to modify the selected seat numbers.

Ryan Dock-	2 years
Jina Gorham-	2 years
Samuel Mendez-	2 years
Kesha Alexander-	4 years
Jeff Rens-	4 years
Bob Pilkington-	4 years
Jack Rasmussen-	4 years

IV. Officer Elections

Jack Rasmussen proposed to take the opportunity to review the bylaws prior to the election of officers. Bob Pilkington agreed that it would give the board sometime to consider each position. Rusty Worley offered that the UDA and City staff could maintain a Facilitator role until the Board chose to elect officers. The Board agreed to postpone officer elections.

V. CID Petition Review

Rusty Worley presented an overview of the CID petition. Discussed the criteria behind selection of the initial Board member and the length of the CID as ten years, June 15, 2019.

Bob Pilkington asked for an estimated time frame before sales tax could be generated. The earliest sales tax could be collected would be April, the 2nd quarter of 2010. Jack Rasmussen asked about the required number of public meetings prior to seeking a sales tax levee. Mary Lilly Smith stated only a Public Hearing was required. Rusty Worley stated that as part of the discussion of what core services were needed should included public sessions and that the need for supplemental police patrols has changed since the proposed budget included in the petition.

VI. Sunshine Law Overview

Mary Lilly Smith spoke on basic requirements under the Sunshine Law to maintain transparency. No more than 3 members can meet and discuss issues regarding the CID. Email is also open to the Sunshine Law and should be maintained for availability. The City Attorney Office will be invited to talk more in-depth at a future meeting.

VII. Establish Next Monthly Meeting Date and Time

Rusty Worley opened the floor to discussion on when to schedule the next CID Board meeting. It was agreed to meet in two weeks to begin discussion on issues facing the district. Friday, August 28th at 9am in the 4th Floor conference room of the Busch Municipal building was agreed upon. Ryan Dock requested information regarding the Downtown CID and Mary Lilly Smith suggested that everyone was welcome to sit in on the next Downtown CID meeting scheduled for the second Wednesday of the month (September 9) at 8am in the 4th floor conference room of the Busch Building.

VIII. Adjournment

The meeting was adjourned at 11am.

**Commercial Street Community Improvement District Board of Director Meeting Minutes
August 28, 2009**

Present: Kesha Alexander, Ryan Dock, Jina Gorham, Samuel Mendez, Bob Pilkington, Jack Rasmussen, Jeff Rens

City Staff: Matt Schaffer

UDA Staff: Donnie Rodgers

I. Welcome and Introductions

Donnie Rodgers welcomed the CID Board of Directors. Meeting began at 9:06 am.

II. Review and Approval of Previous Minutes

Motion: To approve August 14, 2009 Meeting Minutes.

Moved: Jack Rasmussen

Second: Bob Pilkington

Vote approved

III. Sunshine Law Overview

A member of the City of Springfield's Legal Department was unable to attend the meeting. Matt Schafer distributed Missouri Sunshine Law booklets to the Board. A request will be made to have a representative from the Attorney General's office at the next meeting.

IV. Officer Elections

Sam Mendez, resident, stated that he felt that individuals with businesses in the district should be the ones to hold offices on the CID Board, since this is a sales tax based initiative. Jack Rasmussen expressed as a person opposed to the establishment of the CID, that he should not serve as an officer. Bob Pilkington stated that everyone on the board represents a group of stakeholders in the district and each should consider serving as an officer for the district.

Floor opened to nominations for the office of President:

Nomination: Jina Gorham

Moved: Jack Rasmussen

Second: Jeff Rens

Nomination: Bob Pilkington

Moved: Jina Gorham

Second: Kesha Alexander

Motion: To cease nominations for the office of President.

Moved: Jack Rasmussen
Second: Jeff Rens

By a show of hands, Bob Pilkington elected President.

Floor opened to nominations for the office of Vice President:

Nomination: Jina Gorham
Moved: Jeff Rens
Second: Sam Mendez

Motion: To cease nominations for the office of Vice President.
Moved: Jack Rasmussen
Second: Jeff Rens

By acclimation, Jina Gorham elected Vice President.

Floor opened to nominations for the office of Treasurer:

Nomination: Ryan Dock
Moved: Jina Gorham
Second: Jeff Rens

Nomination: Kesha Alexander
Moved: Bob Pilkington
Second: Jack Rasmussen

Motion: To cease nominations for the office of Treasurer.
Moved: Ryan Dock
Second: Jeff Rens

By a show of hands, Ryan Dock elected Treasurer.

Floor opened to nominations for the office of Secretary:

Nomination: Kesha Alexander
Moved: Ryan Dock
Second: Sam Mendez

Motion: To cease nominations for the office of President.
Moved: Jack Rasmussen
Second: Ryan Dock

By acclimation, Kesha Alexander elected Secretary.

V. Strategy for Success

Donnie Rodgers presented an overview of the Strategy for Success and how it relates to the C-Street CID.

Sam Mendez had researched how the Downtown CID had been established and noted to the board that it was both a property tax and a sales tax.

Jina Gorham noted that to create positive change there is an expense.

Kesha Alexander felt that it was important to start the discussion on issues we are facing as a district and begin to prioritize them. Also to look at ways partnerships could help reduce expense to the CID.

VII. Establish Next Monthly Meeting Date and Time

Bob Pilkington opened the floor to discussion on when to schedule the next CID Board meeting. Jina Gorham quoted the News-leader as saying the CID Board was moving at a “snails pace” And Ryan Dock suggested the CID Board continue meeting bi-weekly. . It was agreed to meet in two weeks to begin discussion on issues facing the district. Friday, September 11th at 9am and Friday, September 25th at 9am in the 4th Floor conference room of the Busch Municipal building was agreed upon. Ryan Dock would be unavailable to attend the September 11th meeting but would send comments prior to the meeting. Bob Pilkington will be unavailable to attend the September 25th meeting.

VIII. Adjournment

Motion: To adjourn the meeting.

Moved: Ryan Dock

Second: Jeff Rens

The meeting was adjourned at 10:15 am.

**Commercial Street Community Improvement District Board of Director Meeting Minutes
September 11, 2009**

Present: Kesha Alexander, Jina Gorham, Samuel Mendez, Bob Pilkington, Jack Rasmussen, Jeff Rens

Excused: Ryan Dock

City Staff: Matt Schaffer, Dan Wichmer, Amanda Calloway

UDA Staff: Donnie Rodgers, Rusty Worley

I. Call to Order

President Bob Pilkington called the Commercial Street Community Improvement District Meeting to order at 9:03 am.

II. Review and Approval of Previous Minutes

Motion: To approve August 28, 2009 Meeting Minutes.

Moved: Jina Gorham

Second: Jack Rasmussen

Vote approved

III. Sunshine Law Overview

Dan Wichmer, City Attorney, gave an overview of the Sunshine Law and how it pertains to the CID board. Encouraged all questions to come to him at 864-1558 or to City Attorney Amanda Calloway 864-1639.

IV. Review of Potential Cost of Services

Donnie Rodgers, UDA, gave a PowerPoint presentation over the potential cost of services outlined in the original CID petition. Services outlined in the petition include: image enhancement & marketing, business recruitment & retention, transportation linkages, holiday lighting & decorations, maintenance, administration cost, and supplemental police services.

V. Discussion of Priority CID Services

Bob Pilkington led discussion on what services should be a priority of the CID. Safety and Security was agreed to be a major concern of the board for the District with the loss of COP Officer Miller in May.

Motion: To draft letter to City Council requesting COP officer for C-Street.

Moved: Jack Rasmussen

Second: Sam Mendez

Vote approved

VII. Establish Next Monthly Meeting Date and Time

Bob Pilkington opened the floor to discussion on when to schedule the next CID Board meeting. It was agreed to meet on Friday, October 2 at 9am in the 4th floor conference room of the Busch Municipal Building.

VIII. Other Business

Bob Pilkington distributed a schedule of the upcoming C-Street Task Force meetings coming up and encouraged the board to attend.

IX. Adjournment

Motion: To adjourn the meeting.

Moved: Sam Mendez

Second: Jina Gorham

The meeting was adjourned at 10:24 am.

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
October 2, 2009**

Present: Ryan Dock, Jina Gorham, Samuel Mendez, Jack Rasmussen, Jeff Rens

Excused: Kesha Alexander, Bob Pilkington

City Staff: Duke McDonald

UDA Staff: Donnie Rodgers

I. Call to Order

Vice President Jina Gorham called the Commercial Street Community Improvement District Meeting to order at 9:05 am.

II. Review and Approval of Previous Minutes

Motion: To approve September 11, 2009 Meeting Minutes as corrected.

Moved: Jack Rasmussen

Second: Sam Mendez

Vote approved

III. Discussion of Priority CID Services

Jina Gorham led discussion on what services should be a priority of the CID. Image Enhancement and Safety were expressed by board members as two of the main services needed for the district.

Jeff Rens stated that recent negative publicity is something that we have to overcome. Jack Rasmussen felt that it was important spend funds on to promote, advertise and market the district to help support the current businesses in the district. Jina expressed concerns that safety for her is still a major concern as a young woman and business owner in the district. Sam Mendez expressed concerns voiced by Brad Henderson, owner of Northside Laundry, of safety issues facing him on the west end of the district.

Jeff suggested looking at volunteers to help with a coordinated street cleanup to help assist with maintenance.

Jack suggested drafting of a mission statement for the board.

IV. Establish Next Monthly Meeting Date and Time

It was agreed to meet on Friday, October 23 at 9am in the 4th floor conference room of the Busch Municipal Building.

V. Adjournment

Motion: To adjourn the meeting.

Moved: Ryan Dock

Second: Jeff Rens

The meeting was adjourned at 10:13 am.

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
October 23, 2009**

Present: Ryan Dock, Jina Gorham, Samuel Mendez, Jack Rasmussen, Jeff Rens, Kesha Alexander, Bob Pilkington

UDA Staff: Donnie Rodgers, Rusty Worley

I. Call to Order

Vice President Jina Gorham called the Commercial Street Community Improvement District Meeting to order at 9:07 am.

II. Review and Approval of Previous Minutes

Motion: To approve October 2, 2009 Meeting Minutes as corrected.

Moved: Ryan Dock

Second: Sam Mendez

Vote approved

III. Discussion of Priority CID Services

Jina Gorham led continued discussion on what services should be a priority of the CID. Ryan Dock suggested surveying the property owners to get a better feel of what the priorities are within the District. Kesha would like to see input for the board come from a town hall style meeting. Jina expressed that the comments she heard coming from the merchant meetings and Commercial Club was safety and image enhancement.

Discussion continued on what were the most important services for the district and Jack Rasmussen suggested that marketing and police can be at the same level.

Rusty Worley informed the board that currently city staff and the UDA were exploring the potential of temporary CDBG funds to assist with safety.

Bob informed the board that he had not drafted a letter to council requesting that a COP officer be reinstated on C-Street. It was felt that the Commercial Club and C-Street Task Force had made the need for additional police protection well known.

Jack asked the board to discuss if they were planning to seek a sales tax for the district.

Motion: To determine whether we seek to impose a sales tax.

Moved: Bob Pilkington

Second: Jack Rasmussen

Vote approved

IV. Establish Next Monthly Meeting Date and Time

It was agreed to meet on Friday, November 6 at 9am in the 4th floor conference room of the Busch Municipal Building.

V. Adjournment

Motion: To adjourn the meeting.
Moved: Jeff Rens
Second: Kesha Alexander

The meeting was adjourned at 10:15 am.

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
November 6, 2009**

Present: Ryan Dock, Jina Gorham, Samuel Mendez, Kesha Alexander, Bob Pilkington

Absent: Jeff Rens, Jack Rasmussen

City Staff: Matt Schaffer, Mary Lilly Smith

UDA Staff: Donnie Rodgers

I. Call to Order

President Bob Pilkington called the Commercial Street Community Improvement District Meeting to order at 9:08 am.

II. Review and Approval of Previous Minutes

Motion: To approve October 23, 2009 Meeting Minutes as corrected.

Moved: Kesha Alexander

Second: Ryan Dock

Vote approved

III. Review of District Tax Generating Sales Numbers

Mary Lilly Smith informed the C-Street CID Board that in FY 2007 the district had approximately \$10 million in taxable sales. City Staff is working to gather the amount for FY 2008 and will have those figures by the end of the month.

The petition for the C-Street CID estimated the total taxable sales for FY2007 to be \$6 million. The proposed budget submitted with the petition looked at ½ cent sales tax to generate roughly \$30,000 a year.

IV. Review of CID Timeline

Donnie Rodgers presented an outline for a schedule for the CID Sales Tax Vote Timeline. To impose a sales tax by the beginning of July 1st, the board must call for a sales tax vote by the end of December. The sales tax would go before the residents of the district as a mail in ballot, ten Tuesdays after the Board has called for such a vote. (Approximately late February) The State then must be informed of such a vote by the end of March, to begin collecting an additional sales tax in the following quarter, starting July 1st.

V. Discussion of CID Services and Budget Requirements

Bob Pilkington opened the floor to discussion of what an acceptable tax rate would be to generate enough funds to cover the goals of the CID board. Bob presented the board with

a letter from Mary Collette, member of the Commercial Club, which outlined what the Commercial Club was currently spending to promote the district. Kesha Alexander stated that the CID can not take over these services, but must take a step forward for the district to offer more and expanded services. Mary Lilly Smith informed the board that very similar conversations were had when the Downtown CID was formed and expressed that the CID should hone in on what noticeable changes it can make in the district.

Motion: Motion to seek a 3/8 sales tax proposal.

Moved: Ryan Dock

Second: Jina Gorham

Vote approved

V. Establish Next Monthly Meeting Date and Time

It was agreed to meet on Friday, November 13 at 8:30 am in the 2nd floor west conference room of the Busch Municipal Building.

Future Meetings:

Friday, November 20 at 9am in the 4th Floor Conference Room

Public Session: December 7 at the Cook's Kettle, 6:30pm to 7:30pm

VI. Adjournment

Motion: To adjourn the meeting.

Moved: Ryan Dock

Second: Jina Gorham

The meeting was adjourned at 10:17 am.

Commercial Street Community Improvement District
Board of Director Meeting Minutes
November 13, 2009

Present: Ryan Dock, Jina Gorham, Samuel Mendez, Kesha Alexander, Bob Pilkington, Jeff Rens, Jack Rasmussen

City Staff: Matt Schaffer

UDA Staff: Donnie Rodgers

I. Call to Order

President Bob Pilkington called the Commercial Street Community Improvement District Meeting to order at 8:35 am.

II. Review and Approval of Previous Minutes

Motion: To approve November 6, 2009 Meeting Minutes.

Moved: Jack Rasmussen

Second: Jeff Rens

Vote approved

III. Proposed Budget Discussion

President Bob Pilkington opened discussion on setting a proposed budget. FY2007 taxable sales were around \$10 million, FY2008 is unknown, and the City sales tax revenue down 10% ytd. Suggest looking conservatively at the potential taxable sales at \$6 million with Janss Lumber down considerably for 2009.

Concerns were raised about the need for the CID to assist with additional patrols. Donnie Rodgers stated that City Staff has placed restoring police services to C-Street as a high priority.

Jina Gorham and Ryan Dock express that businesses should be mainly responsible for picking up street trash. Jack Rasmussen states the reason the CID was formed was to improve the image of Commercial Street and the number one priority should be to make C-Street more marketable with Business Recruitment as #2. Discussion focused on combining Image Enhancement & Marketing with Business Recruitment & Retention because both are connected.

Kesha Alexander stressed that a lot of marketing could be done at low cost in pitching stories to local media, engaging in social networking and working with local universities.

Proposed Budget

Supplemental Police Coverage (First Fridays and Events)	\$3,000
Maintenance (5hrs a week, \$500 for supplies)	\$4,400
Image Enhancement & Marketing/ Business Recruitment & Retention	\$11,700
Transportation Linkages	\$2,400
Holiday Lighting and Decorations	\$0
Administration Cost	\$1,000
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3/8 Sales Tax on \$6 Million Taxable Sales	\$22,500

Kesha stressed that the board should have a backup plan if police services aren't restored. Follow-up meeting should look at forming of that budget.

IV. Establish Next Meeting Date and Time

It was agreed to meet on Friday, November 20 at 8:30 am in the 2nd floor west conference room of the Busch Municipal Building.

Future Meetings:

Public Session: December 7 at the Cook's Kettle, 6:30pm to 7:30pm

VI. Adjournment

Motion: To adjourn the meeting.

Moved: Jina Gorham

Second: Ryan Dock

The meeting was adjourned at 10:02 am.

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
November 20, 2009**

Present: Ryan Dock, Jina Gorham, Samuel Mendez, Kesha Alexander, Bob Pilkington, Jeff Rens, Jack Rasmussen

City Staff: Matt Schaefer

UDA Staff: Donnie Rodgers

I. Call to Order

President Bob Pilkington called the Commercial Street Community Improvement District Meeting to order at 8:30 am.

II. Review and Approval of Previous Minutes

Minutes accepted as read.

III. Proposed Budget Discussion

President Bob Pilkington opened discussion on forming of a secondary budget that would reflect the need for additional police services on the street if the City is unable to restore a COP officer to the street. The cost for an officer for 20 hrs a week would be \$15,600 for the year.

Concerns were raised by Jack Rasmussen that voters would feel that a budget focused solely on additional police services would raise questions on why they just passed the Police/Fire Pension Tax. Ryan Dock stated that the cost of an officer for 20hrs a week would be 70% of the projected revenue at the proposed 3/8 cent sales tax. Bob stressed that this should be used as a guideline if questions arise about the need for additional police services. Kesha Alexander stated that if we wouldn't get a COP officer, there would be a need to readjust the budget.

Motion: To present the previously proposed 3/8 cent budget to the public and reserve the additional cost of police coverage if needed.

Moved: Jack Rasmussen

Second: Sam Mendez

IV. Establish Next Meeting Date and Time

It was agreed to meet on Friday, December 11 at 8:30 am in the 2nd floor west conference room of the Busch Municipal Building.

Future Meetings:

Public Session: December 7 at the Cook's Kettle, 6:30pm to 7:30pm

VI. Adjournment

Motion: To adjourn the meeting.

Moved: Sam Mendez

Second: Jeff Rens

The meeting was adjourned at 9:15 am.

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
December 11, 2009**

Present: Jina Gorham, Samuel Mendez, Kesha Alexander, Bob Pilkington, Jeff Rens, Jack Rasmussen

Absent: Ryan Dock

City Staff: Matt Schaefer

UDA Staff: Donnie Rodgers, Rusty Worley

I. Call to Order

President Bob Pilkington called the Commercial Street Community Improvement District Meeting to order at 9 am.

II. Review and Approval of Previous Minutes

Motion: To approve November 20, 2009 Meeting Minutes.

Moved: Jina Gorham

Second: Sam Mendez

Approved

III. Discussion on Budget Feedback

President Bob Pilkington opened discussion on recent feedback received from the public open house and recent informal survey he conducted with the merchants on the street. A large majority of the merchants he had polled via email and the merchant meeting felt comfortable with moving forward with the 3/8% proposal. Jack Rasmussen raised concerns that the tax should be postponed in the current business climate. Jina Gorham stressed that she felt that the merchants are gasping for help and postponing the vote would be difficult.

Rusty Worley proposed a possible private funding plan for the board to consider for 2010 if they felt that the need to postpone a vote. The proposed plan would focus on raising \$10,000 within the district by voluntary contribution of key stakeholders within the district. This fund would go towards image enhancement and business recruitment, with an effort to seek in-kind services for maintenance and transportation. One scenario would explore dividing financial support between Commercial Club, the Merchants, Price Cutter and Janss Lumber equally.

Jina expressed that she felt that the voluntary contribution plan should be a Plan B if the residents would not support an additional sales tax. Kesha Alexander stated that some merchants, such as Erin Frerking of Fusion Glass and Price Cutter, have expressed a willingness to absorb the tax for their customers.

The board discussed to delay a decision until January allow time to gauge support from the business community in exploring a voluntary contribution plan, but still allow time for a vote to take place before the end of March if needed. The consensus of the group was confirmed to pursue that approach at this time.

Jack inquired on what the timeline on the TIF was and when certain parts of that plan would be address such as street entrances. Matt Schaefer stated that the City is currently working on the annual report for the TIF and would have a better idea on what funds it has generated in the upcoming weeks.

IV. Establish Next Meeting Date and Time

It was agreed to meet on Friday, January 8 at 9 am in the 2nd floor west conference room of the Busch Municipal Building.

VI. Adjournment

Motion: To adjourn the meeting.
Moved: Jack Rasmussen
Second: Jeff Rens

The meeting was adjourned.