

**Commercial Street Community Improvement District  
Board of Director Meeting Minutes  
January 8, 2010**

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

**City Staff:** Matt Schaefer

**UDA Staff:** Donnie Rodgers, Rusty Worley

**Guest:** Creason Carey

I. Call to Order

President Bob Pilkington called the Commercial Street Community Improvement District Meeting to order at 9:10 am.

II. Review and Approval of Previous Minutes

**Motion:** To approve December 11, 2009 Meeting Minutes.

**Moved:** Jeff Rens

**Second:** Sam Mendez

**Approved**

III. Discussion of CID Sales Tax Vote

Rusty Worley opened discussion on proposed voluntary contribution plan mention at the December board meeting. Askinosie, Janss, and All Seasons Chem Dry had committed support to explore this option, however Price Cutter had not responded to multiple inquiries. Bob Pilkington expressed that Commercial Club of Springfield proposed a voluntary contribution of \$5,000 to the CID Board to kick start services only if a successful sales tax vote was to pass. He also stated that 12 of the 13 merchants that he had informally surveyed via email and the merchant meeting were in support of moving forward with a sales tax vote at this time.

**Motion:** To place a 3/8 sales tax vote before the registered voters living within the Commercial Street Community Improvement District.

**Moved:** Jina Gorham

**Second:** Sam Mendez

**Approved**

Donnie Rodgers reviewed the calendar for the board. According the Greene County Clerk's Office, ballots will be mailed out March 9, with ballots due back by Tuesday, March 23 2010. Currently there are over 300 registered voters living within the district boundaries. Residents must be registered to vote by February 24<sup>th</sup> to vote in CID election.

It was requested that Matt Schaefer have some additional information regarding the TIF for the February meeting.

IV. Establish Next Meeting Date and Time

It was agreed to meet on Friday, February 12 at 9 am in the 2<sup>nd</sup> floor west conference room of the Busch Municipal Building.

VI. Adjournment

**Motion:** To adjourn the meeting.

**Moved:** Jeff Rens

**Second:** Jina Gorham

The meeting was adjourned.

**Commercial Street Community Improvement District  
Board of Director Meeting Minutes  
February 12, 2010**

**Present:** Jina Gorham, Samuel Mendez, Kesha Alexander, Bob Pilkington, Jeff Rens, Jack Rasmussen, 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 9:04 am.

II. Review and Approval of Previous Minutes

**Motion:** To approve January 8, 2010 Meeting Minutes.

**Moved:** Jack Rasmussen

**Second:** Ryan Dock

**Approved**

III. Discussion of Draft CID Budget

Donnie Rodgers with the Urban Districts Alliance presented the Board with a potential draft budget looking at the previously discussed CID budget and the potential start-up voluntary contribution by the Commercial Club.

Jina Gorham stressed that the CID needs to focus a project that will have the greatest visibility for the District. Jack Rasmussen stated that the initial budget needs to focus on promotion of the area, potentially an event that all businesses could get behind. Jina and Kesha mentioned the eco festival that the merchants have been discussing as a way to highlight the first day of the C-Street Market and Sidewalk sale.

Ryan Dock mentioned how affordable radio spots with Midwest Family had been for Lindberg's and encouraged the board to look at radio spots as a cost effective marketing strategy. Rusty Worley brought up that looking at promoting a kickoff to the summer season was a good idea and good way to support the businesses, but the board still needs to consider additional police presence for May and June, until other funds for safety can be secured.

**Potential Budget for initial C-Club Contribution**

First Friday Security	\$ 360
First Friday Shuttle	\$1,140
Administration	\$ 250
Marketing	\$3,250

Bob asked how the Downtown CID functioned in relation to planning or promoting events. Rusty stated that the Downtown CID serves as more of a supporter of events and promotions.

IV. Establish Next Meeting Date and Time

It was agreed to meet on Friday, March 12 at 9 am in the 2<sup>nd</sup> floor west conference room of the Busch Municipal Building.

VI. Adjournment

**Motion:** To adjourn the meeting.  
**Moved:** Ryan Dock  
**Second:** Jeff Rens

The meeting was adjourned.

**Commercial Street Community Improvement District  
Board of Director Meeting Minutes  
March 26, 2010**

**Present:** Jina Gorham, Kesha Alexander, Bob Pilkington, Ryan Dock

**Absent:** Jeff Rens, Jack Rasmussen

**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 9:09 am.

II. Review and Approval of Previous Minutes

**Motion:** To approve February 12, 2010 Meeting Minutes.

**Moved:** Jina Gorham

**Second:** Ryan Dock

**Approved**

III. Update on CID Mail Ballot Election

Donnie Rodgers with the Urban Districts Alliance presented the Board with results of the 3/8% CID Sales Tax election. The election results were 25 yes to 12 no. The board was in agreement to authorize Donnie to forward the results on to the Department of Revenue on the Board's behalf. Bob Pilkington extended a thank you everyone for their hard work in moving forward the CID. The Board expressed interest in contacting Great Southern to look into setting up an account for the District.

Discussion was held on what now to do with the recently vacant board member seat. Kesha Alexander expressed interest in seeing that this might be an opportunity to bring another business to the table that might not currently be actively engaged in the District. The Board expressed interest in sending postcards to all property and business owners and residents within the District to inform them of the open position.

IV. Discussion of CID Proposed Budget

The Board reviewed the previously proposed draft fiscal year budget that was presented to the Public in December to consider sending it to City Council for approval for the FY 2010-11.

**Proposed Draft 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 inquired if any changes would need to be proportionate to the proposed draft. Rusty Worley stated that the proposed draft budget would only serve as a guideline and would not restrict the Board from making adjustments in the future.

**Motion:** To send the proposed draft budget for the fiscal year 2010-2011 to City Council for their review.

**Moved:** Jina Gorham

**Second:** Kesha Alexander

**Approved**

Bob opened discussion on a budget for the initial funding from Commercial Club for \$5,000. Donnie stated that as of July 1, the District should have assistance from a Community Development Block Grant for increased police presence; however there would still be a need for additional coverage in May and June. Kesha asked if there was a time that more coverage was needed for the District. According to a previous C-Street Market meeting, many of the vendors expressed concerns during the lunch hour. Jina felt that the Farmers Market was an area that the board should focus on when looking at additional security.

Bob asked if the merchants supported the First Friday efforts enough to warrant expenses on transportation and police presence. Jina felt that if the Board was committed to First Fridays, then the Merchants would be as well.

The Board reviewed provided information on different costs for radio and print marketing of the District. Kesha felt that upcoming events on May 8<sup>th</sup> (ECommunity Fest, C-Street Market and Sidewalk Sale) would generate enough print coverage and that radio advertising that weekend would be worth a try.

**Motion:** To spend up to \$900 on radio advertisement with Midwest Family to promote the upcoming events on May 8<sup>th</sup>.

**Moved:** Jina Gorham

**Second:** Ryan Dock

**Approved**

#### V. New Business

Matt Schaefer presented the Board with information regarding the upcoming sales tax holidays. He suggested that the Board consider whether or not they wanted to participate

**Motion:** To adopt the policy of not participating in any sales tax holidays.  
**Moved:** Kesha Alexander  
**Second:** Ryan Dock  
**Approved**

VI. Establish Next Meeting

It was agreed to meet on Friday, April 9 at 9 am in the 2<sup>nd</sup> floor west conference room of the Busch Municipal Building.

VI. Adjournment

**Motion:** To adjourn the meeting.  
**Moved:** Ryan Dock  
**Second:** Kesha Alexander

The meeting was adjourned at 10:18 am.

**Commercial Street Community Improvement District  
Board of Director Meeting Minutes  
April 9, 2010**

**Present:** Jina Gorham, Kesha Alexander, Ryan Dock, Jeff Rens, Jack Rasmussen

**Absent:** Bob Pilkington

**City Staff:** Matt Schaefer

**UDA Staff:** Donnie Rodgers, Rusty Worley

**Guests:** Paul Parker

I. Call to Order

Vice President Jina Gorham called the Commercial Street Community Improvement District Meeting to order at 9:09 am. She welcomed Paul Parker, Commercial Club President. Paul presented the Board with a check for \$5,000 to assist the CID board.

II. Review and Approval of Previous Minutes

**Motion:** To approve March 26, 2010 Meeting Minutes.

**Moved:** Kesha Alexander

**Second:** Jeff Rens

**Approved**

III. Discussion on Initial CID Proposed Budget

Vice President Jina Gorham opened discussion on the initial CID proposed budget. Kesha expressed an interest in having a district wide calendar of events item to have available at major events such as the C-Street ECommunity Festival and C-Street Market kickoff. Jina encouraged looking additional police coverage in the months of May and June before the CDBG funds become available.

**Motion:** To spend up to \$1,500 for marketing and advertising for the District.

**Moved:** Jack Rasmussen

**Second:** Jeff Rens

**Approved**

**Motion:** To spend up to \$960 for additional police coverage for the District in May and June.

**Moved:** Ryan Dock

**Second:** Kesha Alexander

**Approved**



**Motion:** To pursue opening an account for the District with Great Southern and authorize that the President, Vice President and Treasurer as signers on the account.

**Moved:** Kesha Alexander

**Second:** Jack Rasmussen

**Approved**

IV. New Business

Kesha suggested the board to write a thank you note to the Commercial Club for their \$5,000 contribution to help the Board get started. Rusty encouraged the board to keep the communication going between the two groups and the merchant group.

VI. Establish Next Meeting

It was agreed to meet on Friday, May 14 at 9 am in the 2<sup>nd</sup> floor west conference room of the Busch Municipal Building.

VI. Adjournment

**Motion:** To adjourn the meeting.

**Moved:** Ryan Dock

**Second:** Jeff Rens

The meeting was adjourned at 10:02 am.

**Commercial Street Community Improvement District  
Board of Director Meeting Minutes  
May 21, 2010**

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

**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 April 9, 2010 Meeting Minutes.

**Moved:** Jack Rasmussen

**Second:** Ryan Dock

**Approved**

III. Discussion and nomination of new CID Board Member

Bob Pilkington opened discussion on applicants for the open CID board member seat. Applicants included: Ron Walker- Property Owner and Resident, Mary Collette- Property and Business Owner, James Harriger- Not-for-profit Property owner, Bethany Kehlenbrink- Resident, Monica Stegall- Resident. Erin Frerking- Property and Business owner withdrew her name from consideration prior to the board meeting.

Ryan Dock stated an interest in having someone that chose to live on the street serve on the board. Jack Rasmussen stressed that all were qualified to serve, but would suggest to have someone new become involved. Kesha Alexander pointed out that between the applications of the residents that had applied, Bethany Kehlenbrink stood out for her previous board service and community volunteer work.

**Motion:** To suggest the nomination of Bethany Kehlenbrink to fill the vacant board seat.

**Moved:** Ryan Dock

**Second:** Jina Gorham

**Approved**

IV. New Business

**ECommunity Festival:** Donnie Rodgers presented a recap on the ECommunity Festival. Overall the merchants and vendors reported having a very good day.

**First Friday:** Discussion opened up on First Fridays. Jina expressed that not all of the merchants were open the last first Friday and not all have enough faith in staying open. Kesha brought up that with the momentum on Saturdays, with the Market, maybe it could be something the merchants could support more. The board has committed to additional police presence through the end of June to assist with events and the market. No motion was made to continue the First Friday Shuttle.

**Sales Tax Expiration:** The CID ballot language called out for the 3/8% sales and use tax to expire on June 15, 2019. The State of Missouri can only stop and start sales tax collection at the beginning and end of each quarter. It has been suggested that the board consider moving the end date to the last day of the previous quarter, March 31, 2019.

**Motion:** To change the expiration date of the sales and use tax of the commercial Street Community Improvement District to March 31, 2019.

**Moved:** Jack Rasmussen

**Second:** Jina Gorham

**Approved**

VI. Establish Next Meeting

It was agreed to meet on Friday, June 18 at 9 am in the 2<sup>nd</sup> floor west conference room of the Busch Municipal Building.

VI. Adjournment

**Motion:** To adjourn the meeting.

**Moved:** Ryan Dock

**Second:** Jeff Rens

The meeting was adjourned at 10:03 am.

**Commercial Street Community Improvement District  
Board of Director Meeting Minutes  
June 18, 2010**

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

**UDA Staff:** Donnie Rodgers, Rusty Worley

**Guests:** Bethany Kehlenbrink, Amy Pope

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 May 21, 2010 Meeting Minutes.

**Moved:** Jack Rasmussen

**Second:** Kesha Alexander

**Approved**

III. Initiation of Sales Tax

Rusty Worley brought up the upcoming start of the sales tax collection and asked if the board would like to see a note to retailers sent reminding them of the upcoming tax. Jack Rasmussen raised concerns that it might rehash old feelings, retailers have already received notice from the State of Missouri.

IV. Upcoming Community Events

Donnie Rodgers reviewed with the board the upcoming calendar of events occurring on Commercial Street. (see attached calendar) Discussion was initiated on how to support upcoming events. Jack expressed supporting infrastructure needs of events and allow the events to market themselves.

**Motion:** To support the C-Street Jam up to \$500 for additional police coverage and portable toilets.

**Moved:** Jina Gorham

**Second:** Jack Rasmussen

**Approved**

V. Cooperative Marketing Opportunities

Rusty Worley presented the board with a proposed partnership with the Downtown Springfield Community Improvement District, Downtown Springfield Association,

Historic Walnut Street Association, and the Urban Districts Alliance to jointly market and increase the exposure of all of Center City. The presentation included two possible projects; a print publication in partnership with the News-Leader and advertising possibilities at the Convention and Visitors Bureau (CVB) Visitor Centers.

Members of the News-Leader staff were on hand to discuss the proposed “Experience Downtown” publication. The UDA would have full editorial control on the content of the publication and it would focus on events, dining, shopping and nightlife in Center City. Once a month a full 12 page publication will be inserted into the Sunday edition of the News-Leader. This publication will be editorially controlled by the UDA staff and will feature the monthly calendar of events of all 3 Center City Districts. A weekly 4 page insert will be included in the center of the News-Leader’s Weekend Section, every Thursday, highlighting the events happening that weekend.

“Experience Downtown” would also include a widget on the News-Leader site directing people to the Itsalldowntown.com website for more information. Total cost for publication for one year, \$20,280, C-Street CID share would be \$4,056.

The second proposal was on advertising at the 2 CVB Visitor Centers and Airport kiosk. At each of the Visitor Centers, the groups will be featured as the sole advertiser behind the information desks. These large presentation boards will highlight all that there is to do in Center City and will help highlight each of the districts’ visitor guides. These boards were previously sponsored by Incredible Pizza. Visitor Centers see around 50,000 guests annually. Total cost of project for one year, \$3,500, C-Street CID share would be \$700.

**Motion:** To support the proposed marketing partnership as presented for the CVB Visitor Centers for one year at the cost of \$700.

**Moved:** Jina Gorham

**Second:** Jeff Rens

**Approved**

**Motion:** To support the proposed marketing partnership as presented for the print publication, “Experience Downtown” for one year at the cost of \$4,056.

**Moved:** Jack Rasmussen

**Second:** Jeff Rens

**Approved**

Bob and Jina will schedule a time to meet with the leadership of Commercial Club to discuss each groups roles in supporting Commercial Street.

## VI. Establish Next Meeting

It was agreed to meet on Friday, July 16 at 9 am in the 2<sup>nd</sup> floor west conference room of the Busch Municipal Building.

VI. Adjournment

**Motion:** To adjourn the meeting.

**Moved:** Ryan Dock

**Second:** Jeff Rens

The meeting was adjourned at 10:30 am.

**Commercial Street Community Improvement District  
Board of Director Meeting Minutes  
July 16, 2010**

**Present:** Jina Gorham, Kesha Alexander, Ryan Dock, Jeff Rens, Bob Pilkington, Bethany Kehlenbrink

**Absent:** Jack Rasmussen

**UDA Staff:** Donnie Rodgers, Rusty Worley

I. Call to Order

President Bob Pilkington called the Commercial Street Community Improvement District Meeting to order at 9:17 am.

II. Review and Approval of Previous Minutes

**Motion:** To approve June 18, 2010 Meeting Minutes.

**Moved:** Ryan Dock

**Second:** Kesha Alexander

**Approved**

III. Financial Report

Donnie Rodgers provided the CID Board with the financial report from April to June 2010. Total income was \$5,000, which was a voluntary contribution from the Commercial Club. Expenses total of \$3,423.70 as of the end of June. Ending balance is \$1,576.30.

IV. Discussion of Board Priorities for FY 2010-2011

Bob Pilkington opened discussion on what priorities the board should set for the FY2010-2011 year. Bob and Jina had met with Paul Parker and Mary Collette of the Commercial Club Board earlier in the month to discuss the roles of both organizations and the future of the district. Commercial Club has expressed an interest in becoming a more of an organization supporting culture, events and the arts on Commercial Street. They expressed interest in the CID taking over some of the marketing efforts of the District such as advertising the Convention and Visitors Bureau and street banners. Additional street banners for the District are not currently needed, having been replaced over the last two years.

Jina expressed interest in seeing banners placed across the street welcoming people to the district and also announcing special events. Bob inquired about seeing if the sign at Lyon and Commercial could be replaced.

For FY 2010-2011, \$4,700 has be allocated to marketing with the CVB and “Experience Downtown” pieces.

V. New Business

The Board was approached by Olivia Hough, Brownfields Coordinator with the City of Springfield, to nominate a representative from the CID Board to serve as the Commercial Street Representative on the Jordan Valley Advisory Committee.

**Motion:** To appoint Bethany Kehlenbrink to represent the Commercial Street Community Improvement District on the Jordan Valley Advisory Committee.

**Moved:** Ryan Dock

**Second:** Jeff Rens

**Approved**

VI. Establish Next Meeting

It was agreed to meet on Friday, August 27 at 9 am in the 2<sup>nd</sup> floor west conference room of the Busch Municipal Building.

VI. Adjournment

**Motion:** To adjourn the meeting.

**Moved:** Ryan Dock

**Second:** Bethany Kehlenbrink



**Commercial Street Community Improvement District  
Board of Director Meeting Minutes  
August 27, 2010**

**Present:** Jina Gorham, Ryan Dock, Jeff Rens, Bob Pilkington, Bethany Kehlenbrink

**Absent:** Jack Rasmussen

**UDA Staff:** Donnie Rodgers, Rusty Worley

**City Staff:** Amanda Calloway, Matt Schaefer

I. Call to Order

President Bob Pilkington called the Commercial Street Community Improvement District Meeting to order at 9:05 am.

II. Review and Approval of Previous Minutes

**Motion:** To approve July 16, 2010 Meeting Minutes with itemized financial report.

**Moved:** Jeff Rens

**Second:** Ryan Dock

**Approved**

III. Discussion of Board Priorities for FY 2010-2011

Rusty Worley stated that the first revenues should appear in the CID account in early September. Bob stated that maintenance for the District is something to consider a major priority for the budget. Partnering with the Kitchen to help find individuals to assist with general trash and weed removal was suggested. Rusty stated that the current CID staff Downtown most likely would not have the time availability to assist on Commercial Street. He suggested looking at a possible donation to the Kitchen to assist in such services. Jeff Rens stated that he would explore the idea with Kitchen staff to see if they would be available to monitor and supervise.

Snow removal was also brought up. Rental of equipment would be very hard to secure due to the needs. CID could look at the purchasing of salt to be used and the reimbursement to individuals that used their own equipment to clear sidewalks.

**Motion:** To authorize the Board to donate up to \$150 to the Kitchen, Inc. for assistance with maintenance.

**Moved:** Ryan Dock

**Second:** Jina Gorham

**Approved**

Discussion opened up on the Fall Event Season.

Equestria- September 10  
13<sup>th</sup> Annual Loftwalk –September 26  
Pets & Pumpkins- October 23

Jina Gorham presented more information on Equestria, an evening of fashion and horses. Decades Boutique had been planning to celebrate their 2<sup>nd</sup> anniversary. The event would include a runway show and an opportunity to showcase many of the businesses on the street. She requested the board consider a donation of \$200 to assist in the expense of the event.

**Motion:** To donate \$200 to the event Equestria to assist in promoting the District.

**Moved:** Ryan Dock

**Second:** Bethany Kehlenbrink

**Approved**

Jina Gorham abstained from the vote.

#### IV. New Business

Bethany Kehlenbrink reported on the previous Jordan Valley Advisory Committee (JVAC). Construction has begun on the Commons at Jordan Valley. Much of the current construction on the old quarry site is the creation of a plaza recognizing Springfield's sister cities. JVAC also discussed the development of form based code for the IDEA Commons area.

Bob Pilkington informed the Board that he has recently resigned from the Commercial Club Board due to time restrictions.

Prior to the Board meeting Kesha Alexander had submitted a letter address to the board tendering her resignation immediately. Kesha has resigned from her position at Askinosie and no longer would meet the qualifications to serve. Bob opened the floor for discussion. Jeff Rens inquired if any of the previous applicants including Erin Frerking would still be interested in serving on the Board. Jina Gorham suggested that the Board consider one of the new businesses on the street such as the Savoy or Savor to serve. Rusty encouraged looking at the west end of the district for representation, including Price Cutter and Sonic. Price Cutter has expressed more interest in getting involved after the opening of the new Bistro Market Downtown.

Vote and discussion could take place via email if enough interest was found.

#### V. Establish Next Meeting

It was agreed to meet on Friday, Sept 17 at 9 am in the 2<sup>nd</sup> floor west conference room of the Busch Municipal Building.

VI. Adjournment

**Motion:** To adjourn the meeting.  
**Moved:** Ryan Dock  
**Second:** Jina Gorham

**Commercial Street Community Improvement District  
Board of Director Meeting Minutes  
September 17, 2010**

**Present:** Jack Rasmussen, Ryan Dock, Jeff Rens, Bob Pilkington, Bethany Kehlenbrink

**Absent:** Jina Gorham

**UDA Staff:** Donnie Rodgers

**City Staff:** Matt Schaefer

**Guest:** Connie Rhoades

I. Call to Order

President Bob Pilkington called the Commercial Street Community Improvement District Meeting to order at 9:02 am.

II. Review and Approval of Previous Minutes

**Motion:** To approve August 27, 2010 Meeting Minutes.

**Moved:** Bethany Kehlenbrink

**Second:** Jack Rasmussen

**Approved**

III. Special Presentation: Pets & Pumpkins

Connie Rhoades with Hudson Bryce Advertising and Marketing and TAME Pet Magazine presented the Board with information on the 3<sup>rd</sup> Annual Pets & Pumpkins planned for Saturday, October 23 from 1pm to 5pm on Historic Commercial Street. Connie estimated the attendance for the event to be over 3,000 people. The Titanic Museum would be present at this year's event. She requested that the Board support the event this year. A few of the specific items needing additional funds for are portapotties and trick-or-treat bags, up to \$750.

**Motion:** To support street event, Pets & Pumpkins, with a donation of \$500.

**Moved:** Jack Rasmussen

**Second:** Ryan Dock

IV. Financial Report

Donnie Rodgers stated that the first month of sales tax revenue has been received. \$1,298.80 was directly deposited into the CID account at the beginning of September. The only recorded expenses from July 1 to September 15 was \$200 for support of Equestria. Total net income FY2010-2011 is \$1,098.80. Current balance as of September 15<sup>th</sup>- \$2,675.10.

V. Discussion of Vacant Board Position

President Bob Pilkington opened to floor to discuss on filling the vacant Board position. No additional names had been submitted at this time, with previous interest expressed by Mary Collette, Ron Walker, Jim Harriger, Monica Stegall and Erin Frerking. Bob expressed support of having Erin Frerking serve. She is involved with both the merchants and Commercial Club and could help bring consensus.

**Motion:** To nominate Erin Frerking to serve the remainder of Kesha Alexander's spot on the Commercial Street Community Improvement District Board of Directors.  
**Moved:** Jeff Rens  
**Second:** Ryan Dock

VI. Discussion of Board Priorities for FY 2010-2011

Maintenance at the Jefferson Avenue Footbridge was discussed. Jeff Rens stated that The Kitchen would assist in helping keep the area clean. Discussion also focused on the upcoming winter and need for snow and ice removal. Donnie reported to the Board an industrial spreader would cost between \$100 to \$200 and additional funds would be needed to buy ice melt from Rathbone to make available to the businesses on the street.

**Motion:** To spend up to \$500 for snow removal supplies.  
**Moved:** Bethany Kehlenbrink  
**Second:** Jack Rasmussen

VII. Establish Next Meeting

It was agreed to meet on Friday, October 15 at 9 am in the 2<sup>nd</sup> floor west conference room of the Busch Municipal Building.

VIII. Adjournment

**Motion:** To adjourn the meeting.  
**Moved:** Ryan Dock  
**Second:** Jack Rasmussen

**Commercial Street Community Improvement District  
Board of Director Meeting Minutes  
October 15, 2010**

**Present:** Ryan Dock, Jina Gorham, Bob Pilkington, Bethany Kehlenbrink, Erin Frerking

**Absent:** Jack Rasmussen, Jeff Rens

**UDA Staff:** Donnie Rodgers, Rusty Worley

**City Staff:** Matt Schaefer

**Guest:** Mary Collette

I. Call to Order

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

II. Review and Approval of Previous Minutes

**Motion:** To approve September 17, 2010 Meeting Minutes.

**Moved:** Bethany Kehlenbrink

**Second:** Jina Gorham

**Approved**

III. Special Presentation: Commercial Club- *Mary Collette*

Mary Collette with the Commercial Club of Springfield presented the CID board with information regarding potential areas of partnership. Those include advertising in the Convention & Visitors' Guide, District maintenance prior to major events, landscape enhancements, and the creation of a walking tour for the District.

Jina Gorham suggested that the CID board look at supply mulch for future cleanups and look to work with intuitions such as AG, Drury and United Way in finding volunteer support to help. Jina also suggested that the Board look at ways to show how the CID has used the sales tax revenue in the District.

**Motion:** To support the Commercial Club with half of the Convention and Visitors' Guide advertising this year at \$600.

**Moved:** Bethany Kehlenbrink

**Second:** Ryan Dock

**Approved**

IV. Financial Report

Donnie Rodgers stated that the second month of sales tax revenue has been received. \$1,477.89 was directly deposited into the CID account at the beginning of October.

Current balance as of October 15<sup>th</sup>- \$3,171.99.

Bob Pilkington expressed that current projected sales tax revenue appears to be \$10,000 less than what had been budgeted.

VI. Discussion of Board Priorities for FY 2010-2011

Maintenance was discussed as something needing attention on the street. Rusty Worley encouraged the board to look at ways of increasing visibility. Maintenance, landscaping and banners were all discussed.

**Motion:** To spend up to \$150 to mulch the remaining planters on C-Street.

**Moved:** Ryan Dock

**Second:** Bethany Kehlenbrink

**Approved**

The Board made plans to mulch the remaining beds prior to Pets and Pumpkins, on October 16 at 9am. An email will be sent to the merchants, Commercial Club and residents on the street asking them to participate.

Jina brought up that the Merchants had requested the Board consider purchasing banners for the holiday season.

**Motion:** To spend up to \$600 on holiday banners.

**Moved:** Jina Gorham

**Second:** Ryan Dock

**Approved**

VII. Establish Next Meeting

It was agreed to meet on Friday, November 12 at 9 am in the 2<sup>nd</sup> floor west conference room of the Busch Municipal Building.

VIII. Adjournment

**Motion:** To adjourn the meeting.

**Moved:** Ryan Dock

**Second:** Bethany Kehlenbrink

**Commercial Street Community Improvement District  
Board of Director Meeting Minutes  
November 11, 2010**

**Present:** Ryan Dock, Jina Gorham, Bob Pilkington, Jack Rasmussen, Erin Frerking

**Absent:** Bethany Kehlenbrink, Jeff Rens

**UDA Staff:** Donnie Rodgers, Rusty Worley

**City Staff:** Matt Schaefer

I. Call to Order

President Bob Pilkington called the Commercial Street Community Improvement District Meeting to order at 9:02am.

II. Review and Approval of Previous Minutes

**Motion:** To approve October 15, 2010 Meeting Minutes.

**Moved:** Erin Frerking

**Second:** Ryan Dock

**Approved**

III. Financial Report- Rusty Worley

Rusty Worley presented the Board with an updated Financial Report. Sales revenue for the month of October was \$709.63 was directly deposited at the beginning of November. Net income for FY 2010 is \$2,167.59, with a current balance of \$3,743.89 as of November 10<sup>th</sup>.

Expenses for the month of October total \$1,118.73. The expenses breakdown as follows:

News-Leader Experience Downtown Publication (Sept & Oct)	\$676.00
Event Sponsorship (Pets & Pumpkins)	\$305.00
Mulch	\$137.73

IV. New Business

Donnie Rodgers presented the board with an update on maintenance for the District. Larry Zellner has started to assist with maintenance. He has been utilizing CASP volunteers to help with a major cleanup of trash throughout the District and will work up the 8 hours per week to help maintain the area.

Rusty Worley presented the board with an update on proposed streetscape projects. The City of Springfield and the Department of Public Works has proposed applying for a competitive Enhancement Grant to be used towards the completion of Commercial Street



Phase Four (Campbell to Lyon) and Boonville (Court to Division) Streetscape Improvement projects. As part of the competitive grant application, projects that include collaboration and commitment from local groups have a higher chance of securing funding. It is encouraged that the Board consider supporting each project up to \$2,000 each to strengthen grant application. Public Works has matched any community support with in-kind improvements such as banners and landscaping up to the contribution amount. The match would not be due until the completion of the project and it is possible that the C-Street TIF could fund the contribution in the future.

**Motion:** To contribute to the proposed Enhancement Grants for Commercial Street Phase Four (Campbell to Lyon) and Boonville (Court to Division) Streetscape Improvement projects in the amount of \$2,000 per project, \$4,000 total.

**Moved:** Ryan Dock

**Second:** Jina Gorham

**Approved**

President Bob Pilkington opened up discussion on setting up committees for the Board in looking at image enhancement, parking/maintenance, and security. Rusty encouraged that the merchant group could be considered to take on image enhancement and the Commercial Club could look to taking on events for the street. Both of these committees could compliment already what these groups are doing.

#### VII. Establish Next Meeting

It was agreed to meet on Friday, December 10 at 9 am in the 2<sup>nd</sup> floor west conference room of the Busch Municipal Building.

#### VIII. Adjournment

**Motion:** To adjourn the meeting.

**Moved:** Jack Rasmussen

**Second:** Ryan Dock

**Commercial Street Community Improvement District  
Board of Director Meeting Minutes  
December 10, 2010**

**Present:** Ryan Dock, Jina Gorham, Bob Pilkington, Jack Rasmussen, Bethany Kehlenbrink, Jeff Rens  
**Absent:** Erin Frerking  
**UDA Staff:** Donnie Rodgers, Rusty Worley  
**City Staff:** Matt Schaefer  
**Guest:** Connie Rhoades

I. Call to Order

President Bob Pilkington called the Commercial Street Community Improvement District Meeting to order at 9:04am.

II. Review and Approval of Previous Minutes

**Motion:** To approve November 12, 2010 Meeting Minutes.  
**Moved:** Jina Gorham  
**Second:** Bethany Kehlenbrink  
**Approved**

III. Financial Report- Rusty Worley

Rusty Worley presented the Board with an updated Financial Report. Sales revenue for the month of November was \$2,008.85 was directly deposited at the beginning of December. Total income for FY 2010 is \$5,495.17, with a current balance of \$4,029.62 as of December 9th.

Expenses for the month of November total \$1,723.12. The expenses breakdown as follows:

Holiday Banners	\$610.00
Event Sponsorship (Pets & Pumpkins)	\$225.00
Supplies (Ice melt and vest)	\$610.50
Maintenance Staff	\$277.62

Taxable sales for FY2009 totaled \$9.3 million, above the budget estimate of \$6.5 million for the District. Potential revenue at 3/8 cents could be \$35,000.

IV. New Business

Rusty Worley presented the board with an update on proposed streetscape projects. Both the Commercial Street Phase Four (Campbell to Lyon) and Boonville (Court to Division) Streetscape Improvement projects received funding. The Board's matching funds would

not be due until the completion of the project. At a previous meeting, it was suggested that the Commercial Street Tax Increment Financing District (TIF) might be to assist with the matching funds. However, City Staff at this time is recommending that no funds be drawn off of the TIF Special Allocation Fund. Per the Commercial Street Strategy for Success, the City plans to hold a meeting this spring to discuss the TIF Special Allocation Fund with district residents, property and business owners and get their input. Those recommendations will be taken to City Council. A date for that meeting has not been set.

President Bob Pilkington opened up discussion on setting up committees for the Board. He proposed the formation of three committees. They include “Clean, Safe, and Friendly”, “Events” and “Marketing”. Each committee would look to work with groups already established on the street. “Clean, Safe and Friendly” would focus on maintenance and security for the district and encouraged working with Paul Parker and Ron Walker who are already working with the City on the Midtown Neighborhood Teams. “Events” would look at working with the Commercial Club, who is wanting to take a much more cultural direction. “Marketing” would look to work closely with the merchants group.

**Motion:** To form three committees to focus on “Clean, Safe, and Friendly”, “Marketing” and “Events”.  
**Moved:** Bethany Kehlenbrink  
**Second:** Ryan Dock

Ryan Dock informed the Board that the Mardi Gras planning committee would be meeting the following Friday, 12/17 at 9am and all are invited to attend. Mardi Gras on C-Street is scheduled for Saturday, March 5<sup>th</sup>.

Donnie Rodgers informed the Board that Drury would be hosting a conversation on Wednesday, December 15<sup>th</sup> at 7:30am to discuss having a more formal presence on Commercial Street. This could include office, classroom, gallery and residential spaces. Board members are invited to attend.

Rusty Worley informed the Board, starting at the end of January, the Springfield Police Department would be redistricting their squads for the upcoming year. Major changes include the formation of two squads in Center City. There essentially would be a Downtown and a Commercial Street squad with 6 officers per squad.

#### VII. Establish Next Meeting

It was agreed to meet on Friday, January 14 at 9 am in the 2<sup>nd</sup> floor west conference room of the Busch Municipal Building.

#### VIII. Adjournment

**Motion:** To adjourn the meeting.  
**Moved:** Jina Gorham  
**Second:** Ryan Dock