

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
January 21, 2011**

Present: Ryan Dock, Jina Gorham, Bob Pilkington, Jack Rasmussen, Bethany Kehlenbrink, Jeff Rens, Erin Frerking

UDA Staff: Donnie Rodgers, Rusty Worley

City Staff: Matt Schaefer

Guest: Sa'dia Luallen, Paulette Tilden

I. Call to Order

President Bob Pilkington called the Commercial Street Community Improvement District Meeting to order at 9:00am.

II. Review and Approval of Previous Minutes

Motion: To approve December 10, 2010 Meeting Minutes.

Moved: Jina Gorham

Second: Ryan Dock

Approved

III. Presentation- Mardi Gras on C-Street- Sa'dia Luallen and Paulette Tilden

Sa'dia Luallen and Paulette Tilden presented to the board the event, "Mardi Gras on C-Street" scheduled for Saturday, March 5th, 6pm to 1am. Participating business include; Savoy, Savor, Alchemy, Big Momma's, Q Enoteca, Ruthie's, Lindberg's and LemonDrop. The event would include activities at all participating businesses and also activities to take place in the street. They requested \$500 from the Board to assist with advertisement, street performers, stage lighting, and decorations. Discussion.

Motion: To support the event, "Mardi Gras on C-Street" with \$500.

Moved: Erin Frerking

Second: Jeff Rens

Abstentions: Ryan Dock.

IV. Financial Report- Rusty Worley

Rusty Worley presented the Board with an updated Financial Report. Sales revenue for the month of December was \$2,380 was directly deposited at the beginning of January. Total income for FY 2010 is \$7,876, with a current balance of \$4,700 as of January 20th.

Expenses for the month of December total \$1,647.18. The expenses breakdown as follows:

CVB Advertisement	\$1,300
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Department of Revenue Report
Maintenance Staff

\$35.00
\$312.18

V. Old Business

Donnie Rodgers informed the Board that conversations with Drury University continue on the potential of a physical presence on Commercial Street. A smaller group met the previous week with Dr. Kelley Still, Director of the Edward Jones Center. Interst includes potential student ran gallery space, housing, classroom space, offices for the Edward Jones Center and Drury SIFE, a small business resource center for C-Street business and possible space for the Hammons School of Architecture's Community Studio.

President Bob Pilkington updated the Board on maintenance. He felt that there was enough ice melt remaining for one more round of snow. Looking at next year, it would be good to explore cost of ice melt and compare options.

Bob reopened discussion on the formation of Committees: "Clean, Safe and Friendly", "Marketing" and "Events". It was suggested that Erin Frerking head up the Marketing Committee and work directly with the merchant group to get input from them on what they would like to see done. Jina Gorham would head the Events Committee and work with Commercial Club and other groups to see how the Board could assist those wanting to do events on the street. Ryan Dock volunteered to head the Clean Safe and Friendly committee and work with Paul Parker who heads up the Midtown Neighborhoods Team meetings

VI. Establish Next Meeting

It was agreed to meet on Friday, February 11 am in the 2nd floor west conference room of the Busch Municipal Building.

VII. Adjournment

Motion: To adjourn the meeting.
Moved: Jina Gorham
Second: Jeff Rens

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
February 11, 2011**

Present: Ryan Dock, Bob Pilkington, Bethany Kehlenbrink, Jeff Rens, Erin Frerking

Absent: Jina Gorham, Jack Rasmussen

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 9:00am.

II. Review and Approval of Previous Minutes

Motion: To approve January 21, 2011 Meeting Minutes.

Moved: Bethany Kehlenbrink

Second: Erin Frerking

Approved

III. Financial Report- Rusty Worley

Rusty Worley presented the Board with an updated Financial Report. Sales revenue for the month of January was \$3,829 was directly deposited at the beginning of February. Total income for FY 2010-2011 is \$11,705.31, with a current balance of \$5,304 as of February 7, 2011.

Expenses for the month of January total \$1,712.01. The expenses breakdown as follows:

Experience Downtown Publication (3 Months)	\$1,014
Event Support (Mardi Gras)	\$500
Maintenance Staff	\$198.01

IV. Old Business

Donnie Rodgers reported that the large amount of snowfall received in the last few weeks was too much for Bob Pilkington's small lawn mower with plow to move. Additional workers were found to help remove snow and salt the sidewalks, but the Board might want to consider finding a snow removal crew to contract with next winter that would have access to the necessary equipment. Gary Blankenship, President of Historic Walnut Street Association has expressed interest in working together if such a crew was found and contracting together could get the groups a lower rate.

V. New Business

Bob congratulated Ryan Dock and crew on a great job decorated the lamp posts on the street for Mardi Gras. Work continues to move forward on the planning of the event and planning has begun on a Push Pull Pedal Parade.

Rusty Worley stated that the new policing initiative has gone into effect and the new Center City Squad has been formed. One squad is focused north of Chestnut for the Commercial Street area and one squad is in place for the Park Central Square area. These squads will work together and overlap as needed.

Reminder that on March 19th, the 31st Annual St. Patrick's Day Parade starts at 2pm on Commercial Street at Benton Avenue. Prepared activities will take place at the Jefferson Avenue Footbridge this year. The C-Street Market is scheduled to reopen the second Saturday in May and will be from 8am to 1pm this year.

Bob informed the Board that he and Lyle Foster spoke to the Urban Districts Alliance Board of Directors about the importance of Frisco Lane and the need for additional parking for future growth of the District.

VI. Establish Next Meeting

It was agreed to meet on Friday, March 11 at 9 am in the 2nd floor west conference room of the Busch Municipal Building.

VII. Adjournment

Motion: To adjourn the meeting.
Moved: Erin Frerking
Second: Ryan Dock

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
March 11, 2011**

Present: Ryan Dock, Bob Pilkington, Bethany Kehlenbrink, Jeff Rens, Erin Frerking, Jina Gorham, 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 9:00am.

II. Review and Approval of Previous Minutes

Motion: To approve February 11, 2011 Meeting Minutes.

Moved: Jeff Rens

Second: Erin Frerking

Approved

III. Financial Report- Rusty Worley

Rusty Worley presented the Board with an updated Financial Report. Sales revenue for the month of February was \$2,517.94 was directly deposited at the beginning of March. Total income for FY 2010-2011 is \$14,223.25, with a current balance of \$8,365.09 as of February 7, 2011.

Expenses for the month of February total \$1,033.42. The expenses breakdown as follows:

Experience Downtown Publication	\$338.00
Maintenance	\$695.42

IV. Old Business

Donnie Rodgers reported that Larry Zellner continues to work with CASP volunteers to help with maintenance within the district, helping to stretch maintenance dollars. However, maintenance of the landscaped areas had been a topic of the regularly occurring merchant meetings as something to work on for the spring. Erin Frerking mentioned the merchants has expressed interest in hiring a professional to look at the landscaped beds and suggest appropriate plantings. The merchants had also expressed interest in the CID Board to purchase additional planters. Erin mentioned concerns that the plants on the southside of the street seem to struggle with lack of sunlight. Bob Pilkington expressed concern of adding additional planters with the increased need of maintenance. Jina Gorham stressed that it would be best to focus on the existing beds first. Bethany Kehlenbrink pointed to the herbs and natural plantings in front of the Commercial Club building as a good plant mix for the street. An estimate would be sought prior to the next meeting to address maintenance of the landscaped beds.

V. New Business

Commercial Club hosted their annual elections at the beginning of March. Jina Gorham and Erin Frerking would no longer be serving on the Commercial Club Board of Officers. Jina stated that she would still be able to get input from the Commercial Club.

Ryan Dock gave a report on the success of the Mardi Gras event. The event sold 708 tickets with additional attendees paying cover at the door or being part of the Push, Pull, Pedal Parade. The event did make money and the committee had placed 20% of the revenue back to assist with next year's event.

Donnie stated that Hudson Bryce had requested the CID participate in the 2011/2012 C-Street Booklet. Connie Rhoades had presented the booklet at the December Meeting.

Motion: To purchase a page in the 2011/2012 C-Street Booklet at \$350.
Moved: Jeff Rens
Second: Erin Frerking
Motion Passes

Jeff Rens reported on the recent partnership with the Kitchen and the Commercial Club on the C-Street Market. Jeff mentioned that the CDBG they sought to provide assistance at the market has also included a portapotty facility for the C-Street Market. They were exploring leaving it on site and locking it during non-market hours. Funding would not start until July 1st, so the Board may want to consider assisting in May and June.

Donnie Rodgers presented the Board with information on Directors and Officers Insurance for the Board. Ollis and Company presented the Board with \$1,000,000 limit with a \$1,000 deductible for a premium of \$750. Great Southern offered similar coverage for a premium of \$1,057. One more quote was coming from Nixon Lindstrom to consider.

Motion: To purchase Directors and Officers Insurance at a maximum of \$750.
Moved: Bethany Kehlenbrink
Second: Ryan Dock
Motion Passes

Jack Rasmussen opened discussion on the startup cost incurred by the Urban Districts Alliance in establishing the District. Rusty stated that there was roughly \$3,500 in startup cost and that the Board should consider once those funds are covered to consider reserving funds for renewal.

Motion: To begin payment on reimbursement of startup cost to the Urban Districts Alliance with \$500 for this fiscal year and \$100 per month beginning July 1.
Moved: Jack Rasmussen
Second: Jeff Rens
Motion Passes

VI. Establish Next Meeting

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

VII. Adjournment

Motion: To adjourn the meeting.
Moved: Erin Frerking
Second: Ryan Dock

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
April 9, 2011**

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

Absent: Jack Rasmussen

Guest: Paul Parker

UDA Staff: Donnie Rodgers

I. Call to Order

President Bob Pilkington called the Commercial Street Community Improvement District Meeting to order at 9:00am.

II. Review and Approval of Previous Minutes

Motion: To approve March 11, 2011 Meeting Minutes.

Moved: Ryan Dock

Second: Bethany Kehlenbrink

Approved

III. Special Guest Presentation

Commercial Club President Paul Parker presented the Board with an update on the discussion of Frisco Lane and the current efforts of Councilman Nick Ibarra to draft a resolution to direct City Staff on negotiation with Burlington Northern Santa Fe (BNSF). Bob Pilkington asked what the board could do to support the Commercial Club's efforts with Frisco Lane. Paul requested a letter of support to council. Paul also congratulated the Board on completing their first year and his appreciation.

Motion: To support the resolution to City Council in support of Frisco Lane.

Moved: Jeff Rens

Second: Erin Frerking

Approved

IV. Financial Report

Donnie Rodgers presented the Board with an updated Financial Report. Sales revenue for the month of March had not yet been deposited and additional invoices are outstanding. Total income for FY 2010-2011 is \$14,223.25, with a current balance of \$8,027.09 as of March 31, 2011.

Expenses for the month of March total \$338.00. The expenses breakdown as follows:

Experience Downtown Publication	\$338.00
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Motion: To approve the financial report.

Moved: Bethany Kehlenbrink

Second: Ryan Dock

Approved

V. New Business

Discussion was opened on looking at landscaping for the District. Estimate had been received from Smiling Sun to look at specifically starting at the core of the District. The cost of reworking the landscaped area outside of Big Momma's Coffee and Espresso Bar was \$1,141 that included all new native plants, replacement of mulch, and soil replenishment. Jina Gorham expressed looking at possibly using volunteers to lower the cost of landscape improvements. Ryan Dock suggested looking at the OTC annual plant sale as a opportunity to save on cost. Erin Frerking thought that we could possibly explore looking at reusing the mulch. Bob felt that it was important to look at doing as much of the District as possible and to seek additional estimates.

Motion: To authorize up to \$3,000 in landscape improvements w/ Board approval.
Moved: Erin Frerking
Second: Jeff Rens
Motion Passes

Discussion was opened on the establishment of the FY 2011-2012 budget. In review of the FY 2010-2011 budget, it was a consensus to look at redistributing the prior set amount for transportation linkages to be divided between administration and maintenance. Estimated revenue for the year will stay at \$22,500.

Proposed FY 2011-2012 Budget

Total Revenue-	\$22,500
Expenses	
Supplemental Police Coverage	\$3,000
Image Enhancement & Marketing/ Business Recruitment & Retention	\$11,700
Transportation Linkages	\$0
Holiday Lighting & Decorations	\$0
Maintenance	\$5,800
Administration	\$2,000
Total Expenses-	\$22,500

Motion: To approve FY2011-2012 Draft Budget
Moved: Jina Gorham
Second: Ryan Dock
Motion Passes

Bob Pilkington shared with the Board information on the Springfield-Greene County Civility Project. He recommended that support the efforts of the "Be Civil, Be Heard" movement in creating a more welcoming and respectful environment where all people's views are encouraged and heard.

Motion: Support the Springfield-Greene County Civility Project
Moved: Erin Frerking
Second: Jina Gorham
Motion Passes

VI. Establish Next Meeting

It was agreed to meet on Friday, May 13 at 9 am in the 2nd floor west conference room of the Busch Municipal Building. As part of the meeting, the Board will open the meeting to a public hearing to allow input on the Draft FY2011-2012 budget.

VII. Adjournment

Motion: To adjourn the meeting.

Moved: Jina Gorham

Second: Ryan Dock

Image Enhancement & Marketing/ Business Recruitment & Retention	\$11,700
Transportation Linkages	\$0
Holiday Lighting & Decorations	\$0
Maintenance	\$5,800
Administration	\$2,000

Total Expenses- \$22,500

President Bob Pilkington presented the Board and guests with the proposed FY 2011-2012 budget. The Community Development Block Grant received last year has helped keep supplemental police coverage expenses low. However as funds are depleted from that grant, the CID Board should consider the hiring of supplemental police for events and other times for the district. Funds previously earmarked for transportation linkages in the budget have been reallocated to maintenance and administration. CID maintenance staff, Larry Zellner has also been able to stretch maintenance dollars by utilizing CASP volunteers to assist with district wide cleanups.

Motion: To open the meeting to Public Hearing
Moved: Erin Frerking
Second: Jina Gorham
Approved

V. Public Hearing

Carl Herd addressed the board with a question regarding the Tax Increment Financing (TIF) district. Matt Schaffer informed him that there would be an annual meeting for the TIF scheduled sometime this summer. Carl then inquired if anyone had seen their recent tax reassessment go up drastically. Bob mentioned that his property taxes had gone up, but not drastically. Carl encouraged anyone with concerns to take time to follow-up with County Assessor Kessinger.

Lyle Foster inquired what possible items could be part of business recruitment & retention. He encourages the Board to explore ways of helping existing businesses. With no other questions or comments:

Motion: To close the Public Hearing
Moved: Ryan Dock
Second: Erin Frerking
Approved

Motion: To approve the FY 2011-2012 Budget
Moved: Jina Gorham
Second: Ryan Dock
Approved

VI. Old Business

Discussion was opened on a possible work day for landscaping the District. Consensus was reached for Saturday, June 4th at 8am. As part of exploring new landscaping, the Board reviewed the irrigation costs for the landscaped areas in the District. Maintaining water irrigation was stressed as vital in the first year for new plants. Costs have been absorbed in years past by the

streetscape budget, but only for the first two years after the streetscape has been completed. Cost on average has been \$400 a year.

Motion: To pay for water irrigation of existing landscaped beds.
Moved: Erin Frerking
Second: Jina Gorham
Approved

VII. New Business

Bob mentioned a recent issue with noise levels at a LemonDrop concert that was held on the parking lot at the small engine shop at Lyon and Commercial. Rusty spoke that he believed that it music could not be higher than 100db in front of the stage, but would need to verify with the Health Department. Concerns on noise will be brought up if another permit is requested by LemonDrop and will look at ways to reduce noise.

Ryan Dock mentioned in the review of the entry signage proposed at Lyon and Commercial that we should look at “Historic Commercial Street District” rather than “Commercial Street Historic District”. It was suggested to also look at Transportgraphic for a signage cost at that location.

Rusty mentioned the upcoming Urban Districts Alliance trip to Fayetteville, Arkansas. This is an annual trip that they look to do with communities of similar character and size of Springfield. Cost to attend is \$250 and the trip is scheduled for June 24 and 25.

VI. Establish Next Meeting

It was agreed to meet on Friday, June 10th at 9 am in the 2nd floor west conference room of the Busch Municipal Building.

VII. Adjournment

Motion: To adjourn the meeting at 10:01 am.
Moved: Ryan Dock
Second: Jina Gorham

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
June 10, 2011**

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

Guest: Mary Collette

UDA Staff: Donnie Rodgers

City Staff: Matt Schaffer

I. Call to Order

President Bob Pilkington called the Commercial Street Community Improvement District Meeting to order at 9:00am.

II. Review and Approval of Previous Minutes

Motion: To approve May 13, 2011 Meeting Minutes.

Moved: Jina Gorham

Second: Erin Frerking

Approved

III. Financial Report

Donnie Rodgers presented the Board with an updated Financial Report. Sales revenue for the month of April totaled \$4,024 and had been deposited. Total income for FY 2010-2011 is \$22,672, with a current balance of \$12,854 as of May 31, 2011.

Expenses for the month of May total \$598.09. The expenses breakdown as follows:

Experience Downtown Publication	\$338.00
Maintenance Labor	\$260.09

Motion: To approve the financial report.

Moved: Ryan Dock

Second: Jina Gorham

Approved

IV. Old Business

None

V. New Business

Mary Collette with the Commercial Club of Springfield and the C-Street Market committee presented the board with a request of \$1,000 for a graphics package for the C-Street Market Co-op booth being constructed by the architecture students at Drury University. The funds would be used to purchase vinyl signage for the Co-op booth that states "sweetest little market in town" and "co-op booth" and would be interchangeable and removable if the booth was used for another event or activity such as the loft walk or mardi gras. Also a bi-fold publication for the co-op

booth and market would be produced for distribution. The banners would be 1' x5' roughly. Discussion was opened.

Motion: Support the C-Street Market Co-op booth with \$500 for banners.
Moved: Erin Frerking
Second: Jina Gorham
Approved

Donnie Rodgers presented the board with information regarding the redesign of the www.itsalldowntown.com site. The Urban Districts Alliance had been working with stakeholders from all three center city districts to explore the redesign of the website. The website was last redesigned in 2006. Completely redesign of the site with social media integration, enhanced business directory and additional resources has been proposed. A committee of stakeholders, including board member, Bethany Kehlenbrink, had reviewed proposals from 4 firms located in center city. Total proposed cost of the site redesign totaled \$39,000 by Marlin. This cost is proposed to be divided between the Downtown CID and C-Street CID over the next three fiscal years. C-Street's share would be \$9,000 with payments of \$3,000 due June 30, 2011, Fall 2011 and July 1, 2012. The site would share event calendar, business directory and other resources, but would allow for customizable page that would serve as a homepage for the street with all information. Discussion.

Motion: To support the redesign of the www.itsalldowntown.com site with \$9,000.
Moved: Ryan Dock
Second: Bethany Kehlenbrink
Approved

Bob Pilkington presented information on the upcoming trip planned by the Urban Districts Alliance to conduct a leadership visit to downtown Fayetteville, Arkansas. The Board is welcome to support and send a member. Costs for the trip is \$250, which covers transportation and hotel. Bethany Kehlenbrink expressed interest in attending.

Motion: To support sending a representative on the leadership visit to Fayetteville.
Moved: Erin Frerking
Second: Jeff Rens
Approved

Bob Pilkington announced to the board that Jack Rasmussen had contacted him earlier about resigning from the CID Board of Directors. Bob stated that Jack had been a valued member of the board. Bob requested that the board consider a replacement for the open position. It was suggested to consider another major contributor to the district to serve on the board, such as Price Cutter or Sonic.

VII. Adjournment

Motion: To adjourn the meeting at 10:00 am.
Moved: Ryan Dock
Second: Jeff Rens

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
August 19, 2011**

Present: Ryan Dock, Bob Pilkington, Erin Frerking, Jina Gorham, Jeff Rens, Jina Gorham

Absent: Bethany Kehlenbrink

Guest: Mary Collette

UDA Staff: Donnie Rodgers

City Staff: Matt Schaffer

I. Call to Order

President Bob Pilkington called the Commercial Street Community Improvement District Meeting to order at 9:00am.

II. Special Guest: Mary Collette

Mary Collette, Board member of Commercial Club, presented the Board with a request to assist with the costs of including Commercial Street and a number of events in the Conventions and Visitors Bureau yearly publication and inclusion in the CVB website. Total costs are \$1,200 and Mary requested that the board assist with $\frac{3}{4}$ of the cost, \$800. Previously the board had paid for $\frac{1}{2}$, \$600.

Mary also presented the Board with a request to support the 14th Annual C-Street Loftwalk at the \$500 level. The Loftwalk is Commercial Club's largest fundraiser of the year and with the additional cost of the courtyard concerts this year they are seeking additional support.

Motion: To contribute \$800 towards advertisement package with the Convention and Visitors Bureau.

Moved: Erin Frerking

Second: Jeff Rens

Approved

Motion: To support the C-Street Loftwalk with a \$500 sponsorship.

Moved: Erin Frerking

Second: Ryan Dock

Approved

Mary also provided an update on the ongoing discussions on Frisco Lane and that the leadership of Commercial Club was planning to speak at an upcoming City Council Luncheon on the importance of Frisco Lane to the District.

III. Review and Approval of Previous Minutes

Motion: To approve June 10, 2011 Meeting Minutes.

Moved: Jeff Rens

Second: Erin Frerking

Approved

IV. Financial Report

Donnie Rodgers presented the Board with an updated Financial Report. Sales revenue for the month of July totaled \$703.95 and had been deposited. Current balance of \$9,781.05 as of July 31, 2011.

Expenses for the month of July total \$3,000. The expenses breakdown as follows:

Website \$3,000

Motion: To approve the financial report.
Moved: Jina Gorham
Second: Ryan Dock
Approved

V. Old Business

None

VI. New Business

Jina Gorham presented the Board with information regarding the Car and Fashion Show that is planned for September 9th and 10th. The event would include an event guide that would have information on upcoming events for the rest of the Fall on the street. Jina requested a sponsorship of \$500 to assist with the printing of the guide and the reserving of portapotties.

Motion: To support the Car and Fashion Show with a \$500 sponsorship
Moved: Erin Frerking
Second: Jeff Rens
Abstentions: Jina Gorham, Ryan Dock
Approved

Donnie Rodgers presented the Board with a request to purchase additional street banners for Commercial Street. The banners would be used to promote the new website and would help cover the additional poles being completed on Boonville. Banners have been priced at \$35 and 12 are needed to fill existing openings.

Motion: To purchase additional banners for Commercial Street at \$420.
Moved: Jeff Rens
Second: Erin Frerking
Approved

Donnie informed the board that the C-Street brochures that were produced in 2010 had run out and it was time to update them and order additional ones. The Board had previously printed 8,000 of them and total cost including design had not exceeded \$1,200. The Board should also consider updated the kiosk/Wayfinding maps at the same time.

Motion: To purchase and design new brochures for the District, not to exceed \$1,500.
Moved: Erin Frerking
Second: Jeff Rens
Approved

Bob Pilkington opened discussion on appointing a new board member to the Board to fill the vacated seat. He had discussed the opening with Lyle Foster, owner of Big Momma's Coffee and Espresso Bar and Lyle was open to serving on the Board.

Motion: Nominate Lyle Foster to serve on the Commercial Street Community Improvement District Board of Directors.

Moved: Jeff Rens

Second: Erin Frerking

Approved

VII. Establish Next Meeting

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

VIII. Adjournment

Motion: To adjourn the meeting at 10:00 am.

Moved: Ryan Dock

Second: Jeff Rens

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
September 9, 2011**

Present: Ryan Dock, Bob Pilkington, Erin Frerking, Jina Gorham, Jeff Rens, Jina Gorham

Absent: Bethany Kehlenbrink

Guest: Ben Sieve, Connie Rhoades, Lyle Foster

UDA Staff: Donnie Rodgers, Rusty Worley

City Staff: Matt Schaffer

I. Call to Order

President Bob Pilkington called the Commercial Street Community Improvement District Meeting to order at 9:00am.

II. Special Guest: Connie Rhoades and Ben Sieve

Connie Rhoades and Ben Sieve with Hudson Bryce Advertising & Marketing and TAME Pet Magazine presented the Board with information on the 4th Annual Pets and Pumpkins. The event is planned for Saturday, October 22 from noon to 5pm. They requested assistance with police coverage and portapotties. 2 overtime officers for 5 hours would be \$360 and 3 portapotties for the event would be about \$225. Total request of \$585 for the event.

Motion: To contribute \$585 in support of Pets and Pumpkins.

Moved: Jina Gorham

Second: Erin Frerking

Approved

III. Review and Approval of Previous Minutes

Motion: To approve August 19, 2011 Meeting Minutes.

Moved: Erin Frerking

Second: Jeff Rens

Approved

IV. Financial Report

No report at this time.

V. Old Business

Donnie Rodgers presented the Board with an update on the ItsAllDowntown.com site. Work continues with Marlin and the launch should occur before Cider Days on September 17 and 18. Banners have been ordered for the district to hang up once the site launches and the Boonville Streetscape project is completed.

VI. New Business

As of the beginning of August, three positions on the Commercial Street Board of Directors have expired. The expired seats include those held by Bethany Kehlenbrink- resident, Ryan Dock- business owner and Jina Gorham- business owner.

Motion: To reappoint Bethany Kehlenbrink, Ryan Dock and Jina Gorham to serve an additional 4 year term on the Commercial Street Board of Directors.
Moved: Jeff Rens
Second: Erin Frerking
Approved

VII. Establish Next Meeting

It was agreed to meet on Friday, October 14th at 9 am in the 2nd floor west conference room of the Busch Municipal Building.

VIII. Adjournment

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

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
November 4, 2011**

Present: Ryan Dock, Bob Pilkington, Erin Frerking, Jina Gorham, Jeff Rens, Lyle Foster, Bethany Kehlenbrink

UDA Staff: Donnie Rodgers, Rusty Worley

City Staff: Matt Schaffer

I. Call to Order

President Bob Pilkington called the Commercial Street Community Improvement District Meeting to order at 9:00am.

II. Review and Approval of Previous Minutes

Motion: To approve September 9, 2011 Meeting Minutes.

Moved: Ryan Dock

Second: Erin Frerking

Approved

III. Financial Report

Rusty Worley presented the Board with an updated Financial Report. Sales revenue for the month of October totaled \$666.95 and had been deposited. Current balance of \$8,5434.79 as of October 31, 2011.

Expenses for the month of October total \$4,937.43. The expenses breakdown as follows:

Maintenance & Labor	\$1,962.37
Maintenance Supplies	\$157.36
Banners	\$396.00
CVB Advertising	\$700.00
District Brochures	\$1,181.70
Event Support (Pets & Pumpkins)	\$505.00
Quarterly Reporting Cost	\$35.00

Motion: To approve the financial report.

Moved: Jeff Rens

Second: Jina Gorham

Approved

IV. Old Business

Bob Pilkington presented the Board with information regarding the purchase of a snow blower to assist with snow removal in the district. After speaking with local dealers and pricing a number of units, he proposed that the Board consider allocating up to \$2,200 to acquire a snow blower and the necessary accessories.

Motion: To allocate up to \$2,200 to purchase a snow blower and accessories.
Moved: Jina Gorham
Second: Jeff Rens
Approved

VI. New Business

Erin Frerking brought forward information from the merchant group on growing concerns of safety within the district. She suggested that it might be good to look at targeted security in the evening hours such as when classes are letting out at Professional Massage Training Center. Lyle Foster recommended looking a pooling of resources to help cover the need. It was recommended to bring together major institutions such as Drury University, Professional Massage Training Center, the Kitchen and Springfield Police Department to discuss what could be done. Rusty Worley pointed out that Officer Millirons is working on a letter of enforcement to help with the Footbridge area.

Erin also mentioned the merchants had been discussing landscaping in the district. Rusty mentioned that it would be possible if some people wanted to adopt a streetscape, but we should work towards making sure the plants are consistent and coordinate with Public Works.

VII. Establish Next Meeting

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

VIII. Adjournment

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

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
December 9, 2011**

Present: Ryan Dock, Bob Pilkington, Erin Frerking, Jina Gorham, Jeff Rens, Lyle Foster, Bethany Kehlenbrink

UDA Staff: Donnie Rodgers, Rusty Worley

City Staff: Matt Schaffer

I. Call to Order

President Bob Pilkington called the Commercial Street Community Improvement District Meeting to order at 9:00am.

II. Review and Approval of Previous Minutes

Motion: To approve November 4, 2011 Meeting Minutes.

Moved: Bethany Kehlenbrink

Second: Ryan Dock

Approved

III. Financial Report

Rusty Worley presented the Board with an updated Financial Report. Sales revenue for the month of November totaled \$4,708.38 and had been deposited. Current balance of \$13,243.17 as of November 30, 2011.

Expenses for the month of November total \$847.05. The expenses breakdown as follows:

Maintenance & Labor	\$847.05
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Motion: To approve the financial report.

Moved: Erin Frerking

Second: Jeff Rens

Approved

IV. Old Business

Topic of Safety was discussed by the board. Recent issues of crime seem to have increased. Specific instances of a car being broken into and an attempt to break in at Hudson Bryce was recently brought up at a merchant meeting. Bob Pilkington has met with Paul Parker and there has been some discussion on what to be done at the Footbridge area. Donnie Rodgers is working on scheduling a meeting in January to discuss safety and security with some of the district's larger institutions.

VI. New Business

Ryan Dock gave a brief update on Mardi Gras on C-Street. The event has been scheduled for 2/11/12 and planning has begun. Paulette Hughes and Sa'dia Luallen will be giving the board a complete update in January.

Lyle Foster and Erin Frerking gave an update on the merchant meetings. Lyle stated that the merchants are interested in exploring collective marketing efforts. Erin pointed out that the merchant meetings have grown in size and there has been a good turnout in the previous months.

Bob Pilkington encouraged the board to consider goals for the district in 2012. Rusty Worley pointed out the recent growth in the new professional firms on the street and it might be good to explore ways to promote them. Lyle expressed interest in a promotion similar to “Dinner & a Movie” for the district. Erin mentioned parking can be an issue with events on the weekend. Rusty stated that a major priority could be developing a parking plan in 2012. Erin mentioned making the alleys more inviting for pedestrians and exploring possible alley art. Lyle also brought up merchant interest in historic markers for the district. Jeff Rens encouraged looking at the History Museum as a resource. Bethany Kehlenbrink noted that signage and the overall identity of the street should be something to consider in the upcoming year.

Bob Pilkington thanked the board for their support and participation in the past year.

VII. Establish Next Meeting

It was agreed to meet on Friday, January 13 at 9 am in the 2nd floor west conference room of the Busch Municipal Building.

VIII. Adjournment

Motion: To adjourn the meeting.
Moved: Jeff Rens
Second: Jina Gorham