

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
January 13, 2012**

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

Guests: Paulette Hughes, Sa'dia Luallen, Jeff Seifried

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 Presentation: Mardi Gras on C-Street

Paulette Hughes and Sa'dia Luallen with Alchemy Salon presented the Board with an update on the upcoming Mardi Gras on C-Street event for February 11, 2012. Eight venues will be participating this year; Savoy, Q Enoteca, Lindberg's, Big Momma's, LemonDrop, Alchemy, The Loft at Savor and Ruthies. One cover charge will get patrons into all venues with entertainment including burlesque, drag, and live music. A portion of the revenue from last year's event has went to radio advertisement and entertainment costs for this year. The event compliments the street's "Strategy for Success". A request is made to help bring performers from St. Louis to perform that night and to help with table and chair rental. Total request is \$795.

Jina Gorham expressed concerns of sales tax funds going to an revenue generating event and inquired if more could be done to secure donations and other sponsors. Sa'dia offered to encourage participating venues to share information on sales tax be generated that day to help show the impact of the event. Lyle Foster noted that by a business having one big day, it could help keep them alive. He also mentioned that the demographics of the event attendees were more of the 24 to 40+ crowd which many of the merchants hoped to see on the street. Sa'dia also mentioned that Officer Millirons has offered to help reschedule his shift to make himself available during the event for security. Bob Pilkington opened discussion on funding the event.

Jina voiced that she would be supportive of helping with the infrastructure needs of the event. Ryan Dock stated that his business had already invested \$1,000s of their own money to help make the event an success. Jeff Rens pointed out that the event helps to draw people to the street and Erin Frerking agreed.

Motion: To support the 2012 Mardi Gras on C-Street event

Moved: Jeff Rens

Second: Bethany Kehlenbrink

Abstention: Ryan Dock

Approved

Discussion was opened on the amount to support the event.

Motion: Event sponsorship of \$750 to the 2012 Mardi Gras on C-Street event

Moved: Lyle Foster

Second: Jeff Rens

Abstention: Ryan Dock
Approved

III. Review and Approval of Previous Minutes

Motion: To approve December 9, 2011 Meeting Minutes.
Moved: Jina Gorham
Second: Ryan Dock
Approved

III. Financial Report

Rusty Worley presented the Board with an updated Financial Report. Sales revenue for the month of December totaled \$2,013.21 and had been deposited. Current balance of \$8,055 as of December 31, 2011.

Expenses for the month of December total \$4,299.47. The expenses breakdown as follows:

Maintenance & Labor	\$799.47
Website	\$3,000
Startup Cost Reimbursement	\$500

Motion: To approve the financial report.
Moved: Erin Frerking
Second: Ryan Dock
Approved

IV. Old Business

Bob Pilkington opened discussion on old business. Bob stated that the Commercial Club is beginning to explore options with the City on looking at options for enforcement at the Footbridge Plaza area. There has been an increase in vandalism in the district.

Erin Frerking presented information from the recent merchant meeting. The merchants are interested in looking at a traffic study for the street to aid in retail recruitment. Donnie Rodgers stated that Traffic Services might already have counts available and he would check to see if the group could access that information. Also a Safety and Security meeting has been set for January 25 at 3pm to meet with the institutions in the Commercial Street area including Drury University, Assemblies of God and CoxHealth.

VI. New Business

Jeff Seifried introduced himself to the Board. He is a resident of the Grant Beach Neighborhood and the Manager of Regional Development at the Springfield Area Chamber of Commerce. He is currently seeking nomination to the Zone 1 City Council seat which was recently vacant due to the resignation of Nick Ibarra. Jeff thanked the board for the opportunity to attend and learn more about their work and concerns.

Lyle Foster presented the board with a list of items he felt should be a priority in the upcoming year. First would be a creation of a limited/pilot event for December 31st that could possible work with First Night Springfield and activities happening that evening downtown. Second was to explore the use of cameras at some of our more hot spots for vandals and criminals. Third, explore ideas for improvements to the mid-block pedestrian alley on the 200/300 W block of Commercial Street.

Rusty Worley updated the Board on recent efforts to add additional cameras around Center City. None of the cameras are actively monitored at this time, but could be use as a deterrent and to solve cases. The current cost is roughly \$5,500 per camera and a potential cost share between the police, CID and property owner could be explored. Erin stated that the alley Lyle had mentioned has been a hang out point for loiters and she would love to see the idea of art in the alley explored more. Rusty also mentioned the potential of the alley for improvement for café seating.

Bethany Kehlenbrink addressed that landscaping as a priority for the 2012 year, including new plantings, but also exploring the irrigation system currently installed in the beds. Bethany also stated better defining an identity for the district to be used would be an assets. Rusty expressed interest in that identity development then helping to define gateway signage for the district.

VII. Establish Next Meeting

It was agreed to meet on Friday, February 10 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: Erin Frerking

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
February 10, 2012**

Present: Bob Pilkington, Jeff Rens, Lyle Foster, Bethany Kehlenbrink

Absent: Ryan Dock, Erin Frerking, Jina Gorham

Guests: Martha Cooper

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 Presentation: Martha Cooper

Martha Cooper, owner of Sisters in Thyme Bakery, Deli & Market, presented the board with a cooperative marketing effort she had worked with the Community Free Press to develop. Martha requested that the board consider \$1,000 to help kick start the effort. She had proposed purchase of a one page ad in the Community Free Press once a month. Design of the ad would be donated. The \$1,000 would help cover approximately half of the ad cost for three months. Martha has approached other merchants along Commercial Street to divide the rest of the cost of the ad .The more businesses that sign up, the lower the overall cost to each business would be. Rusty Worley asked what had attracted her to the Community Free Press. Martha said she had received a good response from a recent article they had written and that they were only one that had gotten back with her about advertising. Bob Pilkington inquired if she had presented this to the merchants group. Martha stated she had and that a number of them were interested. Lyle Foster was curious if there were other areas the board should consider advertising in. Jeff Rens asked the board if there was a way to measure success of an ad Lyle expressed concerns on what could be considered subsidizing the cost of advertising for individual businesses. Lyle stressed that CID funds should strive to benefit all. Bob supported the idea of promoting the whole district rather than subsidizing the efforts of a few. Lyle pointed to special events and overall come visit ads as a potential for advertising. The overall consensus of the Board was not to proceed forward at the time and to explore ads that promote the overall district in the future.

III. Review and Approval of Previous Minutes

Motion: To approve January 13, 2012 Meeting Minutes.

Moved: Lyle Foster

Second: Bethany Kehlenbrink

Approved

III. Financial Report

Rusty Worley presented the Board with an updated Financial Report. Sales revenue for the month of January totaled \$1,270 and had been deposited. Current balance of \$6,936 as of January 31, 2011.

Expenses for the month of January total \$2,390.16. The expenses breakdown as follows:

Maintenance and Labor	\$1039.16
Supplies (Ice Melt)	\$476
Event Support (Mardi Gras)	\$750
Office Expense (Mailing)	\$125

Motion: To approve the financial report.

Moved: Bethany Kehlenbrink

Second: Jeff Rens

Approved

IV. Old Business

Donnie Rodgers reported that we are still waiting on information from Traffic Services on traffic count numbers along the district. Donnie also gave an update on the recent Safety and Security meeting held earlier this month. Representatives were present from Victory Trade School, Drury University, CoxHealth, Assemblies of God, Professional Massage Training Center and Springfield Police. There was good discussion from each of the groups on current safety practices and making information more readily available to each of the groups when issues arise. Officer Millirons will be forwarding that information as activities arise. Concerns were mentioned about the overall look of the parking lots to the south of Commercial Street and the overall uninviting feel to them. Officer Millirons is interested in looking at additional lighting and Donnie is going to approach Public Works to see what improvements might be possible to the public parking lots. Rusty pointed to the Tax Increment Financing District as a possible revenue source for improvements and that this board could help develop a plan for what improvements are needed.

VI. New Business

None

VII. Establish Next Meeting

It was agreed to meet on Friday, March 9 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: Bethany Kehlenbrink

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
April 13, 2012**

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

Absent: Lyle Foster

Guests: Mary Collette

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 February 10, 2012 Meeting Minutes.

Moved: Ryan Dock

Second: Jeff Rens

Approved

III. Financial Report

Rusty Worley presented the Board with an updated Financial Report. Sales revenue for the month of March totaled \$2,679 and had been deposited. Current balance of \$12,718 as of March 31, 2012. \$1,400 ahead of budget for the year.

Expenses for the month of March 2012 total \$725.31. The expenses breakdown as follows:

Maintenance and Labor	\$725.31
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Motion: To approve the financial report.

Moved: Erin Frerking

Second: Ryan Dock

Approved

IV. Special Guest: Mary Collette, Board Member of Commercial Club

Mary Collette presented the board with a request that the CID consider adding a line item for the C-Street Market. The Commercial Club had not received a CDBG this year to assist with the hiring of a Market Manager. The C-Street Market this year has plans to add the Market Trading Post, a juried "swap meet" to the first Saturday of every market in addition to the ongoing management of the Market and the Co-op booth. Jeff Rens asked Mary what the budget was for the market. Mary stated that she had not brought one but estimated approximately \$1000 for the first year or possibly \$300/mo and that the CID consider adding that person to their payroll. Ryan Dock inquired if there was a downtown market this year? Rusty stated that there were no plans this year for a downtown farmers market. Jeff stated that unemployment might be a concern and

suggested to consider an independent contractor. Bob Pilkington inquired if the market was operating at a profit. Mary stated that it was a breakeven for Commercial Club and that the scale of the market was hard to make a lot of income. Mary stated that Aubree was essential in recruiting new vendors for the market. Discussion was opened. Jeff suggested that the board look at how to ensure the market was safe and clean. Jina Gorham would like to see a financial report for the market for more transparency. Rusty stated that a farmers market in Center City help to create a unique opportunity. The board shared an overall concern about assuming payroll for the position and would like to see a more firm proposal and operating budget for the market.

V. Old Business

Erin Frerking opened discussion on landscaping. The landscaper who works for the Savoy outlined a proposal for the beds mid-block on the 200 East block of Commercial. Erin felt that the proposal was strong and offered more hardy of plants. Rusty mentioned that discussion should be had with Public Works on making sure the landscaping blended with the rest of the district and that they could possibly help with the placement of the larger rock to help reduce cost. Bethany Kehlenbrink pointed out last year's planting had a year warranty and that we should work with Smiling Sun first to see what could be done about the plants that did not survive. These plants could be incorporated into what is suggested. Erin raised concerns on liability. Rusty pointed to another option such as the hanging baskets downtown as a way of adding color and would be away from the dogs and pedestrians. No action was taken at this time. The Board would like to explore what assistance Public Works can provide and clarify what can be done about the plants that did not survive.

Bob asked for a report on Mardi Gras. Ryan Dock stated that overall sales were down, but the event was considered a success. Erin said she saw a great range of people attending the event.

VI. New Business

Erin announced to the board that in May she would be closing her retail shop, Fusion Stained Glass, after 5 years in business on Commercial Street. She plans to move the business to her home, but will still continue to own the building. Erin did express interest in continuing to serve on the board.

Jeff requested that the board be emailed a copy of the original petition so that they can discuss their roles as intended. Rusty encouraged it as a way to define process and policy. Bob requested if the downtown CID had anything that the board could review in establishing policies. Rusty stated that they generally allocated \$500 per event. Bethany stated an established process would be beneficial.

VII. Establish Next Meeting

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

VII. Adjournment

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

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
May 11, 2012**

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

Absent: Erin Frerking

Guest: Jeremy Beatty, Paul Parker, Mary Collette

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 April 13, 2012 Meeting Minutes.

Moved: Jina Gorham

Second: Jeff Rens

Approved

III. Financial Report

Rusty Worley presented the Board with an updated Financial Report. Sales revenue for the month of April totaled \$774 and had been deposited. Total income for FY 2011-2012 is \$23,692, with a current balance of \$12,221 as of April 30, 2012.

Expenses for the month of April total \$511.39. The expenses breakdown as follows:

Maintenance Labor	\$320.44
Maintenance Supplies	\$190.95

Motion: To approve the financial report.

Moved: Ryan Dock

Second: Jina Gorham

Approved

IV. CID Budget FY2012-2013 Review

Proposed FY 2012-2013 Budget

Total Revenue- \$25,000

Expenses	
Image Enhancement	\$11,200
Maintenance and Parking	\$11,500
Operational Expenses	\$2,300

Total Expenses- \$25,000

President Bob Pilkington presented the Board and guests with the proposed FY 2012-2013 budget. Rusty Worley mentioned that the proposed increase of yearly revenue to \$25,000. The increase of \$2,500 from the previous year going mostly to maintenance increases. Lyle Foster asked if there was anything that could be done to save funds on Directors and Officers insurance and requested to make sure this budget allowed for landscape improvements.

Motion: To open the meeting to Public Hearing

Moved: Bethany Kehlenbrink

Second: Ryan Dock

Approved

V. Public Hearing

Mary Collette asked if the board could consider sharing Directors and Officers insurance with the Downtown CID. Rusty stated that unfortunately that was not possible. Mary also asked if there was an increase in event support from last year in the budget. Rusty stated that is was the same amount as the prior year. Mary requested that the C-Street Market be considered as a separate line item outside of the Event Support category.

Paul Parker requested that the board consider adding spraying for weeds as an additional maintenance item and asked what could be done with abandoned shopping carts. Donnie Rodgers stated that he would add spraying for weeds to the list of task for the maintenance worker to do and to inform him of any shopping carts so that we can work with the grocery stores to ensure their return.

Motion: To close the Public Hearing

Moved: Jina Gorham

Second: Jeff Rens

Approved

Motion: To approve the FY 2012-2013 Budget

Moved: Jina Gorham

Second: Ryan Dock

Approved

VI. Old Business

Mary Collette presented the board with an updated budget request for the C-Street Market. The market raises \$1,750 on seasonal vendors and \$1,2500 on day vendors. Most of the expenses have already occurred such as marketing and insurance for the market. Jeff Rens stated that there was still funds remaining in the CDBG for the market until June 31st. Lyle asked of the possibility of doing a winter market. Mary commented it would be a great idea, but the Commercial Club would need someone to champion the idea. Jina expressed concerns at operating the market at a loss. Lyle asked if the vendors were paying sales taxes to the district. Donnie stated that some do appear in the sales tax reports.

Motion: To support the C-Street Market with \$1,000.

Moved: Ryan Dock

Second: Lyle Foster
Approved

VII. New Business

Donnie Rodgers presented the board with information on the National Trust for Historic Preservation's Preservation Leadership Training Capstone Experience he was selected to attend in June. Only 36 people across the nation were selected to attend. Participants will spend an extensive week working side by side with staff from the National Trust to develop a redevelopment plan for a block of historic structures in Beaufort, SC. Total cost of the trip is estimated at \$2,400. Donnie requested that the board consider helping sponsor him since the experience would benefit his work with Commercial Street. Lyle requested a summary when he returned at a future meeting.

Motion: Sponsor attendance of the conference at \$1,000.
Moved: Lyle Foster
Second: Jina Gorham

Rusty Worley presented the board with an update on the Urban Districts Alliance's Discover Downtown trip. This year they would be attending Des Moines, Iowa. He encouraged the board to consider sending someone. The cost per person is \$500 which covers two nights lodging and transportation.

Motion: Sponsor one person to attend to represent the board on the Discover Downtown Trip at \$500.
Moved: Jeff Rens
Second: Lyle Foster

VI. Establish Next Meeting

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

VII. Adjournment

Motion: To adjourn the meeting at 10:15 am.
Moved: Ryan Dock
Second: Jeff Rens

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
June 8, 2012**

Present: Ryan Dock, Erin Frerking, Bob Pilkington, Jeff Rens, and Lyle Foster

Absent: Jina Gorham and Bethany Kehlenbrink

Guest: Amanda Hess (Community Free Press)

UDA Staff: 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 May 11, 2012 Meeting Minutes.

Moved: Lyle Foster

Second: Jeff Rens

Approved

III. Financial Report

Rusty Worley presented the Board with an updated Financial Report. Sales tax revenue for the month of May totaled \$4,337. Total income for FY 2011-2012 is \$28,030, which is \$5,500 over the annual budget. The checking account has a current balance of \$13,930 as of May 31, 2012.

Expenses for the month of May totaled \$2,628. The expenses breakdown as follows:

Maintenance Labor	\$417.88
Maintenance Supplies	\$10.98
Event Support (C-Street Market)	\$1,000.00
National Trust Conference for Donnie Rodgers	\$1,000.00
Start-Up Expenses	\$200.00

Motion: To approve the financial report.

Moved: Jeff Rens

Second: Ryan Dock

Approved

VI. Old Business

The Board members discussed the upcoming Discover Downtown trip to Des Moines. Ryan Dock was unable to attend. By consensus, the group approved funding \$500.00 toward Donnie Rodgers expenses for the trip.

Erin Frerking asked about the landscaping on the block between Boonville and Robberson.

Motion: Fund up to \$2,000 for landscaping in that block.
Moved: Ryan Dock
Second: Jeff Rens
Approved

VII. New Business

Jeff Rens commented about the dumpster graffiti. He suggested working with the trash companies to paint over. Rusty Worley will work with maintenance staff and Donnie Rodgers on removing it.

Bob Pilkington noted the Downtown CID's financial support of the Urban Districts Alliance (\$48,000 per year) and expressed his interest in the C-Street CID doing more financially for UDA. Jeff Rens suggested the Board could pay off the balance on the start-up expenses for the C-Street CID.

Motion: Pay off start-up expenses balance (approximately \$1,600).
Moved: Jeff Rens
Second: Erin Frerking
Approved

Lyle Foster shared his desire to see the community events on C-Street be evaluated to try to identify a new signature event similar to Cider Days on Walnut Street. The current calendar of events on C-Street and throughout Springfield to find a unique concept and the best time of year for it. Rusty Worley noted there is a lot of competition for community events and that was the original goal for the C-Street Jam. He and Donnie Rodgers will provide the Board with their research and recommendations.

VI. Establish Next Meeting

It was agreed to meet on Friday, July 13th at 9 am in the 2nd floor west conference room of the Busch Municipal Building. Rusty Worley noted he will be at a Responsible Hospitality Institute national conference in Silver Spring, MD as a panelist that day, but Donnie Rodgers will be at the C-Street CID Board meeting.

VII. Adjournment

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

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
August 24, 2012**

Present: Bob Pilkington, Jina Gorham, Jeff Rens, Lyle Foster, Erin Frerking

Absent: Ryan Dock

Guest: Mary Collette

UDA Staff: Donnie Rodgers, Rusty Worley

I. Call to Order

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

II. Special Guest: Mary Collette

Mary Collette representing the Commercial Club presented the board with two requests. \$500 request to support the Commercial Club's annual Loftwalk and a request for \$1,095 for advertising with the Springfield Convention and Visitors Bureau for 2012/2013.

Motion: To support the Loftwalk with \$500.

Moved: Jina Gorham

Second: Erin Frerking

Approved

Erin Frerking questioned the effectiveness of the advertising with the CVB. Lyle Foster suggested getting an update from the CVB on their efforts. It was suggested to support the effort at this time, but begin a dialogue prior to the next request to get a stronger understanding.

Motion: To support the advertising efforts with the CVB at \$1,095.

Moved: Jeff Rens

Second: Lyle Foster

Approved

III. Review and Approval of Previous Minutes

Motion: To approve June 8, 2012 Meeting Minutes.

Moved: Lyle Foster

Second: Jeff Rens

Approved

IV. Financial Report

Rusty Worley presented the Board with an updated Financial Report. Sales revenue for the month of June totaled \$2,876 and July totaled \$5,935. Total income for FY 2011-2012 was \$30,897. Current balance of \$19,481.86 as of July 31, 2012.

Expenses for the month of July total \$431.32. The expenses breakdown as follows:

Maintenance Labor	\$396.32
Missouri Department of Revenue Report	\$35

Erin Frerking requested that the outstanding streetscape funds to be paid of \$3,000 is reflected in financial report.

Motion: To approve the financial report.
Moved: Erin Frerking
Second: Jeff Rens
Approved

V. Old Business

VI. New Business

Rusty Worley presented the board with a request to continue the cooperative efforts with downtown and Walnut Street with the CVB to promote Center City. The wall posters supported in the past will be coming to an end and it was suggested to look at having a presence at the airport on the digital screens in the deplaning area and also presence with online advertising on www.springfieldmo.org Images used in the advertising would depict all three districts. Request is for \$700 of the overall \$3,800 project.

Motion: To support joint marketing efforts with the CVB at \$700.
Moved: Jina Gorham
Second: Jeff Rens
Approved

Donnie presented the board with the resignation letter of Bethany Kehlenbrink. She stated that she had enjoyed her time on the board, but unfortunately would be moving out of the district. It was suggested to send out postcards to the residents living in the district to see if there was interest in serving on the board.

Motion: To mail postcards to residents living in the district to fill the open board position.
Moved: Jeff Rens
Second: Lyle Foster
Approved

Donnie presented the board with the proposed rendering of the entry signage at Commercial and Lyon. Pinnacle Sign Company has proposed design, construction and installation of the sign for a total of \$675.

Motion: To approve new signage up to \$675 at Commercial and Lyon as proposed.
Moved: Erin Frerking
Second: Jeff Rens
Approved

VII. Establish Next Meeting

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

VIII. Adjournment

Motion: To adjourn the meeting at 10:15 am.

Moved: Lyle Foster

Second: Erin Frerking

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
September 14, 2012**

Present: Bob Pilkington, Lyle Foster, Erin Frerking, Ryan Dock

Absent: Jina Gorham, Jeff Rens

Guest: Emily w/ TAME Pet Mag

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. Special Guest: Emily w/ TAME Pet Mag

Emily presented the board with information on the 5th Annual Pets & Pumpkins on October 20th. Estimated 4,000 people will be in attendance with the street closed between Campbell and Robberson. Event will run from noon to 5pm and feature a performance stage. Request support once again this year for portapotties and police officers to help make the event a success.

Motion: To support Pets and Pumpkins with up to \$600 for police officers and portapotties and \$125 for brochures.

Moved: Lyle Foster

Second: Ryan Dock

Approved

III. Review and Approval of Previous Minutes

Motion: To approve August 24, 2012 Meeting Minutes.

Moved: Lyle Foster

Second: Erin Frerking

Approved

IV. Financial Report

Rusty Worley presented the Board with an updated Financial Report. Sales revenue for the month of August totaled \$3,796. Current balance of \$21,370.22 as of August 31, 2012.

Expenses for the month of August total \$4,907.22. The expenses breakdown as follows:

Maintenance Labor	\$809.83
Maintenance Supplies	\$328.19
Streetscape Cost Share to City	\$3,000
Directors and Officers Insurance Annual	\$750
Office Supplies for mailing	\$19.20

Motion: To approve the financial report.

Moved: Ryan Dock

Second: Lyle Foster
Approved

V. Old Business

None.

VI. New Business

Discussion on ice melt. Bob Pilkington mentioned a need for a new ice melt spreader this year in addition to ice melt. With the light winter last year, there is already some ice melt available.

Motion: To spend up to \$500 on a commercial grade ice melt spreader and ice melt.
Moved: Erin Frerking
Second: Lyle Foster
Approved

Discussion on new banners for the district. The board reviewed suggestions from Greg Grace of Imaginational. Lyle suggested the board take a moment to step back and consider hiring a marketing consultant to help give the board a direction in marketing the district.

VII. Establish Next Meeting

It was agreed to meet on Friday, October 12 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: Lyle Foster
Second: Erin Frerking

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
October 12, 2012**

Present: Bob Pilkington, Lyle Foster, Erin Frerking, Ryan Dock, Jeff Rens

Absent: Jina Gorham

UDA Staff: Donnie Rodgers, Rusty Worley

I. Call to Order

President Bob Pilkington called the Commercial Street Community Improvement District Meeting to order at 9:01am.

II. Review and Approval of Previous Minutes

Motion: To approve September 14, 2012 Meeting Minutes.

Moved: Erin Frerking

Second: Ryan Dock

Approved

III. Financial Report

Rusty Worley presented the Board with an updated Financial Report. Sales revenue for the month of September totaled \$2,514.77. Current balance of \$22,301.65.

Expenses for the month of September total \$1,583.34. The expenses breakdown as follows:

Maintenance Labor	\$488.34
CVB Advertising	\$1,095.00

Motion: To approve the financial report.

Moved: Lyle Foster

Second: Jeff Rens

Approved

V. Old Business

Ryan Dagen with Eurasia Coffee and Tea, soon to be located at 445 E. Commercial and resident of 315 W. Commercial, has applied to serve on the CID board in the position vacated by Bethany Kehlenbrink.

Motion: To nominate Ryan Dagen to serve on the Commercial Street Community Improvement District Board of Directors.

Moved: Ryan Dock

Second: Erin Frerking

Approved

VI. New Business

Lyle Foster expressed a high interest in ensuring that there is proper police presence at events, specifically the upcoming Thriller event on October 27, 2012. Donnie Rodgers stated that it was his understanding from Officer Tonya Price that officers would be present at the event before moving downtown to cover the Halloween Pub Crawl, but would work with Officer Price to confirm this. With the crowd size expected for the event, the Savoy had not requested support from the board, but Donnie suggested that the board might also consider covering portapotties for event attendees to help alleviate some of the need on the businesses.

Motion: To spend up to \$600 on a police and portapotties as needed for Thriller.

Moved: Erin Frerking

Second: Lyle Foster

Approved

Discussion opened on how to strengthen the footbridge area and make it more inviting for visitors. Lyle Foster mentioned the need for more activity and attention to the area. Examples of ideas include signage, lighting, banners, and history components. Erin Frerking mentioned a caboose would be a nice improvement to the area. Rusty Worley mentioned his upcoming meeting with Burlington Northern Santa Fe and would discuss with them any ability to possibly highlight a train related event or maybe other train related items for the area to help tell the rail history of the street.

VII. Establish Next Meeting

It was agreed to meet on Friday, November 9 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
November 9, 2012**

Present: Bob Pilkington, Lyle Foster, Ryan Dock, Jeff Rens

Absent: Lyle Foster, Erin Frerking

Guest: Ryan Dagen

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 October 12, 2012 Meeting Minutes.

Moved: Jina Gorham

Second: Ryan Dock

Approved

III. Financial Report

Rusty Worley presented the Board with an updated Financial Report. Sales revenue for the month of October 2012 totaled \$267.17. October has historically been a quiet month. YTD sales tax collection is \$5,500 ahead of budget. Current balance of \$19,108.95

Expenses for the month of October total \$3,626.27. The expenses breakdown as follows:

Maintenance Labor	\$379.02
Landscape Improvements	\$1,947.25
Entry Signage	\$675
Event Support	\$625

Motion: To approve the financial report.

Moved: Ryan Dock

Second: Jeff Rens

Approved

V. Old Business

Rusty Worley gave an update with his meeting with Cheryl Townsend with Burlington Northern Santa Fe Rail. It was a positive conversation. Cheryl shared information about a community event in Galesburg, Illinois that does a railroad theme event. Rusty asked about a potential opportunity to lease a wedge of unused land at Campbell and Lyon for public parking. Cheryl said that a lease might be a possibility.

Recently Rusty and Donnie met with Jaimie Trussell with Convoy of Hope. Convoy is now leasing the former Assemblies of God Financial Services building on Boonville. Convoy has a

large surface parking lot at Boonville and Pacific that is underutilized. She felt that Convoy of Hope would certainly be open to make the lot available for use during community events when additional parking is needed. Convoy of Hope plans to continue their 5K next fall in the area as well and hopes to coordinate more with the Commercial Street businesses. There is also possibility of a larger community event similar to events Convoy does in other communities that would feature family friendly activities.

VI. New Business

Jina Gorham presented the board with an advertising opportunity she had received from Glendale High School. The students produce a quarterly magazine publication that gets distributed to the students and staff at Glendale. 1,200 copies are produced. They recently did an article on Askinosie and have an upcoming article planed on Decades. Bob inquired about possibly doing an insert opposed to an ad in the future. Ryan Dock asked if college students might be a better target for the businesses. LemonDrop has a considerable pull with high school students currently.

VII. Establish Next Meeting

It was agreed to not meet in December. The next meet to be on Friday, January 11, 2013 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: Jeff Rens
Second: Ryan Dock