

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
January 11, 2013**

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

Guest: Ryan Dagen, Sa'dia Luallen, Paulette Hughes, 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 9:00am.

II. Review and Approval of Previous Minutes

Motion: To approve November 9, 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 November 2012 totaled \$5,315, December 2012 totaled \$2,105. YTD \$19,932 collected, up 11% from last year. Current account balance of \$23,800.26

November 2012 Expenses = \$1,670.35

Maintenance Labor	\$240.35
CVB Advertisement	\$700
Event Support (Thriller and Pet & Pumpkins)	\$730

December 2012 Expenses = \$890.20

Maintenance Labor	\$720.21
Salt Spreader	\$169.99

Motion: To approve the financial report.

Moved: Lyle Foster

Second: Jeff Rens

Approved

IV. Special Guests:

Mardi Gras on C-Street- Paulette Hughes and Sa'dia Luallen

Sa'dia and Paulette presented the Board with information on the 3rd Annual Mardi Gras on C-Street planned for February 9, 2013. The event draws 28-45 year old crowd. A crime report was prepared by Officer Millirons that shows no major issues with the first two years except a minor

act of vandalism involving an antenna. Major event sponsors this year include Gay and Lesbian Center of the Ozarks, Aids Project of the Ozarks, Downstream Casino, and Commercial Club. The event is looking for support from the CID for radio advertising with Q102 and 104.7 The Cave and web advertising with 417 Magazine. Jina Gorham asked what the investment in the event was from the individual venues. Sa'dia stated that staffing was a major investment by each venue.

C-Street Market- Mary Collette

Mary Collette gave the board an update on the C-Street Market. The market will be open Saturdays, 7:30am to 1pm from April 27-Oct 19, 2013. The opening day will feature the Decades Car Show from 10am to 2pm. The C-Street Market committee is exploring additional onsite signage and possible small billboards. Ryan Dagen asked how vendors were looking. Mary stated that they had just placed a call for vendors, but have also opened the market up to direct sales vendors.

V. Old Business

VI. New Business

Discussion opened on goals for 2013. Jina requested that work be done to have a formal report of what the board accomplished in 2012. Jeff Rens suggested reaching out to the major sales tax generators in the district to find ways to show appreciation. Ryan Dagen suggested a postcard be sent out giving an update on the CID, meeting times, asking for input, etcetera and be sent out to businesses, property owners and lofters. Lyle Foster mentioned the importance of inviting the CVB to a future meeting to seek ways to collaborate more in tourism marketing of the district. Lyle also mentioned the need to streamline the process of requests for event support, outlining overall benefit to the district, maximum level of support. Ryan Dagen stated that that could be done looking at a tiered system. Jina, Ryan and Lyle volunteered to serve on the committee to discuss sponsorships.

Discussion on Mardi Gras Support

Erin Frerking stated that she felt that the event brings a good age demographic to the street and the larger advertising package has the potential of reaching more people. Ryan Dock stated that the event has a much larger entertainment base than a pub crawl. Lyle Foster expressed that the radio ad presence was great last year for the event. Erin did express that when the retail shops have stayed open late, people didn't shop; they were there for the entertainment- merchants however should be encouraged to leave their lights on. Ryan Dagen suggested that the group explore ways to encourage Mardi Gras participants to return later in the month to shop. Jina Gorham expressed concerns that the event needs to be self-sustaining.

Motion: To support the Mardi Gras event with \$1,000.

Moved: Jeff Rens

Second: Erin Frerking

Approved

VII. Establish Next Meeting

The next meet to be on Friday, February 8, 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

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
February 8, 2013**

Present: Bob Pilkington, Lyle Foster, Ryan Dagen, Jina Gorham, Erin Frerking

Guest: Jane Rips, Tracey Kimberlin w/ CVB

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 January 11, 2013 Meeting Minutes.

Moved: Jina Gorham

Second: Erin Frerking

Approved

III. Financial Report

Rusty Worley presented the Board with an updated Financial Report. Sales revenue for the month of January 2013 totaled \$731. January has traditionally been a light month for sales tax revenue. YTD \$20,664 collected, up 17.1% from last year. Current account balance of \$23,096.18

January 2013 Expenses

Maintenance Labor	\$415.30
Brochure Design	\$150
Event Support (Mardi Gras)	\$800

Motion: To approve the financial report.

Moved: Erin Frerking

Second: Ryan Dagen

Approved

IV. Special Guests:

Springfield Convention and Visitors Bureau- Jane Rips and Tracey Kimberlin

Tracey Kimberlin and Jane Rips gave the board an update on the activities of the Convention and Visitors Bureau in attracting visitors to Springfield. Formed in 1979, the CVB currently spends \$1.5million a year in advertising Springfield as a destination for visitors and conferences. 10,000 people are expected to attend the home school basket ball tournament in April. Other big conferences coming up include the Jehovah Witness Convention this summer. Lyle Foster inquired about how to reach these large groups and provide them with information about the

Commercial Street Historic District. Jane mentioned that the district is already included in the visitors guide that they give to visitors and included in advertising online and at the airport. Jane showed the group the Passport that the CVB does that goes to visitors highlighting coupons. A half page in the Passport is \$300 and a full page is \$500. This form of advertising would be beneficial to shopping and dining for the district to encourage visits. Also, to place information in the upcoming packets for the Home School Basketball tournament, the district would need to be a member of the Sports Commission at \$250. This would allow for the C-Street brochure to be placed in 3,200 packets and in additional sports packets in the upcoming year.

Motion: To join the Sports Commission at the \$250 level to assist in marketing the district.

Moved: Erin Frerking

Second: Ryan Dagen

Approved

V. Old Business

Discussion of Tier System for event support.

Ryan Dagen presented the board with the following to be used as an internal tool for deciding of event support.

Tier System:

Tier #1 (0-4 Points): \$0 – \$400

Tier #2: (4-8 Points): \$401 - \$800

Tier #3: (8+ Points) \$801 - \$1200

Point System:

- Consistent with CID Goals – 1 point for each goal met
 - 1 Point - Clean, Safe and Friendly
 - 1 Point - Promotes the District
 - 1 Point - Works towards the “Rebranding” of C-Street
- Benefits District Businesses
 - 0 Points – Benefits 0-10% of businesses
 - 1 Point – Benefits 11-25% of businesses
 - 2 Points – Benefits 26 – 50% of businesses
 - 3 Points – Benefits 51-75% of businesses
 - 4 Points – Benefits 76 +% of businesses
- Size of the Event (projected turnout)
 - 0 Points – 0 – 250 People
 - 1 Point – 251 – 750 People
 - 2 Points – 751 – 1250 People
 - 3 Points – 1251 – 1750 People
 - 4 Points – 1751 +

Lyle Foster felt that this could spark events to look at simple tweaks so that they could benefit and engage more of the businesses on the street. Erin Frerking stated it can be hard to gauge the financial benefits of an event the day of, much like the Loft Walk. It is a benefit to promote the district, but many of the attendees do not make purchases that day.

VI. New Business

Jina Gorham presented the board with information on the upcoming Decades Car Show that she is organizing to support the kickoff of the 2013 C-Street Market Season. Jina is currently seeking participants and reaching out to C-Street businesses to see how they can engage the event. Jina discussed her idea of having “Pit Stops” along the street highlighting participating businesses with tires and balloons. She estimated the last car show has around 350 car enthusiasts. Jina is working to do some cross promotion with the market. Jina is requested \$995 in support to aid in radio and other promotion such as registration, posters and mailers.

Motion: To support the Decades Care Show with \$995.
Moved: Ryan Dagen
Second: Lyle Foster
Abstentions: Jina Gorham
Approved

Lyle Foster presented the board with information on advertising in the St. Patrick’s Day Parade Booklet to show support of the parade.

Motion: To advertise in the St. Pat’s Parade Booklet at the \$100 level.
Moved: Erin Frerking
Second: Jina Gorham
Approved

VII. Establish Next Meeting

The next meet to be on Friday, March 8, 2013 at 9 am in the 2nd floor west conference room of the Busch Municipal Building.

VIII. Adjournment

Motion: To adjourn the meeting at 10:20am.
Moved: Ryan Dagen
Second: Erin Frerking

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
March 8, 2013**

Present: Bob Pilkington, Lyle Foster, Ryan Dagen, Erin Frerking, Jeff Rens, 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 9:01am.

II. Review and Approval of Previous Minutes

Motion: To approve February 8, 2013 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 February 2013 totaled \$2,748. YTD \$23,411 collected, up 15.7% from last year. Current account balance of \$20,810.72

February 2013 Expenses - \$5,033.37

Maintenance Labor	\$302.13
CVB/Sports Commission	\$250
Brochures	\$1,111.24
Website	\$3,370.00

Motion: To approve the financial report.

Moved: Jeff Rens

Second: Ryan Dock

Approved

IV. Special Guests:

Mary Collette w/ Commercial Club and the C-Street Market

Mary presented the board with a request for support of new signage at the C-Street Market pavilion. The signage would be designed by Greg Grace and cost somewhere between \$1,500 and \$2,000 and be made from a rigid material. The Commercial Club is requesting \$1,000 in support of the signage. Jeff Rens expressed concerns on vandalism. Mary stated that the market draws a couple hundred people to the street each Saturday.

Motion: To support the purchase of C-Street Market signage at \$1,000.
Moved: Erin Frerking
Second: Ryan Dock
Approved

V. Old Business

Discussion of Event/Project Support Application.

Erin Frerking stated that requesting a summary/post-event form/evaluation would be beneficial in future discussions on funding events. Ryan Dagen would like to see a list of participating businesses added to the form. Bob Pilkington expressed interest in getting requests for support as soon as possible so that the board has time to review, ask questions and receives responses to questions without feeling rushed. Ryan Dagen stressed that successful events take months of planning so requesting requests as early as possible shouldn't be an issue.

VI. New Business

Rusty Worley provided an update on ongoing conversations regarding the TIF and exploring possible additional parking options for the district including land owned by BNSF at Lyon and Commercial, Victory Trade School and other areas. Rusty will be meeting with City staff later to explore those options.

With the partnership with the Sports Commission, the current stock of C-Street brochures has been exhausted. Donnie Rodgers stated a need for additional brochures at this time to have available at upcoming events.

Motion: To purchase an additional \$500 in C-Street Brochures.
Moved: Jeff Rens
Second: Erin Frerking
Approved

VII. Establish Next Meeting

The next meet to be on Friday, April 12, 2013 at 9:30 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
April 11, 2013**

Present: Bob Pilkington, Lyle Foster, Ryan Dagen, Erin Frerking, Jina Gorham, Ryan Dock
UDA Staff: Donnie Rodgers, Rusty Worley, Matt Schaefer

I. Call to Order

President Bob Pilkington called the Commercial Street Community Improvement District Meeting to order at 9:34am.

II. Review and Approval of Previous Minutes

Motion: To approve March 8, 2013 Meeting Minutes.
Moved: Ryan Dagen
Second: Erin Frerking
Approved

III. Financial Report

Rusty Worley presented the Board with an updated Financial Report. Sales revenue for the month of March 2013 totaled \$2,742. YTD up 14.1% from last year. Current account balance of \$20,666.11

March 2013 Expenses - \$3,198.64

Maintenance Labor	\$868.64
Even Support	\$2,295.00

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

IV. Old Business

V. New Business

Bob Pilkington updated the Board on the Urban Districts Alliance strategic planning meeting prior. Bob stated he thought that it would be beneficial to the CID board to facilitate a planning meeting in the near future to perform a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis and plan goals for the board and district.

Lyle Foster opened discussion on a number of points for the board to consider.

- Consider a management fee to support the UDA efforts.

- Consultant support to help develop an identity for the street and how we reinforce it.
- Aggressive marketing and developed marketing strategy with budget support.
- Banners and street signage to reinforce the historic district.
- Parking with enhanced signage and landscaping.
- Support initiatives of Officer Millirons with Safety and Security.
- Entryway and gateway improvements.
- Print Media.
- Beautification including improved landscaping and holiday decorations.
- Focal points to increase traffic including art, sculpture, history.

Ryan Dagen stated that the first step should be to seek support of a consultant to help guide the rest of the steps. Bob brought up the question of what is there for people to come see/do, a consultant could help add focus. Erin stated the railroad as a strength. Ryan Dagen stated that a strength is more living and working environment, we're not a destination. Ryan Dock stated that we spend too much time trying to emulate downtown. Jina stressed that her main customers are tourists. She doesn't see many locals. Ryan Dagen agreed that the railroad/footbridge is a strong element for the street and doing more to develop the history and telling the story could be beneficial. Dock stated that his business does well against big downtown pub crawl events as an alternative. Rusty suggested exploring development of a Request for Proposals to get an ideal on feedback and pricing. Lyle agreed that it was important to get a fresh set of ideas.

Motion: To spend up to \$2000 for landscape improvements/maintenance.
Moved: Erin Frerking
Second: Lyle Foster
Approved

Motion: To purchase two new ash urns as a test.
Moved: Jina Gorham
Second: Ryan Dock
Approved

Discussion was opened on providing a management fee to the UDA for support of the C-Street CID. Ryan Dagen suggested considering 10% of the budget this year with potential of 15% next year. Ryan Dock suggested 10% management fee for next year's budget of \$35,000.

Motion: To provide \$3,000 for FY2012-2013 management fee to UDA.
Moved: Ryan Dock
Second: Erin Frerking
Approved

Lyle Foster suggested holding \$1,500 in next year's budget as a contingency plan and the addition of a 10% management fee for UDA.

Motion: To approve the FY2013-2014 budget with the proposed changes.
Moved: Ryan Dagen
Second: Lyle Foster
Approved

Motion: To approve \$275 towards advertising with Drury Theatre Department.
Moved: Erin Frerking
Second: Jina Gorham
Approved

VI. Establish Next Meeting

The next meeting to be on Friday, May 10, 2013 at 9:00 am at Big Momma's Coffee and Espresso Bar at 217 E. Commercial.

VII. Adjournment

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

**Commercial Street Community Improvement District
Board of Director Annual Meeting Minutes
May 10, 2013**

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

UDA Staff: Donnie Rodgers, Rusty Worley, Matt Schaefer

Guests: Kailey York, Mary Collette, Paul Parker, Anne and Andy Walls, Jerry and Hing Wah Hatch, Seeburg Muffler & Brake

I. Call to Order

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

II. Review and Approval of Previous Minutes

Motion: To approve April 11, 2013 Meeting Minutes.

Moved: Erin Frerking

Second: Lyle Foster

Approved

III. Financial Report

Rusty Worley presented the Board with an updated Financial Report. Sales revenue for the month of April 2013 totaled \$890. YTD up 14.1% from last year. Current account balance of \$16,965.52

April 2013 Expenses - \$4,279.39

Maintenance Labor	\$622.59
Ash Urns	\$381.80
Drury Theatre Program	\$275
UDA Management	\$3,000

Motion: To approve the financial report.

Moved: Jeff Rens

Second: Ryan Dock

Approved

IV. CID Budget FY2013-2014 Review

Rusty Worley presented the CID Budget FY2013-2014 for review. \$33,500 w/ net revenue of \$1,500.

Maintenance and Parking	\$12,500
Image Enhancement	\$15,200
Operational Expenses	\$5,800
Net Revenue	\$1,500

V. Public Hearing

Bob Pilkington opened the meeting up to Public Hearing. Mary Collette had a few recommendations for the Board to consider. Mary suggested that the new branding being considered for the district consider the street as a “party and event” destination. She’d like to see a reworking of the landscaping for consistency and be updated on the request for proposal process the Board is working on for the rebranding of the Commercial Street Historic District. Bob stated that the board was working with professionals to help on the landscaping. Paul Parker encouraged businesses surrounding the planters to pull dandelions and help maintain our landscaped areas. Kailey York suggested looking at a regular cleaning of the street and allies for glass and gravel. Mary Collette thanked the Board for support of the new C-Street Market signage. Bob asked how the market was doing this season. Mary stated that the weather so far had been terrible for the farmers market. Hing Wah Hatch stressed that owners should be encouraged to maintain their buildings. Representatives from Seeburg Muffler present to become more involved.

Motion: To close the public hearing.
Moved: Erin Frerking
Second: Ryan Dock
Approved

VI. Old Business

Motion: To approve the FY2013-2014 C-Street CID Budget
Moved: Lyle Foster
Second: Ryan Dock
Approved

Bob asked for an update on landscaping and mulching of planters. Donnie Rodgers stated was waiting on a bid from Greenworks who had completed the landscaping in the Fall. Rusty gave an update on recent conversations with the News-Leader and the development of a “Things to do” app. Lyle mentioned recent interaction with a couple from Rogers, Arkansas who had come up to visit Askinosie. He directed them to Savoy and also Artsfest. Lyle suggested looking to do more to promote the footbridge area. Mary suggested booklets with more specifics. Hing Wah suggested the idea of doing a large scale street festival like Walnut Street. Bob complimented Thriller and Pets & Pumpkins as good events for the district. Andy Walls said they’ve tried to spread out performances to encourage people to stay on the street and visit the businesses.

VII. Establish Next Meeting

The next meeting to be on Friday, June 14, 2013 at 9:00 am at Busch Municipal Building, 2nd floor west conference room.

VIII. Adjournment

Motion: To adjourn the meeting.
Moved: Jeff Rens
Second: Erin Frerking

**Commercial Street Community Improvement District
Board of Director Annual Meeting Minutes
June 14, 2013**

Present: Lyle Foster, Jina Gorham, Ryan Dock, Jeff Rens

UDA Staff: Donnie Rodgers, Rusty Worley

I. Call to Order

Vice President Jina Gorham called the Commercial Street Community Improvement District Meeting to order at 9:01am.

II. Review and Approval of Previous Minutes

Motion: To approve May 10, 2013 Meeting Minutes.

Moved: Jeff Rens

Second: Lyle Foster

Approved

III. Financial Report

Rusty Worley presented the Board with an updated Financial Report. Sales revenue for the month of May 2013 totaled \$3,650. YTD up 9.8% from last year. Current account balance of \$19,098.88- \$3k pledged towards streetscape improvements.

May 2013 Expenses

Maintenance Labor	\$660
Insurance	\$750
News-Leader Annual Meeting Ad	\$106.92

Motion: To approve the financial report.

Moved: Lyle Foster

Second: Ryan Dock

Approved

IV. Old Business

Discussion was opened on the Request for Proposals for the Commercial Street Community Branding. Jeff Rens stated that it would be nice to work with a local firm. Ryan Dock stated that a firm outside Springfield could offer an outside perspective. Lyle Foster raised the question about including an amount for budget. Rusty Worley stated that when that is a budget number listed, proposals generally all come in at that number. Lyle suggested that when the board interviews finalists, greater discussion can happen that time on cost.

Motion: To submit the Request for Proposals for Commercial Street Community Branding.

Moved: Ryan Dock

Second: Jeff Rens

Approved

V. New Business

Jina Gorham opened discussion on the MSU Back to Campus Issue. Jina felt it was good to advertise to students to help overcome negative perception. Lyle suggested a “Welcome to the Neighborhood” approach.

Motion: To purchase ½ page color ad in the MSU Standard Back to Campus Issue.
Moved: Jeff Rens
Second: Lyle Foster
Approved

Discussion was opened on the upcoming UDA Discover Downtown trip to Memphis. Ryan Dock offered to go and represent the Board on the trip.

Motion: To send Ryan Dock to represent the Commercial Street CID on the UDA’s Discover Downtown Trip
Moved: Lyle Foster
Second: Jeff Rens
Approved

Lyle opened discussion on considering a weekend film competition for the district. He had discussed it with Leah Hamilton w/ Springfield Regional Arts Council. Lyle stated it would be interesting to see C-Street through the eyes of a film maker. Jina suggested working with Commercial Club and the merchants to execute the event and the CID could provide the funds to support it. Lyle pointed to the history of film on the street including early silent film star Pearl White. Rusty suggested exploring ways to work with SATO48 and possibly sponsoring in some way to have elements of C-Street included in the filming.

Motion: To also send Donnie Rodgers to represent the Commercial Street CID on the UDA’s Discover Downtown Trip
Moved: Lyle Foster
Second: Jeff Rens
Approved

VI. Establish Next Meeting

The next meeting to be on Friday, July 12, 2013 at 9:00 am at Busch Municipal Building, 2nd floor west conference room.

VII. Adjournment

Motion: To adjourn the meeting.
Moved: Jeff Rens
Second: Lyle Foster

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
July 26, 2013**

Present: Erin Frerking, Ryan Dock, Ryan Dagen, Jeff Rens, Bob Pilkington

UDA Staff: Donnie Rodgers, Rusty Worley

Guest: Andy Walls, Anne Walls

I. Call to Order

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

II. Review and Approval of Previous Minutes

Motion: To approve June 14, 2013 Meeting Minutes.

Moved: Jeff Rens

Second: Ryan Dock

Approved

III. Financial Report

Rusty Worley presented the Board with an updated Financial Report. Sales revenue for the month of June 2013 totaled \$2,746. YTD up 8.2% from last year. Current account balance of \$17,960.68- \$3k pledged towards streetscape improvements.

June 2013 Expenses

Maintenance Labor & Taxes	\$2,205.28
District Brochures	\$478.65
Discover Downtown Trip	\$1,200.00

Motion: To approve the financial report.

Moved: Erin Frerking

Second: Ryan Dagen

Approved

IV. Old Business

Discussion was opened on the Commercial Street Community Branding and review of the 8 submitted proposals.

The Alchemedia Project

Erin Frerking stated that their proposal used a younger tone of voice that might not appeal to a wide demographic. Ryan Dock pointed out that the FUDE concept was not used by Price Cutter for Bistro Market. Erin stated that Keshia Alexander always had good ideas as a board member. Rusty Worley highlighted that they are a part of the Marlin Network that completed the website. They worked with Care to Learn previously and have helped to elevate the identity of that firm.

Erin expressed that overall she was impressed with all of the local firms. Ryan Dagen thought that a local firm might have a better idea of who we are.

Arnett Muldrow

Ryan Dagen expressed interest on that their focus is branding for communities with over 300 completed. Rusty stated that they were price competitively and their familiarity with Main Street communities could be a benefit to C-Street. Their budget included cost of a professional photographer.

Avant Marketing

Rusty stated that they seemed very process oriented and technical. However, their visuals and examples seemed to be limited.

Creativore

Rusty expressed that Creativore came highly recommend from the Springfield Area Chamber of Commerce and was also priced competitively. Ryan Dagen thought their work examples were strong. Bob pointed to their work with Cooper Run as a good example of work that expressed historic character, but still modern. Donnie pointed out that they do state that there would be additional costs such as photography if needed. Ryan Dagen expressed that the had a very affordable photographer that Eurasia has worked with in the past.

Departika

Ryan Dagen felt that the price was very aggressive in comparison to the other proposals. Rusty stated that Katie Canada seemed very interested in working with the Board. Departika helped launch the original "ItsAllDowntown.com" site and Rusty expressed that the UDA enjoyed working with them. Bob expressed interest if they could work within they price. Ryan Dock pointed to the fact that they are on C-Street, having familiarity could be good. Ryan Dagen stressed that will all the proposals we need to make sure we have the rights to the design work in the end.

Northstar

Donnie pointed to their undercover interviews as a unique idea. Ryan Dagen stated their work examples were excellent, however their proposal was not affordable for the board.

Radiant Brands

Ryan Dock stated that this was another firm with strong experience, however price was one of the highest and out of reach for the Board.

2balance

Erin thought their proposal communicated very well. Rusty pointed to their price as very strong, however questioned the possibility of future fees, such as social media management. Rusty was least impressed with their creative work. Bob was not impressed with their work with Brown Derby.

Discussion:

The board then discussed ranking of the top 4 proposals. Creativore, Arnett Muldrow, Departika and The Alchemedia Project were agreed to be the top 4 proposals. Concern on budget were discussed. Both Departika and The Alchemedia Project were outside the \$10-15k the board felt comfortable spending. Bob suggested followup with Departika and The Alchemedia Project to give the guideline of \$10-15k and see if they would be open to conversations getting the project into this price range. Ryan Dagen suggested a round of interviews for the Board to directly question the firms.

Motion: To continue conversation with the top four firm for Commercial Street Community Branding project, including The Alchemedia Project, Creativore, Departika, and Arnett Muldrow.

Moved: Ryan Dagen

Second: Jeff Rens

Approved

V. New Business

Andy Walls presented the Board with an update on Thriller. Andy stressed that the event had a regional draw that brought thousands to C-Street. Savoy/Dance With Me is currently seeking corporate sponsorships to help cover shortages. Andy stated the event needed help covering expenses on police/security, lighting and dj, t-shirts, professional photographer and videographer. Some revenue is generated by the Savoy from thriller classes offered. Ryan Dagen suggested looking at Kickstarter and the successful “Missouri is Awesome” campaign by Five Pound Apparel as an example of crowd source funding for the event. Bob stated that the board would discuss the proposal in August.

Bob stated that his term would be up in August and he would be happy to continue serving on the Board, but would like to step down as President after 4 years. Elections would be held at the next board meeting in August.

VI. Establish Next Meeting

The next meeting to be on Friday, August 16, 2013 at 9:00 am at Busch Municipal Building, 2nd floor west conference room.

VII. Adjournment

Motion: To adjourn the meeting.

Moved: Ryan Dock

Second: Jeff Rens

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
August 16, 2013**

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

UDA Staff: Donnie Rodgers, Rusty Worley

Guest: Andy Walls, Anne Walls

I. Call to Order

Vice President Jina Gorham called the Commercial Street Community Improvement District Meeting to order at 9:41 am.

II. Review and Approval of Previous Minutes

Motion: To approve July 26, 2013 Meeting Minutes.

Moved: Erin Frerking

Second: Jeff Rens

Approved

III. Financial Report

Rusty Worley presented the Board with an updated Financial Report. Sales revenue for the month of July 2013 totaled \$1,250. Down 78.9% from last year, however last July was abnormally high. Current account balance of \$18,269.12- \$3k pledged towards streetscape improvements.

July 2013 Expenses

Maintenance Labor & Taxes	\$625.43
Maintenance Supplies	\$15.98
MSU Ad	\$300

Motion: To approve the financial report.

Moved: Erin Frerking

Second: Jeff Rens

Approved

IV. Old Business

Thriller Request Discussion

Previous event support has just been for portapotties. This would be the third year for the event. Discussion on ensuring police coverage for the event that draws over 2,000 people to the street. The event lasts from 4:30pm to 7:30pm. Board requested that event look at protecting the landscaped beds from observers trampling them.

Motion: To support Thriller on C-Street with \$1,500 sponsorship.

Moved: Erin Frerking

Second: Jeff Rens

Approved

V. New Business

Postpone Board election until next month when the entire board is present.

VI. Establish Next Meeting

The next meeting to be on Friday, September 13, 2013 at 9:00 am at Busch Municipal Building, 2nd floor west conference room.

VII. Adjournment

Motion: To adjourn the meeting.

Moved: Erin Frerking

Second: Jeff Rens

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
September 13, 2013**

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

UDA Staff: Donnie Rodgers

Guest: Connie Rhoades w/ Tame Pet Mag

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 16, 2013 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 August 2013 totaled \$3,445.26. Current account balance of \$20,614.69- \$3k pledged towards streetscape improvements.

August 2013 Expenses

Maintenance Labor & Taxes	\$767.95
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Motion: To approve the financial report.

Moved: Jina Gorham

Second: Lyle Foster

Approved

IV. Old Business

Discussion on Community Branding RFP

President Bob Pilkington opened discussion on the three finalists; Departika, Arnett Muldrow and Creativore. Ryan Dagen stated that the firm chosen needs to be someone that will take charge of the process. Bob's preference would be to use someone locally. Ryan Dagen stated that they've seen two very different approaches with the contrast between ad agency and planning firm. Lyle Foster stated he was critical of using CID funds and sending them across the US, but Arnett Muldrow has a very strong skill set, national experience; offer a different set of eyes. Lyle stated that we had done public charrette before and that he had participated in one prior to opening Big Momma's when the Strategy for Success was developed. Bob asked the question if we are ahead of the game on branding? Are we not at the point where it is needed? Erin Frerking feels that it is the right time. Lyle stressed that present and future people know what their getting, that we need direction on how to move forward. Lyle felt that it is time to reinforce strategies and shore up

investment to build stronger synergy. Ryan Dagen stated that moving forward the budget should reflect commitment to this process and for implementation. Erin stated that everyone has got to buy in to the process. Lyle suggested the need for the board to attend the next Commercial Club meeting and communicate with them the process to help generate excitement for the program. Jina Gorham requested time over the weekend to consider all three proposals and interviews before a vote was called for.

Board of Directors Appointment/ Officer Elections

The three year terms of Bob Pilkington, Erin Frerking, Jeff Rens and Lyle Foster have ended. Each expressed interests in continuing serve on the Commercial Street Community Improvement District Board of Directors.

Motion: To reappoint Bob Pilkington, Erin Frerking, Jeff Rens, and Lyle Foster to serve on the Commercial Street Community Improvement District Board of Directors for a three year term.

Moved: Ryan Dagen

Second: Ryan Dock

Approved

Bob opened discussion on officer elections. Bob stated that he did not plan to serve another term as President and asked the board for nominations.

Motion: To appoint Ryan Dagen as president of the Commercial Street Community Improvement District Board of Directors.

Moved: Bob Pilkington

Second: Jeff Rens

Approved

Motion: To reappoint Jina Gorham as vice president of the Commercial Street Community Improvement District Board of Directors.

Moved: Lyle Foster

Second: Erin Frerking

Approved

Motion: To reappoint Ryan Dock as treasurer of the Commercial Street Community Improvement District Board of Directors.

Moved: Erin Frerking

Second: Jina Gorham

Approved

Motion: To appoint Erin Frerking as secretary of the Commercial Street Community Improvement District Board of Directors.

Moved: Bob Pilkington

Second: Ryan Dock

Approved

Lyle Foster commended Bob Pilkington for his leadership and efforts in serving as the Commercial Street Community Improvement District Board of Directors' first president.

V. New Business

Connie Rhoades w/ Tame Pet Mag presented the board with information on the 6th Annual Pets & Pumpkins event on October 19, 2013 from noon to 5pm. Connie thanked the Board for their support in prior years and requested support at the same level to help cover police, portapotties and some printing. Total costs not to exceed \$650. Bob thanked Connie for her leadership with the event.

Motion: To support the 6th Annual Pets and Pumpkins event up to \$650.
Moved: Erin Frerking
Second: Jeff Rens
Approved

VI. Establish Next Meeting

The next meeting to be on Friday, October 11, 2013 at 9:00 am at Busch Municipal Building, 2nd floor west conference room.

VII. Adjournment

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

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
October 11, 2013**

Present: Erin Frerking, Ryan Dagen, Ryan Dock, Bob Pilkington
UDA Staff: Donnie Rodgers

I. Call to Order

President Ryan Dagen called the Commercial Street Community Improvement District Meeting to order at 9:06 am.

II. Review and Approval of Previous Minutes

Motion: To approve September 13, 2013 Meeting Minutes.
Moved: Erin Frerking
Second: Bob Pilkington
Approved

III. Financial Report

Rusty Worley presented the Board with an updated Financial Report. Sales revenue for the month of September 2013 totaled \$2,541. Current account balance of \$22,566.46- \$3k pledged towards streetscape improvements.

September 2013 Expenses

Maintenance Labor & Taxes	\$497.20
Printing	\$92.41

Motion: To approve the financial report.
Moved: Bob Pilkington
Second: Ryan Dock
Approved

IV. Old Business

Discussion on Community Branding RFP Schedule

Arnett Muldrow & Associates has proposed the week of January 13th, 2014 for their site visit and community workshops. No one knew of any conflicts. Discussion opened on payment schedule. Ryan Dagen proposed requesting to break the payments into thirds, with the first due at the end of 2013, the second due after the site visit and the final payment due July 1, 2014. Donnie Rodgers will work with Tee Coker w/ Arnett Muldrow to confirm this. The Board discussed working with Commercial Club to help with implementation. Erin Frerking suggested banners or something tangible. Ryan Dagen suggested possibly travel cost and/or implementation with the initial findings from Arnett Muldrow. Ryan Dagen will meet w/ Kailey York, President of Commercial Club to explore ways of collaboration of the two organizations.

V. New Business

The annual contract with the Convention and Visitors Bureau is up for renewal. This contract includes a ¼ page ad, district listing and event listings in the annual visitors guide, plus digital advertising at the Springfield Branson National Airport

Motion: To support collaborative advertising initiatives with the CVB up to \$2,000.
Moved: Erin Frerking
Second: Bob Pilkington
Approved

Erin Frerking discussed the possibility of doing a coupon in the CVB's passport program. Donnie will gauge the interest of the merchants at their next meeting in participating.

Bob asked about the overall health of the street. Ryan Dagen mentioned the professional services seem very strong and there being more living and working. Café Cusco also seems to be off to a strong start and expanding to the second floor of the building.

VI. Establish Next Meeting

The next meeting to be on Friday, November 8, 2013 at 9:00 am at Busch Municipal Building, 2nd floor west conference room.

VII. Adjournment

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

**Commercial Street Community Improvement District
Board of Director Meeting Minutes
November 8, 2013**

Present: Jeff Rens, Ryan Dagen, Ryan Dock, Bob Pilkington, Lyle Foster
UDA Staff: Donnie Rodgers, Rusty Worley

I. Call to Order

President Ryan Dagen called the Commercial Street Community Improvement District Meeting to order at 9:06 am.

II. Review and Approval of Previous Minutes

Motion: To approve October 11, 2013 Meeting Minutes.
Moved: Bob Pilkington
Second: Jeff Rens
Approved

III. Financial Report

Rusty Worley presented the Board with an updated Financial Report. Sales revenue for the month of October 2013 totaled \$961. Current account balance of \$20,312.71- \$3k pledged towards streetscape improvements.

October 2013 Expenses

Maintenance Labor & Taxes	\$420.69
Event Support	\$1,000
CVB	\$1,795

Motion: To approve the financial report.
Moved: Ryan Dock
Second: Lyle Foster
Approved

IV. Old Business

Discussion on Community Branding

Arnett Muldrow & Associates had not issues breaking the payments into thirds, with the first due at the end of 2013, the second due after the site visit and the final payment due July 1, 2014. Jeff Rens stated that there will be a need to plan for implementation. Ryan Dagen will meet w/ Kailey York, President of Commercial Club to explore ways of collaboration of the two organizations. Ryan Dock stated that businesses will be a part of the overall process. Lyle Foster stressed the need to maximize the investment and involvement. Classes at MSU start that week. Felt it was important to include lofters in the discussion. Ryan Dagen suggested that it was time to discuss goals for 2014 and to outline the big things to accomplish. He encouraged the board to come with their top 3 goals in the December meeting.

V. New Business

Commercial Club has successfully leased the Jefferson Avenue Footbridge Plaza area in addition to the C-Street Market pavilion. Rusty Worley stated that it will help empower Officer Millirons and Officer Welsh with enforcement.

Donnie Rodgers updated the board on Candyland at the Footbridge. The event is planned for Saturday, December 7 at the Jefferson Avenue Footbridge plaza area from noon to 2pm. Ryan Dagen suggested working with North Point Church in the future. Lyle Foster thought the idea of working with them on other projects such as alley improvements would be good. Jeff Rens stated that they had been very good to work with.

Motion: To support Candyland at the Footbridge with the rental of a portapotty.

Moved: Lyle Foster

Second: Jeff Rens

Approved

Rusty Worley gave an update on the Responsible Hospitality Panel and stated that C-Street's liquor ordinance was being considered as an example for Pittsburgh to consider. In 2006, the district had 31 businesses, in 2013 52 businesses, with a net gain of 21 new businesses in 7 years.

VI. Establish Next Meeting

The next meeting to be on Friday, December 13, 2013 at 9:00 am at Busch Municipal Building, 2nd floor west conference room.

VII. Adjournment

Motion: To adjourn the meeting.

Moved: Jeff Rens

Second: Ryan Dock