



**Commercial Street Community Improvement District  
Board of Directors Meeting Minutes  
Wednesday, December 11th 2024, 10:00am  
Victory Mission Administrative Building, 1<sup>st</sup> Floor, 1715 N. Boonville**

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**Board Members Present:**

Irene Schaefer, President  
Travis Tindall, Vice President  
Amanda Ohlensehlen, Secretary  
Teresa Emerson, Treasurer  
Christine Schilling  
Lyle Foster

**Members of the Public:** Jamie Evans, Jody Vernon (Assistant Director Finance, City of Springfield), Shelby Wood Chance Parish, Shelby Chaney, Dan Dawson, Joseph Gidman, Mona Pieron, Steven Grove, Ron Bradshaw, Connie Rhoades Hinds, Matt Blevins, Matt Schaefer, Mary Collette

- I. Call to Order:** The meeting was called to order by President Irene Schaefer at 10:03 AM.
- II. Review and Approval of Previous Meeting Minutes:** Secretary Amanda Ohlensehlen presented the November 13th meeting minutes.  
**A motion was made by Travis Tindall to approve the minutes, seconded by Christine Schilling. Passed unanimously.**
- III. Financial Report:** Teresa Emerson presented the financial report, highlighting the balance sheet at \$39,246, after City reimbursement of \$25,000. Income is at -\$2,181 after a decrease in tax revenue of -18% as compared to the previous year.

A discussion followed regarding the *Thriller on C-Street* expenses reporting \$2,100 total; however, *Thriller* was only approved for \$1,500. Jamie Evans will confirm the \$2,100 listed is a result of \$1,500 for *Thriller* plus the \$600 for the *Sip and Shop* event. Concerns were raised about the declining financial situation and the need to explore alternative revenue sources, including the opportunity to revisit an increase in sales tax by .5%. It was noted that donations are always welcome. Any other possible options for income should be suggested and more discussion will take place when the Budget Committee begins their work.

Irene Schaefer provided a year-over-year comparison (calendar year 2023 vs. 2024), noting an -18% decrease in sales tax revenue. The decline is made up of approximately 40% business closure and 60% business downturn. The majority of the business closure decline was attributed to 90% "life events" (as in building sale, retirement, death, etc) and 10% due to slow business, foot traffic, and parking.

**A motion was made by Travis Tindall to approve the financials, seconded by Christine Schilling. Passed unanimously.**

**IV. New Business**

**Open Board Seat:** The board discussed the two applicants for the vacant board seat: Joseph Gidman and Matt Blevins. Both candidates introduced themselves, highlighting their experience and commitment to the C-Street district. The Board voted by secret ballot, with Chance Parish and Shelby Wood counting the votes. Joseph Gidman was selected to fill the vacant seat. The recommendation will be sent to the City. The City Council will hopefully approve the board appointment in January. This would allow Joseph Gidman to fill the board seat by the February 2025 Board Meeting.

**Footbridge Rehab Update:** Amanda Ohlensehlen provided an update on the Jefferson Avenue Footbridge rehabilitation project. BNSF has approached the City about the possibility of raising the footbridge 3 to 4 feet during the rehabilitation. At the December 16th Springfield City Council Meeting, a bill is anticipated to be brought forward seeking authorization for the City to enter into an agreement with BNSF to accept funds to conduct an engineering evaluation of the feasibility of raising the footbridge's height. The evaluation will also help determine what additional construction services may be needed if raising the bridge were to be added to the project scope. Concerns were raised about public input and the allocation of costs between the City and BNSF. Amanda stated that right now the city was only focused on the analysis.

**City C-Street Tree Information Session:** Irene Schaefer stated that a Tree Maintenance Information Session is scheduled for December 18, 2024, at 8:30 AM at the Environmental Resource Center. Amanda Ohlensehlen stated that the City will provide an agenda prior to the meeting. Also, any City public presentations will be made available—post meeting.

## V. Existing Business

**Street Safety:** Officer Shelby Chaney discussed increased vehicle thefts and break-ins in the area. She stated that Officers finished moving out of their Commercial Club offices several weeks ago. Officer Chaney stated that she would not be present at the next meeting, but someone should be there in her place.

**ARPA Funds:** Jody Vernon (Assistant Director Finance, City of Springfield) discussed the ARPA funds that were previously allocated to the CID in the sum of \$50,000. She stated that, after internal discussions and meetings with Chance and Irene, the City has opted to replace the allocated ARPA funds with \$50,000 from City general carryover funds. The city will use the ARPA funds elsewhere to complete other projects. This will remove many of the more stringent requirements and timelines for using the funds. This change does require City Council approval, which is anticipated to take place in January. The CID will be provided with a contract for signature after Council approval. Irene asked for confirmation that:

- Funds are to be used within a 12 month (calendar year January-December), not Fiscal Year.
- Funds will be disbursed based on eligible reimbursement categories through the Economic Vitality Department, as it has been done in the past.
- Categories will remain the same with Safety and Security and Street Assets.
- Jody will let the CID know as soon as the Contract is written.

## VI. Committee Reports

**Advertising Committee:** Chance Parish stated that the committee discussed retaining Nick Stewart from A-OK Studio for the 2025/26 fiscal year, provided Nick could continue at his current rate. The committee agreed that they wanted to maintain the *Visit Springfield, Missouri* (previously CVB) contract for 2025/26, at a total cost of \$2,400, which is an increase of \$200 from last year. The committee's total proposed budget will be sent to the Budget Committee. Social media ads were adjusted to 5-day runs (Tuesdays and Wednesdays will now be excluded) of two concurrent ads. Ads will run in Springfield and within a 30-mile radius of the city. After talking through costs and logistics, the committee agreed that it was best to continue use of the current rack card—with a few small modifications. Chance thanked Connie for her input and time when discussing the possibility of the trifold project. The committee will collaborate with the General Maintenance Committee to further discuss banner designs.

**General Maintenance Committee:** Chance Parish stated that the committee discussed using ARPA funding for additional map kiosk stands, a redesigned kiosk map, and additional table/chair sets. The 2025/26 budget was sent to the Budget Committee. The committee will collaborate with the Advertising Committee to further discuss banner designs.

**Budget Committee:** Irene Schaefer stated that the Budget Committee would meet in January. She discussed the budgeting process and noted that there would be a significant decrease from the previous year. The budget will be down -15% to -20% from last year.

## VII. Organization Updates

**Commercial Club:** Mary Collette provided updates on recent activities including the "*Light On*" C-Street event, snowflake decorations on Boonville, and the *Holiday Market*.

**C-Street Merchants:** Connie Rhoades-Hinds discussed the success of *Sip and Shop* and *Small Business Weekend*. She expressed gratitude for the cooperative spirit in putting together the *Small Business Saturday* (“*Lights On*” *C-Street*) event.

- VIII. Street News:** Irene Schaefer stated that *Bees Knees* has closed and that *Soozeezbeez* will be closing at the end of the year.
- IX. Public Comment:** Lyle Foster inquired about potential plans to pursue a sales tax increase, asking if this topic had been a board discussion. Lyle spoke against the idea of a tax increase, stating that he feels that focusing on attracting destination businesses would create more revenue than any tax increase. Matt Blevins reminded the Board that a \$2 million business joining the district would only generate approximately \$1,000 additional sales tax revenue, while an increase of .5% to the current rate would double revenue (approximately \$60,000-\$70,000). Christine Schilling expressed interest in exploring a discussion of a sales tax increase to address declining revenue. Matt Blevins supported the idea of both increasing revenue through attracting new business, as well as increasing sales tax revenue.
- X. Motion to adjourn meeting by Travis Tindall, seconded by Teresa Emerson. Passed unanimously. The meeting was adjourned at 11:09 am.**



**Commercial Street Community Improvement District  
Board of Directors Meeting Minutes  
Wednesday, November 13th 2024, 10:00am  
Victory Mission Administrative Building, 1<sup>st</sup> Floor, 1715 N. Boonville**

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**Board Members Present:**

Irene Schaefer, President  
Travis Tindall, Vice President  
Amanda Ohlensehlen, Secretary  
Christine Schilling  
Lyle Foster

**Absent (Excused):** Teresa Emerson, Treasurer

**Members of the Public:** Becky Volz, Matt Blevins, Jamie Evans, Dan Dawson, Ron Bradshaw, Shelby Chaney, Shelby Wood, Mona Pieron, Heidi Herrman Bacon, Connie Rhoades-Hinds, Danny Crisp, Joe Gidman, Mary Collette

- I. **Call to Order:** President Irene Schaefer called the meeting to order at 10:02 AM.
- II. **Review and Approval of Previous Meeting Minutes:** Amanda Ohlensehlen presented the minutes from the October 9th and October 22nd Board meetings. Irene Schaefer informed those present that Cindy Ussery had resigned her Board position at the October 22nd meeting. Irene noted that Cindy had been instrumental in the current success of C-Street and that she would be missed on the Board.  
  
**Motion to approve the October 9th meeting minutes by Travis Tindall, seconded by Amanda Ohlensehlen. Passed unanimously.**  
  
**Motion to approve the October 22nd meeting minutes by Travis Tindall, seconded by Amanda Ohlensehlen. Passed unanimously.**
- III. **Financial Report:** Irene Schaefer provided a financial update, noting a 4% increase in October funds and an -18% decrease fiscal year-to-date. Irene Schaefer reviewed the year-to-date figures, highlighting a -30% decrease compared to the previous calendar year due to business closures. The board discussed other potential reasons for the decrease.  
**Motion to approve the financial report by Travis Tindall, seconded by Christine Schilling. Passed unanimously.**
- IV. **New Business**  
  
**Open Board Seat:** Irene Schaefer discussed the Board seat that is currently vacant due to Cindy Ussery's resignation. Any interested parties who are qualified to fill the seat may apply for the vacancy. Applications are currently being accepted via a form that can be found on the CID Facebook page, the CID section of the [historiccstreet.org](http://historiccstreet.org) website, or via QR code on handouts that were made available to all parties present at the meeting. Applications will be accepted until November 30th. The Board will vote to fill the vacancy at the December 11th CID Board meeting. The term in question will expire on 07/13/2027.
- V. **Existing Business**

**Street Safety:** PAR Officer Shelby Chaney discussed increased motor vehicle thefts and home break-ins that are the result of the colder months of the year. She urged property owners to fill out and file a Letter of Enforcement with the Springfield Police Department. The document will allow SPD to deal with issues of trespassing and property violations even if the property owner is not present and cannot be contacted. She offered to provide Letters of Enforcement to those who needed them.

**CID Contractor Report:** Chance Parish provided an update on contractor activities. Chance discussed tasks he had been working on. These included (but were not limited to) social media postings/updates, social media ads, website updates. Chance provided analytics on social media ads and website visits for the previous month. Chance briefly discussed ARPA funds and the projects on which he had been working to gather quotes.

**ARPA Funds:** Irene Schaefer discussed the status of the ARPA funds allocated by the city. The CID has still received no contract concerning the funds or requirements. Irene discussed plans to create a list of potential projects that would exceed the \$50,000 allocated by the city. Her plan is to allow the Board to review and select from the list to utilize the \$50,000.

**TIF Update:** Amanda Ohlensehlen provided an update on the TIF amendment. The amendment will have its second reading and vote before the City Council on November 18th.

**Upcoming Board Activities:** Irene Schaefer outlined the upcoming budgeting process, board elections, and budget committee meetings. The General Maintenance and Advertising Committees have begun the budgeting process already. A -25% year-over-year reduction in budget is proposed. Carryover funds have been allocated to cover budgeted expenses for this year. Due to the absence of carryover funds next year, the budget will need to be carefully managed. Individuals interested in serving on the Budget Committee should contact Irene by the end of November. The first Budget Committee meeting will be held during the first week of January. The proposed budget for the next fiscal year will be presented to the CID Board at the February meeting. The Board will tentatively approve the proposed budget at the March meeting, allowing for submission to DOR and City by the end of March. A final budget approval will follow at the April meeting. The Board seats currently held by Teresa Emerson, Lyle Foster, Travis Tindall, and Christine Schilling will be up for re-election in April. These positions will be posted online for 45 days and applications will close in mid-March. Elections will be conducted by closed ballot at the April meeting. Newly elected Board members will assume their roles on July 1st. Officer elections will also take place at the annual April meeting.

## **VI. Committee Reports**

**Advertising Committee:** Irene Schaefer stated that this month's Advertising Committee meeting would be held later this afternoon. She reported that Heidi Herrman Bacon had joined the Advertising Committee. Irene stated that, at this point, the Advertising committee's role was minimal. Social media ads continue to be posted on a set schedule. And previously printed rack cards continue to be distributed.

**Decorating Committee:** Irene Schaefer reported that Cindy Ussery and Rodrigo Cabrejos, with the assistance of the helpers from the B.A.S.E. program, have successfully installed the holiday wreaths. Additionally, the holiday lights at the City Market have been completed. Mary Collette stated that the Commercial Club and the City Street Market are leading the "Small Business Saturday" / "Lights On" event. Mona Pieron and Chris Perry will be portraying Santa and Mrs. Claus at the event. Mosaic Arts Collective will be present performing carols on the street for the event. They will gather at the C-Street City Market to sing when the lights are turned on. Mayor McClure will officially light the tree at 5:30 PM. Irene Schaefer emphasized that the CID could not have accomplished these holiday initiatives without the collaborative efforts of various organizations and individuals. She thanked everyone who was involved in organizing the event.

**General Maintenance Committee:** Irene Schaefer stated that the committee was working to sell the snowblower since the sale was approved at the last CID Board meeting. Matt Blevins and Mary Collette will be doing research to settle on an acceptable price for the item.

**Budget Committee:** Irene Schaefer reiterated that individuals interested in serving on the Budget Committee should contact her by the end of November.

## **VII. Organization Updates**

**Commercial Club:** Mary Collette announced that the Commercial Club has a new board member. Justin Beiler stepped down from his board position, and Nathan Schuler from Dirk's Tavern has been appointed to fill the vacancy. The Commercial Club recently purchased two snowflakes to be installed on light poles, similar to those seen Downtown. Mary is currently in communication with City Utilities to explore the possibility of having them install electricity on two light poles so that the snowflakes can be installed. Mary expressed hope that one day these types of holiday lights could extend all the way down Boonville Avenue. If installation on light poles proves challenging, the snowflakes will be displayed on the Commercial Club building. Mary informed those gathered that the *Save Our Footbridge* Facebook page has transitioned into the *Friends of the Footbridge* page. This page will be used to help *the Friends of the Footbridge* plan and advertise a celebration for the reopening of the Jefferson Avenue Footbridge. Mary encouraged everyone to review the restoration ideas proposed by N-FORM Architecture which are currently being considered by the Landmarks Board. Mary highlighted this project as an example of how to properly approach restoration efforts.

**C Street Merchants:** Connie Rhoades-Hinds discussed the upcoming *C-Street Sip and Shop* event that is planned for November 16th.

- VIII. Street News:** Irene Schaefer stated that Cafe Basilico has closed its doors. She expressed her disappointment, as it was her favorite Italian restaurant in the city. Additionally, Irene reported the closure of Della's Beauty Plus and More. Irene shared that Joe Gidman will be opening a new restaurant, La Roux, early next year at 300 East Commercial Street.
- IX. Public Comment:** Christine Schilling reported that a survey is currently being distributed to local businesses to gauge their needs and desires. The survey aims to identify specific priorities within the business community that could aid in business retention. Becky Volz shared that, based on her conversations with neighborhood residents, the most common request for C-Street is the establishment of an ice cream shop. She emphasized that this desire was consistently expressed by multiple individuals.
- X. Motion to adjourn by Amanda Ohlensehlen, seconded by Travis Tindall. Passed unanimously. The meeting adjourned at 10:57 AM.**



**Commercial Street Community Improvement District  
Board of Directors Meeting Minutes  
Wednesday, October 9th 2024, 10:00am  
Victory Mission Administrative Building, 1<sup>st</sup> Floor, 1715 N. Boonville**

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**Board Members Present:**

Irene Schaefer, President  
Travis Tindall, Vice President  
Amanda Ohlensehlen, Secretary  
Teresa Emerson, Treasurer  
Christine Schilling  
Lyle Foster  
Cindy Ussery

**Members of the Public:** Cora Scott, Sgt. Michael Ramsey, Ron Bradshaw, Mona Pieron, Travis Stokes, Jamie Evans, Becky Volz, Eric Claussen, Colten Harris, Dan Dawson, Mary Collette, Danny Crisp, Connie Rhoades Hinds, Heidi Herrman Bacon, Chance Parish, Matt Schaefer

- I. **Call to Order/Welcome:** Irene Schaefer called the meeting to order at 10:01 am.
- II. **Review and Approval of Previous Minutes:** Irene Schaefer presented the September 11th meeting minutes. Lyle Foster requested an edit regarding a statement attributed to him about concrete dumpster pads. Lyle requested that the statement reflect that he did not believe that concrete dumpster pads on Frisco Lane would offer any enhancement of experience for visitors to C-Street.  
***Motion to approve September meeting minutes, by Travis Tindall, seconded by Teresa Emerson. Passed unanimously.***
- III. **Review and Approval of Financial Report:** Teresa Emerson presented the financial report. The balance as of September 6, 2024, was \$9,671.88. Lyle Foster asked if it was known when city reimbursement would be granted for the Frisco Lane dumpster pad project. Matt Schaefer told the Board that he would check on the status of the funds, and he assured the Board that the funds would be forthcoming. Lyle Foster proposed the idea of establishing a fiscal policy for a cash reserve that would cover between 3 to 6 months of expenses. Lyle stated that maintaining a certain balance at all times might be considered. Irene Schaefer stated that committees had already started the budgeting process for the next fiscal year, and that the budget would need to be finalized by the end of March.  
***Motion to approve September financials as presented, by Lyle Foster, seconded by Christine Schilling. Pass unanimously.***
- IV. **New Business**  
  
**Question 1 – Proposed  $\frac{3}{4}$ -cent Sales Tax Ballot Issue:** Cora Scott from the City of Springfield presented information about the sales tax and its impact on the community. The  $\frac{3}{4}$ -cent sales tax has been in place since 2009. It was renewed twice—in 2009 and in 2014. The tax will expire on March 31, 2025.  
  
**Introduction of Public Works Staff:** Irene Schaefer introduced Eric Claussen, Travis Stokes, and Colten Harris. Irene stated that Public Works may begin attending CID General Maintenance Committee meetings, or possibly the monthly CID Board Meeting, in order to answer questions about various projects and to keep communications with the Board open and transparent. Eric Claussen stated that he is happy to be involved and happy to help C-Street.

## V. Existing Business

**Street Safety:** PAR Officer Shelby Chaney was not in attendance. Sgt. Michael Ramsey attended in her place. Sgt. Ramsey informed the board that officers who have been working out of the Commercial Club building will soon be moving to 1600 N Boonville Ave to join the, also relocating, Workforce Development department. He stressed that his officers would not be moving very far and that they were still available to help C-Street.

**CID Contractor Report:** Chance Parish discussed tasks he had been working on. These included (but were not limited to) social media postings/updates, social media ads, website updates. Chance provided analytics on social media ads and website visits for the previous month. Chance stated that he had also been working closely with Irene Schaefer to help with the allocation of ARPA funds that the City of Springfield has granted the CID. Chance briefly mentioned the SGF Yields Lantern Walk which had taken place on October 5th—which he helped organize as a Woodland Heights Neighborhood volunteer. He thanked everyone on C-Street who participated. A discussion ensued with various Board members about which tasks Chance was working on and some felt that Chance should be visiting businesses more and working on business retention efforts. Amanda Ohlensehln suggested that realistic expectations about what was possible in a contract workers allocated hours might be in order. She suggested that some projects might require division of labor among various board members as well as help from the CID Contractor. Chance stated that he had finite time to devote to C-Street and that he would like clarity as to how prompts and direction were to work. He stressed that it was his understanding that he was to take direction, within the confines of his contract, from the President of the CID Board. Irene stated that further discussion of personnel would take place in a Closed Session, which she would be scheduling.

**ARPA Funds** Irene Schaefer provided an update on the ARPA funds and the various requirements associated with the allocation of those funds. She welcomed any questions that the Board might have.

## VI. Committee Reports

*Irene Schaefer discussed the formation of our CID committees, which comprise both standing and special committees. The Commercial Street CID was set up to operate similarly to the Downtown CID, which operates completely by committee. Committees submit proposed budgets to the Board for approval annually, then the committee is responsible for the spend of those budgeted items.*

**Advertising Committee Report** Cindy Ussery discussed the possibility of combining efforts between the CID and the C-Street Merchants Association and producing a trifold C-Street map that would replace current rack cards. Chance Parish has started discussion with Connie Rhoades Hinds about the project. Connie stated that she would be happy to be part of the discussion and would get back to Chance's communications once she was done with current commitments surrounding her *Pets and Pumpkins* event. Cindy Ussery stated that she was stepping down from the Advertising Committee. Irene Schaefer thanked Cindy for serving on the committee and stated that anyone who wanted to help with the Advertising Committee was welcome to reach out to herself or Chance Parish for further information.

**General Maintenance** Irene Schaefer stated that Travis Stokes attended the last General Maintenance Committee meeting and presented an update on the Ginkgo tree maintenance/removal plan. In the current plan, damaged trees would be removed first. Removal of trees in the core of the district would be moved to the end of the project. The committee is in favor of moving forward with the plan. Christine Schilling stated that she was not in favor of moving forward with the current plan. Lyle Foster stated that he thought this was an issue that should be decided by the full CID Board and not the General Maintenance Committee. Connie Rhoades Hinds stated that the prospect of removing any existing trees was not popular with merchants—who feel removal will be detrimental to the business of the district. Amanda Ohlensehln stated that she did not want stakeholders to lose any features of the district that they felt made the district unique. Amanda stated that she would coordinate with Eric Claussen and his team and put together a public input session where stakeholders could further discuss the Ginkgo tree issue. Eric Claussen stated that he would be happy to help with this. Irene Schaefer stated that



the General Maintenance Committee voted to recommend selling the snow blower owned by the CID and currently housed at the SIGWO building.

***Motion to sell the snowblower at a fair market price, by Teresa Emerson, seconded by Travis Tindall. Passed unanimously.***

**VII. Organization Updates**

**Commercial Club** Mary Collette discussed the upcoming *Thriller on C-Street* event which will take place on October 19th. Mary also discussed the *Bridge Bash and Brainstorming 2* event which will be held on October 10th at Historic Firehouse No. 2.

**C-Street Merchants Association** Connie Rhoades Hinds discussed the *Trick or Treat* event which will take place on October 26th from 3:30 pm until 5:30 pm. Connie stated that merchants were very excited about the event. Connie stated that *Sip and Shop* on November 16th would be the next big event from the Merchants Association.

**VIII. Street News** Amanda Ohlensehlen stated that the Job Center would be relocating to 1600 N Boonville Avenue.

**IX. Public Comment**

**X. *Motion to adjourn meeting by Teresa Emerson, seconded by Travis Tindall. Passed Unanimously. The meeting was adjourned at 11:16 am.***



**Commercial Street Community Improvement District  
Board of Directors Meeting Minutes  
Wednesday, September 11th 2024, 10:00am  
Victory Mission Administrative Building, 1<sup>st</sup> Floor, 1715 N. Boonville**

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**Board Members Present [Attendance/Meetings]:**

Irene Schaefer, President  
Travis Tindall, Vice President  
Teresa Emerson, Treasurer  
Christine Schilling  
Lyle Foster

**Absent (Excused):**

Amanda Ohlensehlen, Secretary  
Cindy Ussery

**Members of the Public:** Chance Parish, Dan Dawson, Danny Crisp, Matt Blevins, Joe Gidman, Jamie Evans, Shelby Chaney (PAR Officer), Connie Rhoades-Hinds, Michelle Hensley-Stracke, Matt Schaefer, Ron Bradshaw, Joe Gidman, Shelby Wood

**I. Call to Order/Welcome:** Irene Schaefer called the meeting to order at 10:01 am.

**II. Review and Approval of Previous Minutes:** The August 14th meeting minutes were presented. Christine Schilling questioned the accuracy of the beginning of the "Committee Reports" section of the August 14th minutes which read:

*"Irene Schaefer briefly discussed the function of the active CID Committees. She stated that the CID has formed and engaged committees with the understanding that each committee owns its own budget. They are encouraged to propose and monitor their budgets and use their funds at their discretion. The current active committees are made up of representatives from the CID, The Merchants Association, and the Commercial Club".*

Teresa Emerson, Travis Tindall, and Irene Schaefer stated that they remembered the statement being made in the meeting. Acknowledging that the statement may have been made, Christine questioned the policies alluded to in the quoted text. Irene Schaefer stated that the concern was noted.

**Motion to approve August meeting minutes, by Travis Tindall, seconded by Teresa Emerson. 3 in favor (Irene Schaefer, Travis Tindall, Teresa Emerson). 2 opposed (Lyle Foster, Christine Schilling).**

**III. Review and Approval of Financial Report:** The August Treasurer's Report was presented by Teresa Emerson. Teresa stated there was \$7,315.27 in the CID checking account at the end of August. Total income for the month of August was down 23% from last year. Teresa noted that there is a \$25,000 expense included for street fixtures/dumpster concrete pads, that will soon be reimbursed by the City. Analysis of YTD calendar 2023 vs 2024 shows down -22%. Business closures contributed approximately 10% of that number. Lyle Foster expressed displeasure with the spending of \$25,000 on dumpster/concrete pads for Frisco Lane. He found the amount, in relation to the finished product, disturbing.

**Motion to approve August financials as presented, by Travis Tindall, seconded by Irene Schaefer. 3 in favor (Irene Schaefer, Travis Tindall, Teresa Emerson). 2 opposed (Lyle Foster, Christine Schilling).**

**IV. New Business**

**Funds Request: C-Street Sip and Shop** Connie Rhoades Hinds presented a funds request in the amount of \$600 for the C-Street Sip and Shop event that is set to take place on November 16th. The event is anticipated to bring at least 1,500 people to C-Street. If approved, funds would be used to help pay for advertising and promotion for the event.

***Motion to approve the funding request for the amount of \$600 by Travis Tindall. Seconded by Christine Schilling, The motion was passed unanimously.***

**Request for donation for Victory Mission** Irene Schaefer stated that in four years of meeting at Victory Mission for CID business, a donation had never been made to Victory Mission to express the appreciation of the CID. Irene stated that she had communicated with Victory Mission and that the organization would be grateful for any donation that was given. Donations to Victory Mission would be used for poverty relief purposes and to help individuals become independent members of their community.

***Motion to make a one time donation to Victory Mission in the amount of \$500 by Travis Tindall. Seconded by Teresa Emerson. Passed unanimously.***

## **V. Existing Business**

**Street Safety** PAR Officer Shelby Chaney stated that there had been recent issues with people camping in the underpass at Lyon and Commercial, but that she had taken measures to alleviate the situation. There have also been some issues with trespassing along Blaine Street.

**CID Contractor Report** Chance Parish discussed tasks he had been working on. These included (but were not limited to) social media postings/updates, social media ads, website updates. Chance provided analytics on social media ads and website visits for the previous month. Chance briefly mentioned the SGF Yields Lantern Walk which will take place on October 5th beginning at 6:30pm. Chance is working on this event in his capacity as a Woodland Heights Neighborhood volunteer. The event will begin in Lafayette Park and bring pedestrians down the north side of C-Street from Lyon to Washington. Chance expressed his belief that the event was a free and easy way to bring positive publicity to C-Street.

**ARPA Funds** Irene Schaefer stated that she had been in communication with the City concerning the ARPA funds that were recently allocated to the CID. Irene stated that there were a lot of rules and hurdles attached to the funds. She is working on getting an identifier number from sam.gov at the moment. The spending and timeline have to be submitted by the end of the year. Projects must fit in the categories of Safety & Security and Street Assets, as approved by City Council. These categories can encompass multiple projects. There will be monthly meetings with the city to check on the timeline and progress. Irene stated that, as currently understood, the funds will be released to reimburse the CID for projects—the CID may have to plan for financing projects up front before receiving reimbursement. Lyle Foster discussed his belief that some of the ARPA funds should be spent on business retention; however, Irene Schaefer stated that she has confirmed with the City and ARPA that the funds, as currently allocated (and approved by City Council), could not be used for anything other than what Council voted on—which are the categories of Safety & Security and Street Assets. Any other categories, such as business retention or marketing, would not be eligible for reimbursement. Christine Schilling asked if there could be amendments made to include other categories. Irene stated that City Council approval would be required for any amendments.

## **VI. Committee Reports**

**Advertising Committee Report** Chance Parish informed the board that the committee had submitted a half page ad to the Convention & Visitors Bureau (CVB) for use in their visitor's guide. An ad has also been submitted to SGF Neighborhood News—who will be giving the CID free ad space in their winter issue.

**General Maintenance Committee** Irene Schaefer stated that dumpster pads had been poured on Frisco Lane on August 19th as planned. She stated that there had been some issues that should soon be resolved. The trash provider is currently having issues placing their receptacle in the allotted space.

Lyle Foster restated his objection to the dumpster pad project. Lyle stated that he did not believe that the dumpster pads on Frisco Lane offered any enhancement of experience to visitors to Commercial Street and, too often, he feels that CID dollars are spent on projects of this type. He stated that he felt the CID was using funds for projects that the City could carry out themselves. Travis Tindall stated that the dumpster pad project was not for beautification. The project was carried out because of municipal code requirements and so that businesses did not have to put dumpsters behind their buildings. Travis noted that the funds used for the project were funds allocated from the City for CID use. He stated that the board was underfunded and that the City had been asked for funding—and that such allocated funds come with requirements and strings attached. Connie Rhoades Hinds stated that she feels that the CID should not be forced into projects by the City and finds it frustrating that the district is forced to spend their sales tax dollars on City mandated projects.

Irene stated that the city would be revising their timelines on ginkgo tree removal and working on ways to resolve issues while taking stakeholders' opinions and ideas into account. The city does plan to go forward with the replacement of damaged ginkgo trees, however—the entire project would be pushed back at least 6 months. Irene stated that several community members joined this month's General Maintenance meeting to discuss the issue and they offered several solutions. Stakeholders feel that they are capable of taking responsibility for the fruiting trees through a series of events, netting solutions, and organized cleanups. Christine Schilling stated that she would like

the City to delay any tree removal until stakeholders are presented with explanations as to why the particular trees are slated for removal. Irene reminded the Board that they are welcome to attend any monthly Committee meetings. Lyle Foster stated that he felt that this issue should be handled at the board level. Irene reminded everyone that the ginkgo tree project has been in the planning for over 2 years with updates provided during monthly Board meetings.

## **VII. Organization Updates**

**Commercial Club** There was no update from the Commercial Club.

**C-Street Merchants Association** There was no update from the Merchant's Association. Connie Rhoades Hinds thanked the CID for their support of *C-Street Sip and Shop*.

## **VIII. Street News** Irene Schaefer read a prepared statement:

"A lot of issues continue to occur around the community, whether property development, TIF updates, ARPA funds/requirements, Committee meetings/action, Ginkgo trees or dumpster curb stops and many others. A lot of things are going all the time. What I have experienced is that things go smoother and more efficient when we work together as a Board. We have worked hard to build relationships with the City and community, while trying to consistently improve our communications.

If there are issues with the Street where the CID is involved, I ask that you please first try to work with your CID Board and/or committees before reaching beyond. While it is absolutely okay to contact anyone you want, before doing so, please remember that we are a Board, trying to work together to improve the community. I am hopeful that we can extend respect to one another.

While it's not required that we align on all topics, it is important that we are a united Board that can discuss our community issues and feel comfortable in doing so. If, at any time, any of you would like to have a closed session, please let me know. I would be happy to set up.

I am working hard to provide the community leadership that our CID Board represents, not only for today, but to attract future board members and future leaders of our community."

Christine Schilling stated she would like CID meetings to go beyond an hour when necessary. Irene stated that she would communicate to the Board to plan for 1 hour and 15 minute meetings.

## **IX. Public Comment**

- X. *Motion to adjourn meeting by Teresa Emerson, seconded by Irene Schaefer. 2 in favor (Irene Schaefer, Teresa Emerson). 2 opposed (Lyle Foster, Christine Schilling). The meeting was adjourned at 11:05 am.***



**Commercial Street Community Improvement District  
Board of Directors Meeting Minutes  
Wednesday, August 14th 2024, 10:00am  
Victory Mission Administrative Building, 1<sup>st</sup> Floor, 1715 N. Boonville**

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**Board Members Present [Attendance/Meetings]:**

Irene Schaefer, President  
Travis Tindall, Vice President  
Teresa Emerson, Treasurer  
Amanda Ohlensehlen, Secretary  
Christine Schilling  
Lyle Foster (via speakerphone)  
Cindy Ussery

**Members of the Public:** Chance Parish, Matt Blevins, Shelby Chaney, Dan Dawson, Matt Blevins, Anne Walls, Andy Walls, Mary Collette, Heidi Herrman Bacon, Matt Schaefer, Ron Bradshaw, Danny Crisp, Joe Gidman, Steven Grove

- I. **Call to Order/Welcome:** Irene Schaefer called the meeting to order at 10:04 am.
- II. **Review and Approval of Previous Minutes:** The July meeting minutes were presented.  
***Motion to approve July meeting minutes, by Travis Tindall, seconded by Cindy Ussery. Passed unanimously.***
- III. **Review and Approval of Financial Report:** Total balance sheet approximately \$36,000. July income down approximately \$1,000 from last year for -13% as compared to last July. Total net income for the month -\$1,600, as we paid our annual insurance in July.  
***Motion to approve June financials as presented, by Amanda Ohlensehlen, seconded by Travis Tindall. Passed unanimously.***
- IV. **New Business**
  - A. **Bank Signatures:** Irene Schaefer stated that Teresa Emerson, as Treasurer of the CID, needed to be added to the CID's bank account as a signer. There are currently three signers on the account. They are Travis Tindall, Irene Schaefer, and Christine Schilling.  
***Motion to remove Christine Schilling as a signer on the bank account and add Teresa Emerson as a signer—making the three signers Travis Tindall, Irene Schaefer, and Teresa Emerson—by Amanda Ohlensehlen. Seconded by Travis Tindall. Motion passed unanimously.***
  - B. **Funds Request: Thriller on C-Street** Anne and Andy Walls presented a funds request in the amount of \$1,500 for the *Thriller on C-Street* event that is set to take place on October 19th. The event is anticipated to bring 10,000 to 12,000 people to C-Street. A rolling street closure will take place as the event proceeds down C-Street.  
***Motion to approve the funding request for the amount of \$1,500 by Travis Tindall. Seconded by Teresa Emerson, The motion was passed unanimously.***

- C. **Funds Request: SGF Culturefest 2024** Joe Gidman presented a funds request in the amount of \$1,500 for the *SGF Culturefest* event that is set to take place on September 28th. The event is anticipated to bring about 5,500 people to the street. A closure of a portion of the street will take place as part of the event.  
***Motion to approve the funding request for the amount of \$1,500 by Teresa Emerson. Seconded by Christine Schilling, The motion was passed unanimously.***
- D. **TIF Update** Amanda Ohlensehlen stated that the TIF Commission would meet on September 19th at 11:00 am at the Busch Building. She stated that the City was also working to schedule another meeting with C-Street stakeholders and the public before the TIF Commission meeting. More information will be forthcoming. Amanda stated that notices for the upcoming TIF Commission meeting had already been mailed out. Amanda reiterated that she and/or Matt Schaefer were happy to answer any questions related to the TIF and upcoming meetings.
- E. **Request for donation for Victory Mission** Irene Schaefer stated that the CID had been meeting at Victory Mission for 4 years now. She stated that Victory Mission has been wonderful and accommodating during that time—and they have even allowed the City to host community meetings in their space. Irene stated that the CID Board had discussed a contribution to Victory Mission before, but nothing was ever decided. She asked if the Board would like to consider a donation to Victory Mission for allowing continued use of the space. She stated that a donation could be made or that the CID might provide some sort of sponsorship for an activity or an event. Travis Tindall stated that he thought it best for the CID Board to meet with representatives of Victory Mission before coming to a conclusion.

## V. Existing Business

- A. **Street Safety:** PAR Officer Shelby Chaney stated that she had been away for a few weeks and was still catching up on work. She stated that there has been an uptick in complaints of homeless activity (i.e. camping and sleeping on public and private property) in the area. Officer Chaney suggested that property owners fill out and file Letters of Enforcement with SPD.
- B. **CID Contractor Report** Chance Parish discussed tasks he had been working on. These included (but were not limited to) social media postings/updates, social media ads, website updates. Chance provided analytics on social media ads and website visits for the previous month. Chance mentioned that social media ad spending was \$50 higher for the month because the CID helped to promote C-Street Summer Faire.

## VI. Committee Reports

*Irene Schaefer briefly discussed the function of the active CID Committees. She stated that the CID has formed and engaged committees with the understanding that each committee owns its own budget. They are encouraged to propose and monitor their budgets and use their funds at their discretion. The current active committees are made up of representatives from the CID, The Merchants Association, and the Commercial Club.*

- A. **Advertising Committee Report** Chance Parish discussed the finalized contract with the Convention & Visitors Bureau (CVB). The CID will be placing a half page ad in the CVB's Visitors Guide. The Advertising Committee has opted not to contract for rack card placements in Visitors Guides. Cindy Ussery stated that the committee had discussed utilizing KSMU as a means to advertise larger events on the street. Discussions are still in progress. A decision will be forthcoming.
- B. **General Maintenance Committee** Irene Schaefer informed everyone that concrete pads for new dumpster sites would be poured on Frisco Lane on Monday, August 19th. There is no street/alley closure planned. Work should not take long and traffic, for the most part, should be unaffected.

## VII. Organization Updates

- A. **Commercial Club** Mary Collette stated that the main focus of the Commercial Club at the moment is planning for the reopening of the Jefferson Avenue Footbridge. Commercial Club is working with

*Friends of the Footbridge* and focusing their energies on creating a celebration around the Footbridge's reopening.

- B. C-Street Merchants Association** Christine Schilling stated that Merchants were focused on upcoming events, namely SGF Culturefest which will take place on September 28th and the next C-Art Art Market which is planned for October 6th. Christine also stated that the upcoming weekend would be move-in weekend at Drury University. Merchants are anticipating increased traffic this weekend because of this.
- VIII. Street News** Irene Schaefer stated that she thought July 27th's *C-Street Summer Faire* was a success and that she was thankful that the event brought so many new people to the street. Irene stated that Moon City Pub had reopened under new ownership. Christine Schilling stated that Q Enoteca may start opening on Fridays and Saturdays.
- IX. Public Comment** Christine Schilling stated that repairs were set to be carried out on her building and that the CID's snow blower, currently housed on her property, needed to be relocated. The machine will have to be left outside if it stays at her property and will be unsecured. Irene Schaefer stated that she would look into the situation and discuss it with Christine at a later time
- X. Motion to adjourn meeting by Cindy Ussery, seconded by Teresa Emerson, passed unanimously. The meeting was adjourned at 11:06 am.**



**Commercial Street Community Improvement District  
Board of Directors Meeting Minutes  
Wednesday, July 10th 2024, 10:00am  
Victory Mission Administrative Building, 1<sup>st</sup> Floor, 1715 N. Boonville**

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**Board Members Present [Attendance/Meetings]:**

Irene Schaefer, President  
Travis Tindall, Treasurer  
Amanda Ohlensehlen, Secretary  
Christine Schilling  
Lyle Foster  
Cindy Ussery

Teresa Emerson, Excused Absence

**Members of the Public:** Chance Parish, Jamie Evans, Shelby Wood, Matt Blevins, Dan Dawson, Mary Collette, Steven Grove, Shelby Chaney, Connie Rhoades-Hinds, Matt Schaefer, Ron Bradshaw, Matt Schaefer

- I. **Call to Order/Welcome:** Irene Schaefer called the meeting to order at 10:03 am.
- II. **Review and Approval of Previous Minutes:** The June meeting minutes were presented.  
***Motion to approve June meeting minutes, by Travis Tindall, seconded by Amanda Ohlensehlen. Passed unanimously.***
- III. **Review and Approval of Financial Report:** June performance was -59% down from June of last year, after Missouri Department of Revenue (DOR) correction of reversing \$2,500 from prior errors. Taking that out of numbers, we are down approximately -28%, bringing year to date to -5% under last year. Total carryover from 2023-24 budget year into 2024-25 is approximately \$35,000, as compared to our budgeted amount of \$15,000.  
***Motion to approve June financials as presented, by Travis Tindall, seconded by Amanda Ohlensehlen. Passed unanimously.***
- IV. **New Business**

Irene passed out copies of the 2023-24 event spending which totaled \$7,900 as a reminder of what event funding may come up this year. The 2024-25 budget is set at \$9,000.

  - A. **Funds Request: C-Street Summer Faire** Connie Rhoades-Hinds presented a funds request for the *C-Street Summer Faire* which is scheduled to take place on July 27th from 10:00 am until 7:00 pm on Historic C-Street. The event will coincide with the opening weekend of the *Ozark Empire Fair*. The plan is to utilize as many locations on the street as possible in order to draw foot traffic to the entirety of C-Street. Connie is hopeful that the event will draw at least 1,000 visitors. The request is for \$1,000 to help cover the cost of advertising and to help pay for activities and entertainment. Christine Schilling stated that she was on the committee that would be planning the *C-Street Summer Faire*.  
***Motion to approve the funding request for the amount of \$1,000 by Christine Schilling. Seconded by Travis Tindall, The motion was passed unanimously.***



- B. Funds Request: BridgeBash & Brainstorm** Mary Collette presented a funds request that had been previously submitted by Ramona Pieron. Ramona is overseeing the Friends of the Footbridge group which hopes to begin planning a celebration for the reopening of the Jefferson Avenue Footbridge in 2026. The *BridgeBash & Brainstorm* event will be open to the entire community. Tim Rosenbury will facilitate the event. The plan is to serve brats and other simple refreshments to guests. The event will consist of an informal brainstorming session to collect ideas for the Jefferson Avenue Footbridge reopening celebration. The hope is that the CID Board will approve the spending of up to \$500. Ramona will purchase refreshments and required supplies and submit receipts for reimbursement. Lyle Foster stated that he was a member of the Friends of the Footbridge group.
- Motion to approve the funding request up to the amount of \$500 by Lyle Foster. Seconded by Christine Schilling. 4 in favor (Lyle Foster, Christine Schilling, Cindy Ussery, Amanda Ohlensehlen). 1 opposed (Irene Schaefer). 1 abstention (Travis Tindall). Motion passed.***
- C. TIF Update** Amanda Ohlensehlen stated that the PowerPoint presentation from the June 6th *TIF Update Meeting and Input Session* is still online for anyone interested. Data from the Public Input Survey has not been compiled yet. Appointments to the TIF Commission will be going before City Council on July 22nd. City staff will be scheduling a TIF Commission meeting after that. At least 45 days have to be allowed for public notice. Stakeholders will be notified before the meeting. Affected taxing jurisdictions will be notified and property owners in the TIF District will receive notice. Communications will also be made to the C-Street CID, The C-Street Merchants Association, and the Commercial Club of Springfield

## **V. Existing Business**

- A. Street Safety - PAR Officer** Shelby Chaney stated that, as requested, she looked into the feasibility of installing signage on the street to inform bike riders of the illegality of riding a bike on a sidewalk in a business district such as C-Street. After speaking with Traffic Engineer Grady Porter, Officer Chaney was informed that signage would not be installed. The number of bike riders utilizing the sidewalks of C-Street seems too low to warrant signage.
- B. CID Contractor Report** Chance Parish discussed tasks he had been working on. These included (but were not limited to) social media postings/updates, social media ads, website updates. Chance provided analytics on social media ads and website visits for the previous month. Chance also stated that, in the next few days, he would be meeting with representatives from the Ozarks Lyric Opera to help install costumes from their April production of *Black Rider: The Casting of the Magic Bullets* in the windows of the SPOA building at 233 E Commercial Street.

## **VI. Committee Reports**

- A. Advertising Committee Report** Chance Parish stated that he and Irene Schaefer would be meeting later in the afternoon with a representative from the Springfield Convention & Visitors Bureau (CVB) to finish details on that advertising contract. More information will be forthcoming. Chance stated that Nick Stewart from A-Ok Studio would be providing some content that could be crossposted to YouTube and feasibly TikTok. Connie Rhoades-Hinds made an inquiry about data related to QR Code scans during the *Floral Stroll*. Chance stated that he could not track QR Code data per se but could provide data on website visits for the day of the *Floral Stroll*. He agreed to send Connie that information as soon as possible. Irene Schaefer stated that she was pleased that analytics were now so readily available for advertising and content. Irene stated that banner designs for new light pole banners would soon be presented to the public in the form of a survey on social media.
- B. General Maintenance Committee** Irene Schaefer stated that the city has provided a schedule for the replacement of the female Ginkgo trees on the street. The first phase of the plan will begin sometime in late summer or early fall. Irene will work on getting a schedule available to stakeholders. Irene stated that the city had provided boulders/rocks for some beds in the district. Irene stated that City Council had approved the licensing agreement required to move forward with concrete pads for dumpsters on Frisco Lane. Irene will provide further updates as that project progresses. Irene mentioned that there had been discussions with the city about refreshing the crosswalks in the district with new paint and stain. Irene also stated that the committee was open to suggestions for the spending of allocated ARPA funds. Anyone with suggestions can contact Irene or email the CID Office at [HistoricCstreet@gmail.com](mailto:HistoricCstreet@gmail.com).

**VII. Organization Updates**

**A. Commercial Club** Mary Collette stated that the July Commercial Club meeting had been canceled.

**B. C-Street Merchants Association** Connie Rhoades Hinds stated that the *Floral Stroll* event which took place on June 29th had a wonderful turn out. Merchants would like to continue the event in the future and would love to continue seeing the event grow.

**VIII. Street News** Irene Schaefer stated that Celebrations on C-Street would be opening soon at 215 W Commercial Street. She stated that MJ's Flea Market is closing after 26 years in business and that VTG 315 has also closed. Amanda Ohlensehlen stated that the City of Springfield was now in possession of the property at 1660 and 1661 N Boonville Avenue. The Economic Vitality and Workforce Development Departments will be combining and the workforce division will be using this space for their operations.

**IX. Public Comment** Jamie Evans stated that she would not be at next month's meeting. She will work on getting all reports submitted and coordinate with Irene to get checks signed, though. Lyle Foster discussed business closures on the street and the need for business retention. Lyle suggested that Chance Parish could work on creating a survey that could be given to closing businesses to fill out—so that data could be gathered as to why businesses closed, relocated, etc.

**X. Motion to adjourn meeting by Amanda Ohlensehlen, seconded by Christine Schilling, passed unanimously. The meeting was adjourned at 11:07 am.**



**Commercial Street Community Improvement District  
Board of Directors Meeting Minutes  
Wednesday, June 12th 2024, 10:00am  
Victory Mission Administrative Building, 1<sup>st</sup> Floor, 1715 N. Boonville**

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**Board Members Present [Attendance/Meetings]:**

Board Members Present [Attendance/Meetings]:

Irene Schaefer, President

Travis Tindall, Vice-President & Treasurer

Amanda Ohlensehlen, Secretary

Teresa Emerson

Christine Schilling

Lyle Foster

Cindy Ussery

**Members of the Public:** Chance Parish, Jamie Evans, Dan Dawson, Shelby Chaney, Matt Schaefer, Mary Collette, Justin Beiler, Mona Pieron, Ron Bradshaw, Connie Rhoades-Hinds, Heidi Hermann, Shelby Wood

- I. **Call to Order/Welcome:** Irene Schaefer called the meeting to order at 10:04 am.
- II. **Review and Approval of Previous Minutes:** The May meeting minutes were presented.  
***Motion to approve May meeting minutes, by Teresa Emerson, seconded by Cindy Ussery. Passed unanimously.***
- III. **Review and Approval of Financial Report:** May Treasurer's report presented by Teresa Emerson. Revenue for June down -6.5% from June 2023. Overall year to date, revenue up approximately 1%. Received reimbursement from City \$682.  
***Motion to approve May financials as presented, by Christine Schilling, seconded by Travis Tindall. Passed unanimously.***
- IV. **New Business**
  - A. **TIF Update:** Amanda Ohlensehlen spoke about the TIF Update Meeting & Input Session that had taken place on June 6th. Amanda stated that the powerpoint presentation from the event was available online. She also stated that a Public Input Survey would be available online until the end of the month. She urged everyone to fill out the survey and share it online. After the survey is completed and information has been received there will be future input sessions with stakeholders to discuss the next steps.
- V. **Existing Business**
  - A. **Street Safety - PAR Officer** Shelby Chaney stated that the area surrounding C-Street had seen recent copper thefts and residential burglaries. She urged property owners to fill out and file a *Letter of Enforcement* with the Springfield Police Department. The document will allow SPD to deal with issues of trespassing and property violations even if the property owner is not present and cannot be contacted. Officer Chaney entertained questions from those present. Several of those gathered had concerns about bicycles being used on sidewalks. Officer Chaney stated that the city was reluctant to install signage in the district because of fears of having to install similar signage in various locales. At the urging of Mary Collette, Officer Chaney stated that she would look into the

feasibility of installing some sort of signage (sticker, decal, etc.) directly on the sidewalk to remind bike riders that it was illegal to ride on the sidewalk in a business district.

- B. CID Contractor Report** Chance Parish discussed tasks he had been working on. These included (but were not limited to) social media postings/updates, social media ads, website updates. Chance provided analytics on social media ads and website visits for the previous month.

## **VI. Committee Reports**

- A. Advertising Committee Report** Cindy Ussery stated that the Advertising Committee had been discussing the feasibility of starting a TikTok account and beginning to utilize YouTube more. She referenced the Committee's discussion with Nick Stewart from A-Ok Studio who currently contracts with the CID to produce creative content for those platforms.
- B. General Maintenance Committee** Irene Schaefer discussed the current state of the banners that decorate the light poles in the district. The banners are beginning to show their age. Some are rotting and tearing. New designs for banners are being explored. There are currently three designs for new light pole banners under review. The current plan is to create a survey for sharing on social media to take public input into consideration when choosing the best design. Irene also stated that the irrigation system for the flower beds on the street had been repaired and, as of this morning, was operational again.

## **VII. Organization Updates**

- A. Commercial Club** Mary Collette discussed the upcoming Frisco Railfest that will take place on June 15th at the C-Street City Market. Mary stated that the C-Street City Market was becoming known as a "go to" destination. Mary briefly discussed the Jefferson Avenue Footbridge Restoration. She stated that discussions about the Footbridge Plaza area had begun already as well. Mary stated that discussions for a bridge reopening celebration had started. The tentative date for the celebration will be April of 2026. Mary would like to see the event incorporated as part of the centennial celebration of the City of Springfield.
- B. C-Street Merchants Association** Connie Rhoades Hinds stated that Merchants were looking forward to putting on several events. A Floral Stroll will be held on June 29th. Previously allocated CID funds will be used to help with the cost of signage and advertising for this event. A *Tacky Tourist* event is planned for July 13th. And at the end of July a *C-Street Summer Faire* is being planned. Details on that event are forthcoming.

- VIII. Update on Street Developments** Irene Schaefer discussed the demolition of the building 540 E Commercial Street. She commended the property owner for carrying out the project in a tidy and orderly manner and for making sure that many of the materials would be reused elsewhere. Irene urged everyone to review Forward SGF Chapter 14, which is the Strategic Plan for C Street put together by the City, stakeholders, and consultants. The plan provides options for the future vision of C-Street and goals over the next 20 years. Irene reiterated that the plan was well thought out and gave C-Street its own identity. The plan can be viewed by visiting [www.forwardsgf.com/plan](http://www.forwardsgf.com/plan).

- IX. Public Comment** Mona Pieron stated that she thought the *C-Art Art Market* event that took place on June 2nd was wonderful. She expressed how happy she was to have participated in the event as part of the *Woodland Heights Neighborhood Association's Art Committee*.

- X. Motion to adjourn meeting by Travis Tindall, seconded by Teresa Emerson, passed unanimously. The meeting was adjourned at 10:45 am.**



**Commercial Street Community Improvement District  
Board of Directors Meeting Minutes  
Wednesday, May 8th 2024, 10:00am  
Victory Mission Administrative Building, 1<sup>st</sup> Floor, 1715 N. Boonville**

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**Board Members Present [Attendance/Meetings]:**

Irene Schaefer, President  
Amanda Ohlensehlen, Secretary  
Teresa Emerson  
Christine Schilling  
Lyle Foster  
Cindy Ussery  
Travis Tindall-Excused Absence

**Members of the Public:** Chance Parish, Jamie Evans, Dan Dawson, Ron Bradshaw, Mary Collette, Matt Schaefer, Connie Rhoades-Hinds, Officer Shelby Chaney, Marianne Stafford, Justin Beiler, Steven Grove, Mona Pieron, Ron Bradshaw

- I. **Call to Order/Welcome:** Irene Schaefer called the meeting to order at 10:01 am.
- II. **Review and Approval of Previous Minutes:** The April meeting minutes were presented.  
***Motion to approve April meeting minutes, by Cindy Ussery, seconded by Teresa Emerson. Passed unanimously.***
- III. **Review and Approval of Financial Report:** Total income \$5,689 which was 27% over last year, driven by an unusually high payment of use tax. Actual sales tax saw an increase of 18%, bringing our year to date to 2% over last year. Total assets at \$39,306 after reimbursement from City of \$,8456.  
***Motion to approve April financials as presented, by Teresea Emerson, seconded by Amanda Ohlensehlen. Passed unanimously.***
- IV. **Existing Business**
  - A. **Street Safety - PAR Officer** Shelby Chaney stated that she would be expanding the scope of her monthly reports to include adjacent areas and not just C-Street proper. With this in mind she let everyone know that crime was not trending on C-Street but that there had been reports of vandalism, theft, and residential burglary in areas bordering C-Street. She reminded everyone that summer was starting and the influx of unoccupied young people could cause issues with minor nuisances in the area. She urged everyone to lock their vehicles and buildings. And she reminded everyone to write down serial numbers of items that were of value in case a theft should occur.
  - B. **CID Staff Report** Chance Parish discussed tasks he had been working on. These included social media postings/updates, social media ads, website updates. Chance provided analytics on social media ads and website visits for the previous month.
- V. **Committee Reports**
  - A. **Advertising Committee Report** Cindy Ussery stated that the Advertising Committee had been reviewing designs for lamppost banners. A final design has not been decided on yet. Pricing quotes

have not been completed. Cindy discussed the advertising contract with the Convention and Visitors Bureau (CVB). The CVB is going up on their advertising prices for the coming year. During a conference call with the CVB the Advertising Committee was able to get a commitment from the CVB to move forward with a new contract for the coming year at the same price as last year. Cindy urged anyone with advertising ideas to reach out to the committee.

- B. Decorating Committee** Cindy Ussery stated that the committee would likely meet sometime in June to discuss Christmas wreaths and other decor. The committee would also like to see some seasonal decor on the street.
- C. General Maintenance Committee** Irene Schaefer stated that sites for dumpster pads have been confirmed. A licensing agreement from the city is still requisite and forthcoming. After meeting with the City and the contractor, Liming Concrete, it was determined that Frisco Lane will not be closed for the installation of the dumpster pads. Irene thanked Paul Hall for installing new maps at the Kiosk stations on the street, as well as Cindy Grace, Heather Heinrichs, and Karen Beiler for adopting landscaping beds, planting, and doing all maintenance. Their efforts are greatly appreciated.

## **VI. Organization Updates**

- A. Commercial Club** Mary Collette discussed the upcoming "Toast to Tourism" event that the CVB is hosting on C-Street on May 23rd. A street closure is planned between Robberson and Boonville for the event. The event will highlight the functions of the CVB, tourism in Springfield, and will showcase all that C-Street has to offer. Mary let everyone know that the History Museum would be hosting Walking Tours on C-Street on the first Saturday of every month up until August 3rd.
- B. C-Street Merchants Association** Connie Rhoades Hinds stated that Merchants were working on creating an updated Shopping & Dining Map. Connie stated that the Floral Stroll event was going forward. A date in June is preferred, but has not been decided yet. A "Tacky Tourist" event is also being discussed. That will be a Saturday event, but no date has been decided. There is also discussion of a "C-Street Fair" event that would tentatively take place at the end of July. Details for this event will come later. Other upcoming events include Rail Fest, Bicycle Swap Meet, Walking Tours, and C-Art.
- C. 2024-2025 City Funding** Irene Schaefer stated that the CID's request for City funds was not included in the City's preliminary budget. She will be resubmitting our request and communicating the need for this support to C Street.

- VII. Update on Street Developments** Amanda Ohlensehlen stated that there would be a public meeting to provide information on the Jefferson Avenue Footbridge on May 16th from 5:00pm - 6:00pm at Victory Mission. She stated that there will also be a TIF Project Update and Input Session on June 6th from 5:00pm - 6:30pm at Victory Mission. Amanda had no immediate updates for the Commercial-Pacific Development Project.
- VIII. Public Comment** Mary Collette reiterated how important that she thought it was to maintain the TIF and receive adequate compensation if any properties were to be removed from the TIF. She stated that numerous public projects on C-Street have depended on TIF funds. She stressed the importance of negotiating a TIF buyout.
- IX. Motion to adjourn meeting by Cindy Ussery, seconded by Teresa Emerson, passed unanimously. The meeting was adjourned at 10:54 am.**



**Commercial Street Community Improvement District  
Board of Directors Meeting Minutes  
Wednesday, April 10th 2024, 10:00am  
Victory Mission Administrative Building, 1<sup>st</sup> Floor, 1715 N. Boonville**

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**Board Members Present [Attendance/Meetings]:**

Irene Schaefer, President  
Travis Tindall, Vice-President & Treasurer  
Amanda Ohlensehlen, Secretary  
Teresa Emerson  
Christine Schilling  
Lyle Foster  
Cindy Ussery

**Members of the Public:** Chance Parish, Jamie Evans, Shelby Wood, Heidi Herrman, Randy Bacon, Justin Beiler, Susan Wade, Steven Grove, Ron Bradshaw, Mary Collette, Matt Schaefer, Connie Rhoades-Hinds, Officer Shelby Chaney

- I. **Call to Order/Welcome:** Irene Schaefer called the meeting to order at 10:00 am.
- II. **Review and Approval of Previous Minutes:** Irene Schaefer presented the March meeting minutes.  
***Motion to approve March meeting minutes, by Teresa Emerson, seconded by Lyle Foster. Passed unanimously.***
- III. **Review and Approval of Financial Report:** Travis Tindall presented the financial report for March. March revenue down -30% as compared to last March; however, year to date still a positive +8%. Amanda reported that sales tax revenue is not growing at the same pace as the past few years and the City is not planning a large increase for next year's budgeting. CID total current assets at approximately \$40,000.  
***Motion to approve February financials as presented, by Teresea Emerson, seconded by Lyle Foster. Passed unanimously.***
- IV. **New Business**
  - A. **Funds Request: Frisco RailFest** Ron Bradshaw presented a funds request for the Frisco Railfest that is being hosted by the Ozarks Model Railroad Association on 06/15/2024. The event, which aims to celebrate the historical significance of the railroad and its ties to the heritage of C-Street, is anticipated to bring 1,000 to 2,000 people to the street. The request is for \$1,200 that is intended to fund festival infrastructure (i.e. tent and table rentals, etc.) as well as event insurance.  
***Motion to approve the funding request for the amount of \$1000 by Travis Tindall. Seconded by Lyle Foster. The motion was passed unanimously.***
- V. **Existing Business**
  - A. **CID Staff:** Irene Schaefer stated that Chance Parish has been hired as an independent contractor. Chance will help carry out administrative tasks, social media postings, website updates, etc.
  - B. **Street Safety - PAR Officer** Shelby Chaney stated that there had been a couple of incidents in the area during the past week. There was a shooting near the grain silos near Commercial and Broadway (outside of the CID—but still in close proximity). There have also been a few nearby

vehicle thefts and things of that nature. Officer Chaney suggested making sure that vehicles were locked at all times.

- C. **Parking Lots/Security Camera Update** Irene Schaefer stated that WON Communications has finished installing security cameras in the public lot behind Lindberg's.
- D. **Trash Can Project Update** - All trash cans have been completed and located back in their places. Big Thank you to SIGWO for working that project with us.
- E. **Budget 2024-2025**  
*Motion to approve budget with \$7,000 for district promotion clarified from Other to Marketing Assistance, by Christine Schilling, seconded by Teresa Emerson. Passed unanimously.*
- F. **CID Staff Report** Chance Parish discussed tasks he had been working on. These included social media postings/updates, social media ads, website updates, and a new digital CID Asset Map.

## VI. Committee Reports

- A. **Advertising Committee Report** Cindy Ussery discussed social media marketing efforts. Several ads have been running on social media, each with a targeted goal and a different target audience. Some ads have been geared towards directing people to the historicCstreet.org website. Others are directed at getting more people to like or follow the Historic C-Street Facebook page so that they can easily receive updates about happenings on C-Street. The Historic C-Street Facebook page has attracted a 6% increase in followers in the last two weeks as a result of the ads. She stated that new rack cards had been ordered and that 2,500 more would be ordered soon. CVB particularly always needs a steady stock of rack cards to distribute. CVB has stated that pricing for their services will go up next year. There may be room for negotiation in the price. A discussion will have to be held with CVB before those numbers firm up. The CID's contract with *Welcome to Springfield* magazine is ending soon and will not be renewed. The CID will advertise in the next *Welcome to Springfield* publication and then the contract is finished.
- B. **General Maintenance Committee** Travis Tindall stated that requests for bids for concrete dumpster pads have been solicited from four different contractors. Only Liming concrete has submitted a bid. The cost will be about \$23,000 for the completed project (all sites). The committee will also be looking into buying additional trash cans for the street. Travis also discussed the need to move some of the CID's table & chair sets and planters. The following items will be relocated:
  - 1. 2 table & chair sets, 2 planters from Sculpture Alley (at the request of Stacie Bilyeu)
  - 2. 2 table & chair sets, 2 planters from in front of SPOA building (at the request of SPOA)
  - 3. 1 table & chair set, 1 planter from in front of LaHabana. (These have to move because of proximity to nearby utilities.)

Irene Schaefer stated that no items would be moved to a spot where they were not wanted by adjacent businesses.

## VII. Organization Updates

- A. **Commercial Club** Mary Colette stated that the Commercial Club held their Board elections last month. Randy Bacon stepped down from the Board. Ron Bradshaw is the newest Commercial Club Board member. The Commercial Club's Board Officers have all stayed the same. These Officers are:
  - President**, Mary Collette
  - Secretary**, Irene Schaefer
  - Vice President**, Joe Gidman
  - Treasurer**, Anne Walls

Mary briefly mentioned CVB's *Toast to Tourism* event which will take place on 5/23/2024. The event will highlight C-Street and bring a substantial number of visitors to the street. A section of the street is planned to be closed for the event.



- B. C-Street Merchants Association** Connie Rhoades Hinds did not have any new updates. She stated that Merchants were constantly looking forward to opportunities that would keep people coming to C-Street. Connie stated that she looks forward to getting more information about the *Toast to Tourism* event to share with Merchants.

**VIII. Commercial-Pacific Development Project Update** Amanda Ohlensehlen stated that City Council approved the redevelopment plan on April 8th. This means that a blight determination was made for the entire project area. The Pacific South Project can now go forward. All future phases will need further approval.

**IX. Annual Meeting** Irene Schaefer gave a review of 2023-2024. Irene stated that she thought the CID's accomplishments for the year were good. She thanked the committees for their help and lauded the participation and communication of other groups on the street (i.e. Commercial Club, C-Street Merchants Association)

Irene stated that there were currently no open board seats, but officers did have to be elected.

- A. Motion to nominate Irene Schaefer as President by Teresa Emerson, seconded by Travis Tindall, passed unanimously.**
- B. Motion to nominate Travis Tindall as Vice President by Christine Schilling, seconded by Amanda Ohlensehlen, passed unanimously.**
- C. Motion to nominate Teresa Emerson as Treasurer by Travis Tindall, seconded by Christine Schilling, passed unanimously.**

According to bylaws—each officer shall serve for a one year term, beginning at the start of the next fiscal year and terminating at the end of said fiscal year next succeeding his or her appointment.

**X. Public Comment** No public comment.

**XI. Motion to adjourn meeting by Travis Tindall, seconded by Teresa Emerson, passed unanimously. The meeting was adjourned at 11:06 am.**



**Commercial Street Community Improvement District  
Board of Directors Meeting Minutes  
Wednesday, March 13th 2024, 10:00am  
Victory Mission Administrative Building, 1<sup>st</sup> Floor, 1715 N. Boonville**

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**Board Members Present [Attendance/Meetings]:**

Irene Schaefer, President  
Amanda Ohlensehlen, Secretary  
Teresa Emerson  
Christine Schilling  
Lyle Foster  
Cindy Ussery

**Excused Absence:** Travis Tindall, Vice-President & Treasurer

**Members of the Public:** Chance Parish, Jamie Evans, Mona Pieron, Shelby Wood, Matt Schaefer, Daniel Crisp, Shelby Chaney, Ron Bradshaw, Heidi Herrman, Mary Collette

- I. **Call to Order/Welcome:** Irene Schaefer called the meeting to order at 10:02 am.
- II. **Review and Approval of Previous Minutes:** Irene Schaefer presented the February meeting minutes. Christine Schilling asked for a correction to her comments under "Existing Business" pertaining to signage along the fence on Frisco Lane.  
***Motion to approve February meeting minutes with correction, by Teresa Emerson, seconded by Lyle Foster. Passed unanimously.***
- III. **Review and Approval of Financial Report:** Irene Schaefer presented the financial report for February. Income down -18% year over year (Feb 23 vs Feb 24), then balance of adjustment from error of -\$2605 for payout of \$3590.  
***Motion to approve February financials as presented, by Teresea Emerson, seconded by Amanda Ohlensehlen. Passed unanimously.***
- IV. **New Business**
  - A. **Funds Request: C-ART** Heidi Herrman presented a funds request for two C-ART events that will take place on June 2nd and October 6th. There are already 40 artists confirmed for the June 6th event. More artists may be accepted—though the public call for art has ended. The request is for \$500 that is intended to be used primarily for poster printing and social media ads. The \$500 would be used to cover these costs for the June 2nd and October 6th events, effectively equating to \$250 per event.  
***Motion to approve the funding request for \$500 as presented by Cindy Ussery. seconded by Christine Schilling. The motion was passed unanimously.***
  - B. **CID Staff Job Posting** Irene Schaefer stated that the CID staff position had been posted on Facebook and on the historicCstreet.org website. There are currently two applicants for the position. There will be a closed session to discuss this staffing issue in further detail.
- V. **Existing Business**
  - A. **Street Safety - New PAR Officer** PAR Officer Shelby Chaney introduced herself to those present. Officer Chaney has been with SPD for 5 years. She is excited to be filling this position. She expressed her love for the job and the area. Officer Chaney's phone number is (417) 874-2535. Her email address is schaney@springfieldmo.gov. She expressed a desire to be contacted if there were any safety issues that she needed to be informed about. She also stated a preference for email communications.
  - B. **Parking Lots/Security Camera Update** Irene Schaefer stated that WON Communications was still working on getting security cameras installed in the public lot behind Lindberg's.

- C. Trash Can Project Update** Irene Schaefer stated that SIGWO was still working on the project. SIGWO was putting a final coat of sealer on two trash cans today. The trash can should be out in the next couple of days.
- D. City Funds Request for Fiscal Year 2024-2025** Irene Schaefer stated that a funds request had been submitted to the city in the amount of \$50,000. The funds will be used for concrete pads, dumpster screening, additional trash cans, security cameras, street furniture, signage, and landscaping.
- E. Budget 2024-2025** A lot of discussion around adjusting specific categories within General Maintenance and Advertising. Any increase to a certain spend must have an offsetting decrease for an overall budgeted spend of approx \$86k. Any other suggestions should be emailed directly to Travis Tindall. The final proposed budget, prior to submission to City for approval, will be presented at our April meeting.
- F. CID Staff Report** Chance Parish introduced himself to those gathered and gave a list of items that he had been working on. This included social media and website updates. Chance attended the meetings of the Advertising and General Maintenance Committees. He has been working on finding a few lower cost advertising alternatives to make up for the loss of ad space (due to cost) in traditional media. He has already spoken to SGF Neighborhood News about free advertising space in their online and print publications.
- G. Commercial-Pacific Development Project Update** Amanda Ohlesehlen discussed the Commercial-Pacific Development project that is being carried out by the Commercial-Pacific Street Redevelopment Corporation. The project will come before City Council for public hearing on March 25th. Amanda stated that Commercial Street stakeholders had requested a meeting with city staff about the project. She stated that this meeting would be forthcoming and invitations would be sent to interested parties. Amanda answered questions from those gathered, particularly about what specifically Council would be reviewing on March 25th. She stated that what would be going before Council would be (1) the establishment of the Commercial-Pacific Redevelopment area, (2) a determination of blight for the project area, (3) and an authorization of Chapter 353 tax abatement for the Pacific South Project which is Phase 1 of the redevelopment plan. Any future Phases of the overall plan will have to come back for additional analysis and approval. The future phases of the project will require an amendment of the redevelopment plan.

#### **VI. Committee Reports**

- A. Advertising Committee Report** Further discussion of the changes being made in our advertising strategy, moving from print, radio and TV into more social media. Discussion of A-OK Marketing joining CID on a monthly retainer, working for 6 months, then measuring effectiveness. The Advertising Committee is continuing to meet monthly and if anyone has input, please email Irene.
- B. General Maintenance Committee** Irene reported that the licensing agreement was still being worked on with the City. She stated that the quoting process would begin soon to complete the dumpster sites. The plan is to have these sites completed by the end of the fiscal year. Irene thanked all of the volunteers who helped with the Mulch Madness event on March 4th.

#### **VII. Organization Updates**

- A. Commercial Club** Mary Colette spoke briefly. She had been in conversation with the library to feasibly bring some programs to our District. She stated that Commercial Club Board elections would be in April. Christine Schilling spoke briefly about an idea to bring artwork to boarded buildings on the east end of the street. Specifically the idea would involve adding art to the boards on windows of these buildings.
- B. C-Street Merchants Association** Cindy Ussery stated that property owners on the East end of the street were seeing a financial impact from the boarded up buildings on that end of the street. Cindy briefly discussed the St. Patrick's Day Pot-of-Gold event that will take place on March 15th, 16th, and 17th. This event will coincide with the St. Patrick's Day Parade and, hopefully, bring increased business to the street.

#### **VIII. Public Comment** No public comment.

- IX. Next Meeting Date and Time.** Wednesday, April 10th, 2024, 10AM at the Victory Mission Administrative Building, 1st floor.
- X. Motion to move into closed session by Teresa Emerson, second by Christine Schilling, Motion passed unanimously.**
- XI. Motion to contract Chance Parish as Independent Contractor, not to exceed 20 hours per week. by Christine Schilling, second by Teresa Emerson, Motion passed unanimously.**
- XII. Motion to come out of closed session and move back into public session by Lyle Foster, second by Cindy Ussery, passed unanimously.**
- XIII. Adjournment**  
**Motion to adjourn meeting by Lyle Foster, seconded by Teresa Emerson, passed unanimously. The meeting was adjourned at 11:16 am.**



**Commercial Street Community Improvement District  
Board of Directors Meeting Minutes  
Wednesday, February 14th 2024, 10:00am  
Victory Mission Administrative Building, 1<sup>st</sup> Floor, 1715 N. Boonville**

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**Board Members Present [Attendance/Meetings]:**

Irene Schaefer, President  
Travis Tindall, Vice-President & Treasurer  
Amanda Ohlensehlen, Secretary  
Teresa Emerson  
Christine Schilling (virtual)  
Lyle Foster  
Cindy Ussery

**Members of the Public:** Ron Bradshaw, Mary Collette, Jamie Evans, Connie Rhoades Hinds, Mona Pieron, Lindsey Dumas-Bell, Justin Beiler, Grady Porter, Matt Schaefer, Freda Russell,

- I. **Call to Order/Welcome:** Irene Schaefer called the meeting to order at 10:02 am.
- II. **Review and Approval of Previous Minutes:** Irene Schaefer presented the January meeting minutes.  
***Motion to approve January meeting minutes as presented, by Travis Tindall, seconded by Amanda Ohlensehlen. Passed unanimously.***
- III. **Review and Approval of Financial Report:** Travis Tindall presented the financial report for January. Travis stated that there was a correction from the Department of Revenue in the amount of -\$7400, resulting in 0 dollars of sales tax revenue. \$203 from Use Tax was received. Next month there will be the final adjustment of -\$2600 taken away from our February revenue. For the year the CID is 15.39% over last year. The CID is still positive for the year. The CID did receive a reimbursement from the City of Springfield for around \$7408. The CID had \$4,503 in total expenses, which were payroll, district promotion, maintenance, operation and security. Total assets are at \$45,936.54.  
***Motion to approve January financials as presented, by Teresea Emerson, seconded by Cindy Ussery. Passed unanimously***
- IV. **New Business**
  - a. **Funds Request: St.Pat's/Floral Stroll** Connie Rhoades Hinds presented the funds request on behalf of the Merchant's Association. Merchants would like to expand the floral stroll event this year including voting, awards, etc. Connie explained that Merchants would like to do the punch card stroll again for the St. Patrick's Day parade. They would also like to advertise more for the Floral Stroll.  
***Motion to approve the funding request for \$600 as presented by Lyle Foster. seconded by Cindy Ussery. The motion was passed unanimously.***
  - b. **Funds Request: Queen City Shout** Lindsay Dumas-Bell presented the request on behalf of Queen City Shout. She stated there are 6 non-profit beneficiaries for the event. This is the 13th year for the event. They have always had stages on Commercial Street. They submitted a sponsorship request for \$1,000. The CID will be included in promotional posters, stage banners, street banners, schedules, passes, and on website/social media. The event is March 18th-24th. There are three venues on Commercial Street this year. There was conversation on the number of venues and adding more C-Street venues for next year.  
***Motion to approve the request for \$1,000 support of QCS as presented by Travis Tindall, seconded by Amanda Ohlensehlen. The motion was passed unanimously.***
  - c. **Request to City for FY 2024-25 Funding** Irene Schaefer stated that the City of Springfield has reimbursed us for \$7,400, she stated that we do still have \$30,000+ that we can get reimbursed for the dumpster enclosures and trash can project.
  - d. **Angela Duran Resignation** Irene Schaefer stated that Angela has turned in her resignation and that her last day is Friday, February 16th. The board will be going into a closed session, pursuant to state statutes for discussion of personnel, immediately following the public meeting.

## V. Existing Business

- e. **Street Safety - New PAR Officer** The PAR officer is currently in training.
- f. **Parking Lots - Security Camera Update** Security cameras are in all public parking lots except the Lindbergh's parking lot. WON Communications will be installing the security cameras in this lot. They are waiting on Public Works to install an electrical conduit. The CID has received and installed all signs in the public lots.
- g. **Trash Can Project Update** Angela stated that SIGWO is continuing to work on this project. They expect to be finished by the end of this month. Angela stated that another lid in the district has been stolen. The CID plans to purchase two more lids to replace the missing lid, and to have a backup.
- h. **City Funds Report** After meeting with the general maintenance committee, the committee identified several different projects and would like to request \$40k from the City of Springfield for next fiscal year in support of those projects.. The funds will be used for concrete pads, dumpster screening, additional trash cans, security cameras, street furniture, and signage. Lyle asked if the CID could request for funds for the Footbridge Plaza improvements. Christine mentioned that it would be good to add signage to the fence that advertise Street history and Railroad. Amanda mentioned that the CID may work with city staff to discuss funding sources for the footbridge plaza because it may carry over into the next fiscal year. There was discussion on requesting funds to put back into our CID budget where we have to cut the budget. The board decided to include Landscaping into the request and change the request to \$50k.  
***Motion to approve CID's request to the City of Springfield for 2024-25 fiscal year in the amount of \$50k by Christine Schilling, seconded by Teresa Emerson. Amanda Ohlensehlen (City employee) abstained from the vote. The motion was passed unanimously (6-0).***
- i. **2024-25 Budget** Travis forwarded our first rough draft of our proposed budget for 2024-25 fiscal year, which is a reduction of 20% from current year. Please review and email Travis with any questions or suggestions. We will have more discussion in March, prior to budget approval in April.
- j. **CID Staff Report** Angela's resignation, effective 2/16/24. Working hard on desk manuals of the various tasks and processes she has set up for CID Office.

## V. Committee Reports

- a. **Advertising Committee Report** Advertising met with A-OK Marketing to work with our CID advertising to include CID owned photography library, videos, art work. Nick Stewart will be working within the C-Street community gathering various images we can use for our various publications and our social media efforts.
- b. **General Maintenance Committee** Travis reported that we are close to completion of the licensing agreement with the City and have met with community (through Mary), to determine what locations work best for all.

## VI. Organization Updates

- a. **Commercial Club** Mary Collette reported they are working with Library, History Museum and others to continue attracting these groups to our District. Market coming up, as well as Culturefest and C Art.
- b. **C-Street Merchants Association** Upcoming events with St Pat's and Floral Street Scapes.

## VII. Public Comment

No public comment.

## VIII. Next Meeting Date and Time. Wednesday, March 6th, 2024, 10AM at the Victory Mission Administrative Building, 1st floor.

### IX. ***Motion to move into closed session by Amanda Ohlensehlen, second by Teresa Emerson, Motion passed unanimously.***

### X. ***Motion to come out of close session by Travis Tindall, second Lyle Foster, passed unanimously.***

### XI. ***Motion to move back into public session by Amanda Ohlensehlen, Travis Tindall, passed unanimously***

- a. ***Motion to hire Chance Parish, 20 hours per week for 5 weeks to perform CID tasks and activities by Amanda Ohlensehlen, second by Teresa Emerson, Passed unanimously.***

- b. ***Motion to hire Angela Duran, not to exceed 10 hours for week 2/19 for training by Lyle Foster, second Travis Tindall, passed unanimous***

## XII. Adjournment

Motion to adjourn meeting by Cindy Ussery, seconded by Teresa Emerson, passed unanimously. The meeting was adjourned at 11:28 am.



**Commercial Street Community Improvement District  
Board of Directors Meeting Minutes  
Wednesday, January 10th 2024, 10:00am  
Victory Mission Administrative Building, 1<sup>st</sup> Floor, 1715 N. Boonville**

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**Board Members Present [Attendance/Meetings]:**

Irene Schaefer, President  
Travis Tindall, Vice-President & Treasurer  
Amanda Ohlensehlen, Secretary  
Teresa Emerson  
Christine Schilling  
Lyle Foster

**Excused Absence:** Cindy Ussery

**Members of the Public:** Ron Bradshaw, Mary Collette, Jamie Evans, Jina Gorham, Connie Rhoades Hinds, Shelby Wood, Rusty Worley, Mona Pieron

- I. **Call to Order/Welcome:** Irene Schaefer called the meeting to order at 10:02 am.
- II. **Review and Approval of Previous Minutes:** Amanda Ohlensehlen presented the December meeting minutes. ***Motion to approve December meeting minutes as presented, by Travis Tindall, seconded by Teresa Emerson. Passed unanimously.***
- III. **Review and Approval of Financial Report:** Travis Tindall presented the Financial Report. There are still a number of businesses still reporting into our district that the Department Of Revenue is working to correct. We have received \$2,330 over last year, however \$6,433 has been added to our account that should not have been. The CID is still up on the year despite the errors. Income was \$9254, with \$2,975 overpaid. Expenses were \$11,210. District maintenance, street fixtures, trash cans and security cameras, will be reimbursed by the City of Springfield. Expenses this month also include district advertising and promotion. \$455 in operations with \$2058 in payroll expenses. Total assets \$44,943. ***Motion to approve December financials as presented, by Christine Schilling, seconded by Amanda Ohlensehlen. Passed unanimously***
- IV. **New Business**
  - a. **Board Seat** Irene welcomed Teresea Emerson to the CID board.
  - b. **Funding Request: St. Pat's Day Parade** Rusty Worley presented the funding request for \$1,000. The DSA plans to replicate the route from last year. In 2023 they brought the event back from a three year hiatus. He highlighted the fact that this is the only event that stretches from C-Street to Downtown. He is seeking feedback and assistance to cover police and barricade costs. Rusty mentioned that they will make a conscious effort to pick up trash after the event with the help of Public Works. ***Motion to approve DSA funding request for \$1,000 in support of St Pat's Parade, by Travis Tindall, Amanda Ohlensehlen recused herself from voting as she sits on the DSA board. Seconded by Lyle Foster. Passed unanimously.***
  - c. **Request to City for FY 2024-25 Funding:** Irene is seeking input on a funding request the CID intends to submit to the City of Springfield for FY 2024-25 funding. She stated that the board determines what to request and the use of the money, then the City has to approve. Teresa asked if we could ask for funding for the events. There is no defined deadline, we should submit by Feb/March. Please email any recommendations to Irene. Mary stated that it would be good to consider how we communicate and plan for a major event around the \$8 million for the Footbridge improvements. Christine mentioned getting

feedback from the C-Street Merchant's Association and the Commercial Club on what they would like funding for.

- d. **Better Block Nomination:** Angela informed the CID board that the C-Street CID parklets have been nominated for a Placemaking Project award at the Better Block SGF Annual Meeting. This award highlights great projects here in Springfield, MO that aid in making our city a better place to live. C-Street is invited to attend the Annual Meeting where the winner will be announced, Friday January 19th, 4:30PM at the efactory.
- e. **CID Owned Equipment** It has been requested that the CID owned equipment be used by volunteers in the event of winter weather. The prior use of the equipment has been by a subcontractor. There was discussion on insurance requirements for those that use the machine. Shelby Wood and Irene Schaefer will connect with our insurance broker to understand our liability. Lyle Foster stated that this is an important task for the CID. He encourages the CID to come up with a creative solution to ensure that this gets done. He encourages the CID to be realistic when looking at this issue.

#### V. Existing Business

- a. **Street Safety - New PAR Officer to begin 1/14/24** Irene stated that Officer Ben Wilson is no longer with Springfield PD. The new PAR officer should be assigned mid February.
- b. **Parking Lots - Security Camera Update** City Utilities has completed the infrastructure needed in parking lot #3 for security cameras. WON Communications will begin to install security cameras, then all parking lots will have security cameras in them. Signage for the lots has been ordered. Those will go up as soon as possible. Mary Collette reiterated the importance of having security cameras installed along Frisco Lane. Irene Schaefer stated that WON is quoting for Frisco Lane.
- c. **Trash Can Project Update** Angela stated that SIGWO is about 50% finished with the project. They are expected to finish this month. All replacement trash can lids have been received.
- d. **CID Staff Report** Angela Duran stated that she is continuing to work on her regular month - to - month tasks. She stated that she is managing two CASP workers at this time. They focus on picking up trash and Ginkgo fruit throughout the district. She completed rock salt distribution with merchants this past month. She also delivered a notice from the CID notifying merchants where the CID's current position as it relates to snow removal - advised by the General Maintenance committee and CID board.
- e. **City Funds Report** The CID has submitted two receipts for reimbursement from the City of Springfield; \$7,400 requested for reimbursement.

#### VI. Committee Reports

- a. **Advertising Committee Report** Business is carrying on as usual.
- b. **General Maintenance Committee** The committee believes they are close to the plan for the dumpster locations and the licensing agreement with the City of Springfield. Five sites have been planned with the suggestion of a 6th. Springfield Public Works will attend our February Board of Directors meeting to answer any questions regarding the project. The purchase of the ballards and dumpster pads will expend the rest of the 50K contribution from the City of Springfield. Landscaping has to go through the quoting process. The Mulch Madness annual event will take place in March.
- c. **Budget Committee Forming Soon** A budget review committee will be forming soon. Please contact Irene Schaefer if you would like to volunteer.

#### VII. Organization Updates

- a. **Commercial Club** Mary Collette reported that the new sculpture walk brochures are done. They purchased 1,500. They organized a Story Walk for the street with the help of the public library. The City Market is preparing for the 2024 season. She stated that the Commercial Club will be discussing the proposed changes to the TIF. Commercial Club is also tracking the updates for the Jefferson Avenue Footbridge.
- b. **C-Street Merchants Association** Connie Rhoades Hinds reported that the annual Merchant's Breakfast was in December and was well attended. They are beginning to plan a calendar for 2024. They are working on individual and street wide projects as early as possible. They are working on a pilot program with a MSU marketing class for the merchants. Connie is also doing a tutorial for Facebook event posting for the merchants.

#### VIII. Public Comment

No public comment.

- IX. **Next Meeting Date and Time.** Wednesday, February 14th, 2024, 10AM at the Victory Mission Administrative Building, 1st floor.

#### X. Adjournment

**Motion to adjourn meeting by Christine Schilling, seconded by Teresa Emerson. Passed unanimously.**  
The meeting was adjourned at 11:09 am.