



**Commercial Street Community Improvement District  
Board of Directors Meeting Minutes  
Wednesday, January 14, 2026 10:00 AM  
Victory Mission Administrative Building, 1<sup>st</sup> Floor, 1715 N. Boonville**

**Board Members Present:**

Irene Schaefer, Vice President  
Amanda Ohlensehlen, Secretary  
Matt Blevins  
Heidi Herrman-Bacon  
Joseph Gidman

**Excused Absences** - Travis Tindall, President, Teresa Emerson, Treasurer

**Members of the Public:**

Ron Bradshaw, Dan Dawson, Karent Butts, Laurali Carroll, Sydnie Myers, James Patton, Matt Schaefer, Connie Rhoades-Hinds, Michael Doss, Mona Pieron, Justin Beiler, Christine Schilling, Derek Baker, Angie Miller (Coordinator), Jennifer Buss (Accountant)

**I. Call to Order:** Irene Schaefer acting on behalf of Travis Tindall called the meeting to order at 10:01 AM.

**II. Review and Approval of Previous Meeting Minutes:** Amanda Ohlensehlen presented the minutes from the previous meeting..

**Motion to approve the minutes by Matt Blevins. Seconded by Heidi Herrman-Bacon The motion passed unanimously.**

**III. Financial Report:** Irene reported for Teresa Emerson (absent) that total checking stood at \$46,121. Reports indicate revenue increase of 69% December 25 over last December 24; however, year over year (12 months), we are at an 18.5% increase in DOR revenue. Biggest impact to this year's budget is savings in landscaping, thank you again to the Hillbilly Garden Club, whose hours spent on our street last year equated to \$13k of labor, which would normally be spent to contractors. Matt Blevins asked if there is any way to know how or why revenue was up this December. Irene explained that DOR site has been down all month, so detail review not possible yet.

**Motion to approve the financial report by Joseph Gidman. Seconded by Matt Blevins . The motion passed unanimously.**

**IV. New Business:** No new business presented.

**V. Existing Business**

**Street Safety:** PAR Officer Shelby Chaney was not present for the meeting; no PAR update at this time.

**VI. Committee Reports**

**Advertising Committee:** Heidi Herrman-Bacon shared that the Advertising budget for 2025-26 was low, so the committee is suggesting increasing the amount for next year. The committee beginning research with other methods of advertising such as possible billboard advertising. Connie Rhoades-Hinds encouraged businesses to spread knowledge about the .org website with the use of QR codes that each merchant could put in windows (possibly stickers). She encouraged businesses to visit the .org website for regular updates and links. Heidi shared about some website issues that have been fixed. Matt Blevins asked a question about updates with the Route 66 sculptures. Heidi replied that there will be a Route 66 sculpture at Jefferson Ave and Commercial and it may be installed in March. She further shared that the Commercial Club will offer space in their bottom floor to an artist for the development of an additional sculpture. James Patton of 417DroneIt was present at the meeting and at the Merchants Meeting at 9am. It was mentioned that further discussion is in order about how best to utilize the drone footage for marketing purposes.

**General Maintenance Committee:** Irene Schaefer shared no change in City funding, \$22k spent. Working on west end banners and parking lot banners. Ongoing activities: a contract for snow and ice removal is nearly complete, having engaged with a northside business, which reduces overall cost due to proximity. There has been no further discussion from the city about Gingkos.

**Sales Tax Steering Committee:** Irene shared that the next public meeting will be held Jan 26 at 5:30 in the Commercial Club building. She asked if there were questions or comments. Joseph Gidman shared that there was vocal opposition at the merchants meeting that morning to a sales tax increase. Irene reminded everyone that there had been sales tax meetings scheduled but there was low turnout, especially the last one in December. She deferred to Travis as chair of the Sales Tax Steering Committee and invited everyone to attend the Jan 26 meeting, which Travis will lead. Michael Doss shared his strong opposition to a sales tax increase. Spirited conversation ensued from those chairs. Irene reminded everyone that the .org website is the best place to receive updates and that agendas for upcoming meetings are always posted on the door of the hosting building the day before a meeting. She reiterated that regular GM and Ad meetings are the first Mondays and Tuesdays of each month, respectively and that anyone can attend.

**Budget Committee:** Irene shared that the budget committee met with review of categories, current spend, etc. The budget must be submitted to DOR and other entities by the end of February, with review and vote by Board at the February board meeting. Connie expressed that she volunteered for the budget committee but was missed. Irene will send her all notes and proposed budgets to Connie and she will be added to the budget committee for its next meeting.

## **VII. Organization Updates**

**C-Street Merchants:** Connie Rhoades-Hinds shared that merchants were currently assessing all events and what did well. There will be an indoor sidewalk sale on Jan 31. Heidi Herrman-Bacon asked if notes from the merchant meeting could be made available. Connie replied that if she made them available, merchants might not come to the meeting so she doesn't make them available. A few people commented that they cannot make a weekly meeting and asked if a summarizing meeting could be possible once a month. Connie replied that such a schedule would not be possible.

**Commercial Club:** Ron Bradshaw shared that the Commercial Club has offered space to a Route 66 sculpture artist, who is now working in the Club building. He said the group hopes to offer the building for public use but knows ADA compliance is required.

**VIII. Street News:** Amanda shared that the TIF meeting has been scheduled. It will be Tues Feb 3 5-6:30 pm in the Victory Mission space. Irene closed by reminding everyone of the major events for April 30 to May 2 celebrating the bridge, Route 66, and Artsfest.

**IX. Motion to adjourn by Matt Blevins. Seconded by Amanda. The motion passed unanimously, and the meeting adjourned at 11:02am.**