



**Commercial Street Community Improvement District
Board of Directors Meeting Minutes
Thursday May 14, 2026 10:00 AM
Victory Mission Administrative Building, 1st Floor, 1715 N. Boonville**

Board Members Present:

Travis Tindall, President
Irene Schaefer, Vice President
Amanda Ohlensehlen, Secretary–Exc Abs
Teresa Emerson, Treasurer –Exc Abs
Matt Blevins–Exc Abs
Heidi Herrman-Bacon
Joseph Gidman

Members of the Public:

Connie Rhoades-Hinds, Dan Dawson, Karen Butts, Kim Rippy, Travis Stokes, Bryan Loughrige, Jennifer Buss, Angie Miller (Coordinator)

I. Call to Order: Travis Tindall called the meeting to order at 10:02 AM.

II. Review and Approval of Previous Meeting Minutes: Travis Tindall presented the minutes from the previous meeting. There were no questions or comments.

Motion to approve the minutes by Heidi Herrman-Bacon. Seconded by Irene Schaefer. The motion passed unanimously.

III. New Business: Since guests needed to leave as soon as possible, some new business was presented before the financial report.

City Tree Plan: Travis Stokes and Bryan Loughrige presented a handout that described the city's tree replacement plan on Commercial Street. Travis discussed some of the issues with the current ginkgo trees and that the city can no longer put off their removal so the plan is for removal of current problem ginkgos in September with replacement by mid October before Thriller. He described the new trees as 10 to 12 feet and the various types were included in the handout. Heidi Herrman asked if anyone might be able to choose a specific tree species and Travis replied that the city generally decides and does so within the scope of the tree diversification plan. He reported that all four presented species turn color in the fall. Travis Tindall pointed out, from the map, that many of the current trees are staying since they are not presenting disease or fruit. Tree removal will take a few days and involve a stump grinder so there will be sidewalk impacts. It was suggested that a Sunday/Monday replacement plan may make most sense to minimize sidewalk and business disruption. Travis Stokes replied that such a plan is possible but he wants to ensure that this process is fully transparent and does not want a weekend tree removal to be misinterpreted by anyone. Joseph Gidman requested that a tree be added at Robberson and Commercial for shade on the west side of LaRoux. Travis Stokes also clarified that new trees will be watered weekly by the city crew.

Lamar Advertising: Kim Rippy presented her gift to the board of a miniature billboard that mimics the real billboard that was purchased for the bridge bash. Kim disclosed that the billboard hit many PSA spots across the city for free. A photo was taken of the CID board with their Lamar gift.

IV. Financial Report: Irene presented the financial report and that, based on sales alone, revenue is up ten percent over last year. Irene presented some fiscal highlights for the year noting \$16000 ahead in revenue with significant reductions in expenses. Joseph clarified that the deficit is only an approved deficit not an actual deficit with two months remaining in the fiscal year. Total assets sit at \$70,889. Irene reported that the snow blower was sold for \$6000 and the Hillbilly Garden Club donated plant purchases of \$300 for the Bridge Bash since the amount spent for the bash went over budget. There were no questions.

Motion to approve the financial report by Joseph Gidman. Seconded by Heidi Herrman-Bacon. The motion passed unanimously.

New Business (cont'd):

Victory Mission Donation: Travis Tindall presented a proposal to donate \$500 to Victory Mission for the use of their space monthly throughout the year. Per Jennifer Buss, accountant, the last donation was made in 2024.

Irene Schaefer moved to approve the donation; Joe Gidman seconded. Motion to donate \$500 to Victory Mission passed unanimously.

Coordinator Report: Angie shared that the Visit C Street Facebook page had reached 1.6 thousand followers and that she was working to capture street images for future posts.

V. Existing Business

Street Safety: PAR Officer Shelby Chaney was not present.

VI. Committee Reports

Advertising Committee: Heidi Herrman-Bacon presented information received by the committee from Andrea Copeland with Springfield CVB. Heidi relayed the details of the Missouri tourism grant and how the CID might partner with the CVB. Heidi detailed that CVB billboards must be outside of Springfield since the goal of the CVB is to bring tourists to the city. Heidi also reported that all events on the street should be shared with CVB's Madison Yohn so that Madison can include events and photos in CVB posts and reels. Heidi requested an increase of funds for advertising to close out the fiscal year in order to capitalize on the momentum C-Street currently has as a result of the Bridge Bash. Irene reminded everyone that advertising was increased for the next fiscal year starting July 1. **Joseph moved to increase the current budget for advertising by \$1000. Heidi seconded. The motion passed unanimously.**

General Maintenance Committee: Irene Schaefer provided updates about landscaping and offered appreciation to Cindy Grace for the planting work in front of Sankofa. Vecino Group is giving Cindy \$500 to replace the plant bed destroyed by the construction. Irene acknowledged the gifts of time and resources from the Hillbilly Garden Club, Cherelle Hitchcock, Cindy Ussery, Karen Bieller, and Heidi Herrman Bacon for their work with landscaping and adopted planters. Travis Tindall added that the gratitude signs in certain beds looked very nice.

VII. Organization Updates

C-Street Merchants: Connie Rhoades-Hinds shared updates, starting with appreciation for hearing details of the tree plan presented by Mr. Stokes. She mentioned Summer Faire and that those discussions are starting but that the Faire is labor intensive and not inexpensive to host. Travis added that the city is anticipating a 20% revenue increase from the Route 66/Bridge Bash event. Additional discussion took place about geofencing and data used by the Chamber of Commerce. Heidi Herrman asked how such data is acquired. Joseph replied that it is provided upon a request via email to the CVB. Connie reported that generally everyone was pleased with the Bridge Bash but that things were far quieter on the west end of the street. Joseph offered a suggestion to have post cards or handouts at the footprint that include a coupon for stores farther west. Karen Butts added that "free events" generate little revenue since people come thinking they will not spend money. Joseph further disclosed that he is seeing coupons working to get people in the door and that coupons did not use to have such an impact on business. He also suggested doing promotions for the evening of a day event.

Commercial Club: Joseph Gidman updated everyone that Grupo Latino will have an office in the Commercial Club building. The group seeks to use two rooms as a space for a food pantry. Joseph also shared that there is massive hail and water damage to the building.

VIII. Street News:

Irene discussed the TIF and that there was a great turnout for those conversations with the city. Discussion continued with varying opinions and perspectives.

IX. Travis concluded the meeting and requested a motion to adjourn. **Joe Gidman made a motion to adjourn, seconded by Heidi Herrman Bacon. The motion passed unanimously and the meeting ended at 11:21 am.**



**Commercial Street Community Improvement District
Board of Directors Meeting Minutes
Thursday April 9, 2026 10:00 AM
Victory Mission Administrative Building, 1st Floor, 1715 N. Boonville**

Board Members Present:

Irene Schaefer, Vice President
Amanda Ohlenschlen, Secretary
Matt Blevins
Heidi Herrman-Bacon
Travis Tindall, President
Teresa Emerson, Treasurer
Absent: Joseph Gidman

Members of the Public:

Shelby Wood, Connie Rhoades-Hinds, Mona Pieron, Shelby Chaney, Dan Dawson, Cindy Ussery, Justin Bieler, Laurali Carroll, Angie Miller (Coordinator)

I. Call to Order: Travis Tindall called the meeting to order at 10:02 AM and announced that today's meeting would serve as the Annual Meeting when board offices would be selected.

II. Review and Approval of Previous Meeting Minutes: Amanda Ohlenschlen presented the minutes from the previous meeting. There were no questions or comments.

Motion to approve the minutes by Matt Blevins. Seconded by Teresa Emerson. The motion passed unanimously.

III. Financial Report: Teresa Emerson reported that the amount in the checking account is at \$62,599 with total assets valuing \$70,047. Sales tax revenue was strong at \$7,031. Expenses noted include \$781 to replace the destroyed sidewalk bench and \$3000 for Red, White, Bridge sponsorship. Travis remarked that it had been a good year for revenue and invited questions. There were no questions.

Motion to approve the financial report by Irene Schaefer. Seconded by Matt Blevins. The motion passed unanimously.

IV. New Business:

Sculpture Walk: Bridget Bechtel shared a Sculpture Walk update and shared that the winner of the vote was "Lumen Fly" which won with 17 votes. She explained that the sculpture would be bolted in and discussion of location would be the next steps. There were some questions for Bridget about maintenance and cleaning, and title/artist identification which Bridget said could be incorporated into the installation. Irene thanked Bridget for including Commercial Street in the Sculpture Walk.

Coordinator Report: Angie shared she had been spending time planning how to promote the Red, White, and Bridge bash and shared that she would have an editorial piece in the News-Leader on April 19 that thanked the city for funding the bridge rehabilitation.

Advertising Committee Funding: Travis Tindall discussed some current-year budgeting specifics including how the advertising committee had less money this year while maintenance had more. Due to donations of time and resources, maintenance had not used all they had budgeted. Travis proposed that money be moved over to advertising from maintenance to close out the fiscal year in order to promote the anticipated opening of the bridge and/or Floral Stroll on June 6. There was a short discussion. Matt Blevins asked about some specifics from the budget portion of the board packet and that it appeared advertising was actually over budget. Teresa Emerson was opposed to moving money over at this time. The board agreed to pause that action for now.

V. Existing Business

Street Safety: PAR Officer Shelby Chaney shared information about the Missouri hotel and some of the crime related to the area. Shelby reminded everyone to call 911 for any problems or concerns about questionable people or behaviors.

Bridge Bash Update: Mona Pieron, chair of Friends of the Footbridge shared that much of the planning for the event had been finalized. She thanked the CID for the decorations and shared a bit about the colored lights anticipated for the bridge with white lights as the default color. She thanked various people for working on the Bash's success.

VI. Committee Reports

Advertising Committee: Heidi Herrman-Bacon provided updates, specifically that the committee is seeking additional information from CVB about partnerships for future billboard costs. The Red, White, and Bridge billboard would go up Sunday April 19. She also shared that the committee was investigating technical options to develop a walking tour type of activity for the street.

General Maintenance Committee: Irene Schaefer provided updates about street decorations and thanked the city for their labor and materials. She updated that the city crew installed our new parking lot banners, including providing the brackets. She also informed the board that the city provided clean up and repaint of trim in mosaic alleys, cleaning sidewalks and trash cans, landscaping, and street cleaning. Irene also noted that the CID logo would be on the stage banner at the event. West end banners to be installed soon, with banners and brackets provided by CID, with our city funds covering the cost. Irene reported that Derek will be putting up red, white, and blue lights on the plaza before the event.

VII. Organization Updates

C-Street Merchants: Connie Rhoades-Hinds communicated that merchants are preparing for the Bridge Bash and the Floral Stroll at the same time. There will be up to 40 florists participating in the Floral Stroll. Connie further shared that events are landing on the same weekend annually, Floral Stroll, first in June: Summer Faire, last in July; Trick or Treat, Saturday before Halloween, etc. Irene asked if a funds request was anticipated for Summer Fair and Connie said she anticipated there would be a request.

Commercial Club: No updates.

VIII. Street News:

Irene relayed that Stacey Schneider, owner of Pizza House, will be opening 330 Frozen Treats around April 21, selling pre-packaged ice cream.

Irene requested an additional \$1000 for additional decorations for the event and that these will stay up through the summer. Travis replied that if these are up all summer, he is in favor and the board agreed.

Motion for a not to exceed \$1000 to be spent for additional event decorations made by Matt Blevins. Seconded by Teresa Emerson. The motion passed unanimously.

IX. Annual Meeting

2026-27 Budget Approval: Travis presented for final adoption the proposed budget for 2026-27 that had been approved at the March meeting. There have been no changes to this proposed budget.

Motion to approve final 2026-27 Fiscal Year Budget. Seconded by Heidi Herrman-Bacon. The motion passed unanimously.

X. Officer Elections

President:

Motion to nominate Travis Tindall as Board President made by Matt Blevins. Seconded by Amanda Ohlenschlen. No other nominations presented. The motion passed unanimously.

Vice President:

Motion to nominate Matt Blevins as Board Vice President made by Travis Tindall. Seconded by Irene Schaefer. No other nominations presented. The motion passed unanimously.

Secretary:

Motion to nominate Amanda Ohlenschlen as Board Secretary made by Teresa Emerson. Seconded by Heidi Herrman-Bacon. No other nominations presented. The motion passed unanimously.

Treasurer:

Motion to nominate Irene Schaefer as Board Treasurer made by Teresa Emerson. Seconded by Matt Blevins. No other nominations presented. The motion passed unanimously.

XI. Adjournment at 11:00 am

Motion to adjourn by Matt Blevins. Seconded by Irene Schaefer. The motion passed unanimously.



**Commercial Street Community Improvement District
Board of Directors Meeting Minutes
Thursday March 12, 2026 10:00 AM
Victory Mission Administrative Building, 1st Floor, 1715 N. Boonville**

Board Members Present:

Irene Schaefer, Vice President
Amanda Ohlensehlen, Secretary
Matt Blevins
Heidi Herrman-Bacon
Joseph Gidman
Travis Tindall, President
Teresa Emerson, Treasurer

Members of the Public:

Shelby Wood, Connie Rhoades-Hinds, Mona Pieron, Sydnie Myers, Shelby Chaney, Angie Miller (Coordinator), Dan Dawson

I. Call to Order: Travis Tindall called the meeting to order at 10:00 AM.

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

Motion to approve the minutes by Irene Schaefer. Seconded by Matt Blevins. The motion passed unanimously.

III. Financial Report: Teresa Emerson reported that the amount in the checking account is at \$60,293.16 with total assets valuing \$67,873.. Sales tax income for February was flat year over year, similar to use tax. Net income for February was \$2990. and year-over-year fiscal revenue is up 14.5%. Travis added that there was an error on the reporting page (graphs) for CID sales tax receipts. The noted 76 percent should be 26 percent. The committee had a short discussion about possible reasons for the additional revenue this year over years past.

Motion to approve the financial report by Heidi Herrman-Bacon. Seconded by Irene Schaefer. The motion passed unanimously.

IV. New Business: Funds Request: A \$700 funds request was submitted for St. Patrick's Day weekend events and Floral Stroll on behalf of the Connie Rhoades-Hinds and the Merchants Association. The committee agreed that these are important events. Floral Stroll will be June 6, the first Saturday in June.

Motion to approve the funds request by Joseph Gidman. Seconded by Matt Blevins. The motion was approved unanimously.

Coordinator Report: Angie shared she had been spending time planning how to promote the Red, White, and Bridge bash and shared that she intended to bring in some history to the social media posts about the event including original news articles about the bridge from 1901-02.

V. Existing Business

Street Safety: PAR Officer Shelby Chaney shared information about the Missouri hotel and some of the crime related to the area, specifically crime farther south, closer to Chestnut Expressway.

Bridge Bash Update: Mona Pieron, chair of Friends of the Footbridge shared that much of the planning for the event had been finalized. Mona provided a summary of the major events for the street for both Friday evening and Saturday. Irene Schaefer thanked the city for making the event possible. The group also acknowledged the hard work for Cora Scott and Joe Hamp. Irene shared that she will send an email to the Board regarding the details of the \$3000 CID sponsorship for the event.

2026-27 Budget: The budget was formally presented for proposal with no changes since the last meeting discussion. There were no questions.

Motion to approve proposed 2026-27 budget by Teresa Emerson. Seconded by Heidi Herrman-Bacon. The motion passed unanimously.

VI. Committee Reports

Advertising Committee: Heidi Herrman-Bacon shared that the Advertising committee moved forward with the Lamar digital billboard and that the Route 66 Commission was very excited about how it looked. Billboards will go up April 19 through May 2 at two locations. She also shared that window clings with the QR code for the website have been ordered and will be distributed to Merchants. Heidi further discussed trifold maps will arrive soon, intended for the upcoming events and throughout the year. This is the map that will also be used in the kiosks on the street. Heidi shared that the advertising committee voted not to utilize the services offered by 417Dronelt, in favor of using advertising dollars in other ways, such as additional billboards. Finally, Heidi shared about the parking banners that will go up in parking lots. Sydnie Myers requested the CID investigate and consider use of a perpetual billboard on the city's southside and Joseph Gidman offered that, in his experience, a billboard as far away as Branson, Missouri, paid dividends in driving tourists northward to Commercial Street.

General Maintenance Committee: Irene Schaefer shared that the City has been putting up new parking lot signs and there will be 17 total between downtown and C Street. The city has also been replacing the old green and brown signs that are worn (same design). City also assisting with repainting of trim in mosaic alleys. Irene stated that the west end banners are in progress and that city funds will be used to replace the bench that was destroyed by the vehicle at the east end alley. As for the red, white, and blue decorations, Derek of North Star will put them up in segments. The city is prepping for the events of May 1-2 with powerwashing and new mulch. Heidi added that the C-Street Route 66 sculpture will be installed in front of the footbridge on March 27. It was painted by Linda Passeri.

Sales Tax Steering Committee: Travis shared that he is investigating wording on the ballot for a sales tax increase in tiers by a given year, but that he is moving forward with this slowly since there is a lot going on with the Red, White, and Bridge bash. He also wants to see how the year ends fiscally before having further discussions.

VII. Organization Updates

C-Street Merchants: Connie Rhoades-Hinds shared that merchants are preparing for ST. Patrick's Day weekend events with the punch cards and more cards had been ordered than ever before.

Commercial Club: Joseph Gidman spoke for Mary and stated that the Club continues discussions with how to better utilize the building and turn it into a community center.

VIII. Street News: Travis thanked everyone working on the bridge bash; Joseph mentioned the production company for the Today Show would be on the street for lunch.

IX. Motion to adjourn by Matt Blevins; seconded by Amanda Ohlenschlen. The motion passed unanimously, and the meeting adjourned at 10:58am.



**Commercial Street Community Improvement District
Board of Directors Meeting Minutes
Wednesday, Feb 11, 2026 10:00 AM
Victory Mission Administrative Building, 1st Floor, 1715 N. Boonville**

Board Members Present:

Irene Schaefer, Vice President
Amanda Ohlensehlen, Secretary
Matt Blevins
Heidi Herrman-Bacon
Joseph Gidman
Travis Tindall, President
Teresa Emerson, Treasurer

Members of the Public:

Ron Bradshaw, Karen Butts, Laurali Carroll, Shelby Wood, Connie Rhoades-Hinds, Mona Pieron, Christine Schilling, Bruce Adib-Yazdi, Neal Chanter, Angie Miller (Coordinator), Jennifer Buss (Accountant)

I. Call to Order: 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 Joseph Gidman. The motion passed unanimously.

III. Financial Report: Irene reported for Teresa Emerson that revenue was up 44% this January over last January and up 18% year over year. Irene shared that expenses were lower due to volunteer time of Hillbilly Garden Club, administrative staff, a negotiation of reduced cost for the recycle bin costs and a reduction in creative spending in advertising. Expenses are down by around \$9,000. She reminded everyone that, through the generosity of the City's \$50,000 grant, \$22,000 remains in addition to providing bicycle stations, power to the utility poles, benches, and mulching services—all to a total savings of around \$50,000, in kind. She closed by offering congratulations to the merchants for a strong year and their hard work to make that happen. .

Motion to approve the financial report by Joseph Gidman. Seconded by Heidi Herrman-Bacon. The motion passed unanimously.

IV. New Business: Funds Request: Irene shared a funds request to sponsor the Red, White, and Bridge Bash event planned for May 1-2, 2026. The request was made for \$5,000, paid to the Community Foundation of the Ozarks who manages sponsorships for this event. She suggested a theme of Clean, Safe, and Friendly and that the sponsorship would potentially support porta potties, trash, and shuttles. Connie asked if the proposed funds might impact event support, should additional requests be made and Irene responded that it would not as the current budget has room to support this funds request with zero adjustments made elsewhere. Travis iterated that this was to be a huge event for the street and that the money was available. Matt requested clarification on what a "sponsorship" entails—is this for specific and designated funding or does it just go into the larger pot of money. Connie offered that she doesn't want to see anyone on the street pay for things that the city will cover anyway. Irene further asked for an additional \$3,000 be designated for spring decoration that will also support event decoration (red, white, and blue decor, etc.) and stay up beyond July 4. Connie requested the money be allocated toward the entire historic district and not just at the footbridge. Amanda suggested that the CID should look at this as a matching funds request, similar to a grant. Travis opened the floor for questions and discussion followed. Joseph Gidman felt that \$5,000 was a lot for the CID to spend if specifics were not articulated. Shelby Wood offered that there was a way to communicate specifics in the anticipated sponsorship packet from CFO. Additional discussion continued about whether \$5,000 was too much and Joseph requested the cap for the sponsorship be lowered to \$3,000. Travis asked for motions for either or both.

Matt Blevins moved to approve the sponsorship at \$3,000 for the Bridge event; Joseph Gidman seconded. Motion approved.

Joseph moved for approval for \$3,000 for spring/summer/event decorations. Heidi seconded. Motion approved.

New meeting day: Travis shared he needs to move the CID monthly meeting from the second Wednesday to the second Thursday due

to conflicts. Jennifer Buss shared she would need to miss the next two meetings as a result of the day change. Travis announced the next meeting would be Thursday, March 12 at 10am, same location.

Gingkos: Travis shared that conversations about the Gingkos have begun with the city and the city's plan was provided via link. Irene shared that the city wants consensus from the CID board for their tree plan and explained that CID doesn't make the decision for the trees on city property. Travis asked for agreement from the board, which was unanimously agreed, that CID is in full support of the city and their plan for the Gingkos. Irene stated that the city's plan would be shared on the website when received. Connie Rhoades-Hinds shared that merchants do not want large trees replaced by small trees.

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 committee met with a Lamar Advertising rep to learn more about a billboard for the Bridge event. It was decided by the committee to place a billboard on the city's southside and one on Chestnut with a countdown to the bridge lighting on the evening of May 1, 2026. The billboards will be up for 2 weeks.

General Maintenance Committee: Irene Schaefer shared no change in City funding, and there is continued work on west end banners. Travis offered that there is extra money available and would be spent on the decoration and lighting where needed. Irene shared that there are 40 more poles to go and the goal is to do 20 at a time. CU covered the cost of \$15,000 in 2025 for the first 26 poles. There have been no agreements made for additional poles at this time.

Sales Tax Steering Committee: Travis shared that the sales tax meeting was well attended and discussion included reducing the proposed increase from .5 to .25 which would total .75 cent tax. Some people had voiced concern about a tax over .9 total. Travis reminded everyone of the TIF and CID timeline expirations, 2031 and 2036 respectively.

Budget Committee: Irene provided the proposed 2026-27 budget for board review. Proposed budget shows an increase in income of 17%, with spending increases in district maintenance, events, and decorations. During our March board meeting, we will vote on approval of the proposed budget, which is sent to DOR, State Auditor and City Council, for any feedback prior to our annual April meeting where we will vote on the final budget. If there are any suggested edits, please let Irene know before the March meeting.

VII. Organization Updates

C-Street Merchants: Connie Rhoades-Hinds shared that merchants are preparing for ST. Patrick's Day weekend events and celebration. There will not be a request for funds for this event.

Commercial Club: Christine Schilling shared that the Commercial Club seeks to put a focus on history and culture at the Bridge bash May 1 and 2. The CC seeks to somehow utilize their building even though it is currently not ADA compliant. The group is investigating ways to make scheduling of the building space more streamlined. Joseph added that there is discussion to add a mural next to Mumbles1888 and that some money for this has been promised. There is an artist depiction finished by Gray Harvey that focuses on the original depot.

VIII. Street News: Irene referred to the QR code on the agenda that links to the Red, White, and Bridge Bash event. She asked everyone to use the historicstreet.org website. Teresa Emerson shared that Randy Bacon is featured in a Missouri Lifestyles magazine issue.

IX. Motion to adjourn by Joseph Gidman; seconded by Teresa Emerson. The motion passed unanimously, and the meeting adjourned at 11:12am.



**Commercial Street Community Improvement District
Board of Directors Meeting Minutes
Wednesday, January 14, 2026 10:00 AM
Victory Mission Administrative Building, 1st 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.