

Commercial Street Community Improvement District Meeting
February 19, 2014
9AM at the Drury extension on Commercial Street.

Board Members Present:

Ryan Dagen, President, Jina Gorham, Vice President, Jeff Rens, Ryan Dock, Bob Pilkington, Erin Frerking, Lyle Foster

UDA Staff: Rusty Worley

Call to Order at 9:00am by Ryan Dagen, President

Review and Approval Minutes

Motion: Bob Pilkington

Second: Jeff Rens

Approved by popular vote

Financial Report:

ending balance \$12,978.23

Revenue this past month was a little ahead of budget

Discussion of highlights of monthly budget

Motion: Bob Pilkington

Second: Ryan Dock

Approved by popular vote

Discussion on Community Branding Projects

discussed the positive and negative feedback from the Arnett Muldrow & Associates visit.

Jina mentioned that a few people/businesses on the street mentioned feeling left out of the process.

Ryan Dock discussed keeping everyone involved as we move forward with the rebranding process to make sure that everyone is able to benefit from project.

Rusty discussed plans for the C-Street Market and integrating the new images and themes for the marketing elements.

Also discussed the upcoming banners, about 40, spanning the district, plus the redesign of the brochures and the website to utilize the new design elements.

Ryan Dagen proposed the formation of a committee that involves representation from CID, Commercial Club, as well as invite individuals from both design firms that reside on the street, so the committee can focus on the specific implementation of the re-branding strategy.

Rusty talked about doing a release party to engage the public and our neighbors to show the new rebranding efforts. Timing it toward the end of April for a reveal of things like the new banners.

Upcoming UDA structural meeting was mentioned that may affect the roles of the groups on Commercial Street.

Ryan suggests forming a rebranding committee and recommends that Jina would be a good fit for chairing said committee.

Motion to create the C-Street Rebranding Committee with Jina serving as the chairperson

Motion: Jina Gorham

Second: Jeff Rens

Approved by popular vote

Formation of the C-Street Rebranding Committee

Lyle asked about the prioritization and financing of the rebranding efforts.

Rusty has already allocated CID funds toward the banners and the new brochures, plus the UDA technically absorbs ancillary costs such as the website development, etc.

Rusty discusses a packet/kit that gives all the branding guidelines plus provide templates to help individual businesses incorporate the new design elements and themes

Lyle emphasizes that he really wants to make sure that the focus on the rebranding efforts stay stronger as an entire strategy toward long-term change, as opposed to just slapping a new logo on what we already have. He would like to see a plan that shows the priorities and budget for both short-term and long-term goals.

Discussion ensues about the official adoption of the rebranding project.

Paulette and Sa'dia present information concerning Mardi Gras.
The event spans the street with several venues participating.
Emphasized that this event is unique in our area.

First year drew 700 people in attendance, then in 2012 the numbers increased to 900. In 2013, bad weather kept a lot of people from coming out, but the numbers held to the previous year at approximately 900 people in attendance.

This year the budget has grown plus they have gained a couple of new sponsors to help support the event.

The event is adding an outdoor "patio" area with a street closure at Campbell and Commercial to accommodate more people as well as the tasting area for the liquor/beer sponsors.

Discussed marketing efforts and their direction and goals.

Because of the additional insurance and security needs, they are looking to add an off-duty police officer on the west end of the district.

They are requesting \$300 for the facebook/417 post for advertising, and \$120 for the off-duty police officer.

Discussion ensues of the event support request. Erin and Lyle both commend the event for becoming more self-sufficient in that they are asking for less funding from the CID.

Motion to support Mardi Gras with \$420 of support
Motion: Jina Gorham
Second: Erin Frerking
Approved by popular vote

St. Pat's Parade sponsorship request
Lyle discussed the group that plans the St. Pat's parade and the benefits to our community.

Motion to approve \$100 ad support to the St. Pat's advertisement/donation

Motion: Lyle Foster
Second: Jeff Rens
Approved by popular vote

Ryan Dagen will be moving next month. The board can nominate replacement for the board position. Jina proposes an application process for the board position.

Ryan Dagen recommends a current member of commercial club for consideration for replacement. Erin recommends a simple application.

Motion to require application process for open board member position.

Motion: Jina Gorham

Second: Ryan Dock

Approved by popular vote

Rusty presents the 2014/2015 draft budget. City requires draft budget by the end of March and a final budget by the end of May.

On the budget, Rusty kept the projected revenue conservative. Continued to discuss the individual line items on the proposed budget draft.

Discussion ensues on the budget and needs of the district. Concerns that not enough was budgeted to items like the streetscape/landscaping and marketing/advertising efforts. Rusty discussed the individual line items on the projected budget and indicated that while a lot of them will change, he pointed out the items like the \$1,000 budgeted toward banners may get dropped significantly because of the fact all of the banners will be new this year, so next year may not require much in maintenance and/or replacement. On the whole gave a better picture of priorities of each line item.

Ryan recommended a contract that better defines the payment to support the UDA. Jeff mentions that a memorandum would be adequate.

Everyone expressed gratitude for the services that UDA provides.

Motion to move the monthly meeting to a location on Commercial Street.

Motion: Jeff Rens

Second: Erin Frerking

Approved by popular vote

Brad Segal (consultant UDA is bringing in from Denver) meeting (UDA organizational/structure meeting) next Wednesday, February 26, 2014, at 12:00 pm, for board members of CID and Commercial Club.

Next Meeting at 9:00am, March 14, 2014, at Drury's building on C-Street.

10:27am Motion to Adjourn

Motion: Ryan Dock

Second: Jina Gorham

Approved by popular vote