

CITY OF LEBANON  
DOWNTOWN BUSINESS DISTRICT ADVISORY BOARD  
JUNE 2, 2021

BE IT REMEMBERED that the Downtown Business District Advisory Board of the City of Lebanon, Missouri, met on June 2, 2021 at 8:30 a.m. in City Hall located at 401 South Jefferson.

ROLL CALL AND DECLARATION OF A QUORUM

Upon roll call, the following board members were present: Melody Allen, Michelle Boyer, Ed Brackett, Beth Chism, Amy Dent, Steve Hite, Ginger Johnson, and Chris Walters; Absent: Gay Boston.

A quorum was declared.

Staff members and others in attendance: Downtown Business District Executive Director Ashton Light, Tourism Director Rebecca Rupard, Administrative Assistant to the City Administrator Ashley Sicard, Communications Manager Derek Gean, City Clerk Laina Starnes, Christina Ruble, Ashley Gregory, Jamie Johansen, Harper Johansen, Nicole Walters, Kim Light, Melinda Fries, and Valerie Howe.

Minutes were taken by Downtown Business District Executive Director Ashton Light.

APPROVAL OF MINUTES

Chism recommended an amendment to the minutes. Ginger Johnson moved and Chris Walters seconded that the Board approve the May 5, 2021 meeting minutes upon suggested changes. Motion carried as follows: Yea: (8) Allen, Boyer, Brackett, Chism, Dent, Hite, Johnson, Walters; Nay: (0) None; Abstain: (0) None; Absent: (1) Boston.

PRESENTATION ITEMS

None.

DISCUSSION ITEMS

Main Street Revitalization Conference Details

Light discussed the details of the Missouri Main Street Revitalization Conference that would be held virtually from July 28<sup>th</sup> through the 30<sup>th</sup>. Light discussed the importance of the conference and the cost of \$65 if more than three from the Downtown organization signed up. Hite looked through the sessions and discussed each one, commenting on the need of the organization for each category. It was suggested that upon registering, each board member sign up for a session to give a report to the board on. Hite suggested trying to get future conferences to be held in Lebanon.

Main Street Community Survey

Light explained that was the next step in the Community Empowerment Grant and gave the suggestions Main Street sent regarding distribution of the community survey. Chism explained that the Laclede County Record would include the survey in newspaper stories,

on their website and on their social media channels. Chism also suggested paper copies, because digital-only servers could skew data towards a younger generation. Hite suggested that paper copies would expand the workload and cost. Howe questioned older generations being able to fill out a digital survey. Starnes suggested putting surveys in utility bills that were distributed, but the deadline was too soon to get them distributed. Rupard suggested asking Missouri Main Street if they were willing to accept paper copies. Boyer suggested having businesses with iPads setting them up at the checkout so that it was easy for customers to fill out the survey. She also suggested offering a discount if they filled out the survey. Johansen suggested that Downtown could offer \$1 off passports or t-shirts during the Route 66 Downtown Cruise if they filled out a survey.

#### Director's Report

Light discussed her new intern that was there to help out for the duration of the summer. Light also shared that the Lebanon Main Street 501c3 was completed and that the next steps would be to obtain an EIN number and talk to the Downtown banks about setting up a checking account. Light shared that the Board had collected 22 of the economic building inventory forms. She shared that her next plan of action would be to fill out as much as possible before visiting with the businesses, so the form was less daunting and easier to fill out. Light shared that all Lebanon entities that applied for the EDA Downtown Strong Grant through Missouri Main Street were accepted. This included organizational policies and procedures, and website development services for the Downtown Business District Board. Hite discussed that one of the first goals for this service would be to update the current bylaws. The Rail 1868 Restaurant and Tavern, Page Printing and The Hive were three of 86 businesses in Missouri to receive these grant services. Light explained that her and Ashley Sicard were headed to Branson for the Main Street Summit, in which they would work on board, volunteer and fundraising development, identifying key players, and demonstrating the value of revitalization. Light also shared how to create a login on the Missouri Main Street website to view resources. Light discussed that Bobby and Kymee Harrison were interested in putting a mural on the top level of their building. Chism indicated that the Design committee was planning on creating a mural subcommittee to discuss mural suggestions and grants for Downtown Business owners. Lastly Light explained the new District boundaries that would reach to Springfield Road on Commercial and Second Street if approved by City Council. She encouraged board members to attend the June 14<sup>th</sup> Public Hearing to explain to council that they were in favor of the expansion.

#### Design Committee Report

Brackett explained the proposed arches to cross Commercial Street on each side of Jefferson. He showed the proposed sketch and explained that the Design Committee would like to put round planters around the base if feasible. He explained that the next step was to talk to Detroit Tool Engineering about pricing and logistics. Brackett discussed the grant obtained by Laclede Industries that would include benches and planters in Downtown. He explained that the Design committee preferred to have input on the type of benches and planters received. Brackett shared that the Design committee had

reviewed, and approved Jim Kueny's façade improvements and they recommend that the board approve the reimbursement of \$5,612 to Jim Kueny. Brackett also discussed the Design committee's goal of having string lights crossing Commercial Street. The committee had discussed attaching lights to buildings, but with the height differences, Brackett recommended adding poles separate from the light poles to attach lights to.

#### Promotion Committee Report

Boyer updated the board on the 2021 and 2022 proposed calendar of events for the Downtown District. Boyer explained that the Promotion committee suggested four major annual events in 2022: Trout Fest in early March, Route 66 Festival Downtown Cruise in June, a Fall Festival in October, and Christmas on Commercial in December. Michelle explained that the Promotions committee had approved the budget for the Route 66 Festival Downtown Cruise. The Promotions committee also recommended the purchase of four sandwich boards for temporary event signage in Downtown.

#### Route 66 Festival Downtown Cruise Report

Walters gave the board an update on details regarding the Route 66 Downtown Cruise. He showed the board the photo of the light pole banners that would be hung up soon, along with the t-shirt design and flyers. Walters gave a call to action to board members to volunteer for the event, so that people would see them helping and so that people could ask questions or discuss what is going on Downtown. Walters explained the activities going on during the event, including a concert on Madison, DJ on Adams, and t-shirt and passport booths. He shared that Route 66 Society had agreed to volunteer on Friday night, so Downtown needed to send them volunteers on Saturday as well. Walters explained that they had created a digital, interactive map that included historic information and activities that would be available online for visitors to navigate the event. Walters explained that Commercial Street, from Jackson to Jefferson, and Jefferson to Washington by 5:00pm that night.

#### Board Term Details

Hite shared that the board terms that were ending in July were Brackett, Chism, and Boston. He also shared that there was a new applicant for the position. Hite discussed that he would talk to each of the three members to see if they were interested in reapplying, then give recommendation to the Mayor.

#### Other New Business

None.

#### POSSIBLE ACTION ITEMS

##### Main Street Board Training Dates

Chris Walters motioned to approve the board's first, second and third choices for Missouri Main Street to come in and train the board as follows: Monday, June 21<sup>st</sup> at 8am, Thursday, June 24<sup>th</sup> at 8am, and Monday, June 28<sup>th</sup> at 8am. Brackett seconded and the board unanimously approved these dates.

#### Purchase of Four Sandwich Board Signs for Events

Ed Brackett motioned to purchase four SignPro Sidewalk Sign for Posters, 24 x 38, Black, A Frame, Double Sided signs from Alphabetsigns.com for a total of \$500. Ginger Johnson seconded the motion and the board unanimously approved. Light explained that this purchase would come out of the LAF funds for Downtown Lebanon.

#### Promoting Events Held in Downtown Sponsored by Businesses

Light explained that a lot of businesses and organizations were expressing interest in hosting events Downtown. She explained that the board needs to clearly distinguish between the events sponsored by Downtown and those coordinated by other entities. Light explained that Missouri Main Street suggested offering free promotions but using the verbiage “sponsored by” or “organized by” and include the organization putting on the event to distinguish between events. Walters suggested only using the Downtown logo for Downtown events but would require a patent to protect it. Chism reminded the board that Schumacher had previously explained that the Downtown logo belonged to the City and was public property. Chism also suggested that it would be hard to police the use of the logo. Hite suggested clarifying the logo issue with the city and using Missouri Main Street’s suggestions on outside events. No action was taken on this item.

#### Organization Committee Co-Chair Appointment

Light shared that Hite had volunteered to co-chair the organization committee with Ginger Johnson. Brackett motioned to approve Steve Hite as the Co-Chair of the Organization committee. Chris Walters seconded, and the board unanimously approved.

#### Organizational Committee Appointment

Chris Walters motioned to approve Nicole Walters, Melinda Fries, Laina Starnes and Brad Budolfson as new members of the Organization Committee. Amy Dent seconded and the board unanimously approved. Light shared that she was also in contact with Paul Rone and LeAnn Mather about joining this committee and was waiting on their responses.

#### Economic Vitality Committee Appointment

Ginger Johnson motioned to approve Kim Light, Brian Thompson and Randy Angst as new members of the Economic Vitality Committee. Chris Walters seconded, and the board unanimously approved the new members. Light shared that she was also in contact with Darrell Pollock about joining this committee and was waiting on a response.

#### LHS Alumni Association Event

Light shared that the LHS Alumni Association was having their 50<sup>th</sup> celebration on Saturday, September 25<sup>th</sup> and would like to see Downtown do something to celebrate on Friday. Light discussed that there would be a lot of alumni traveling into the community on Thursday and Friday night. Fries suggested adding welcoming signage to store windows throughout Downtown. Brackett suggested that the board be open to ideas given to us from the Alumni Association for Friday night. Chism suggested the possibility

of displaying content from the last 150 years in Downtown. Chism also discussed the role of Eric Adam's students in creating a video and to contact them to see if Downtown could display the video Friday night. Fries suggested talking to Karen Simpson-Neasby to get permission on graphics already created for the event. No action was taken on this item.

Approval of Completed Façade Improvements

Beth Chism motioned to approve the reimbursement of \$5,612 to Jim Kueny for the Downtown Lebanon Façade Improvement Program. Chris Walters seconded, and the board unanimously approved.

Other New Action Items

None.

ADJOURNMENT

Meeting was adjourned at 10:16 A.M.

ATTEST:

  
Secretary-Treasurer Ginger Johnson

  
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Chairman Steve Hite

Minutes Approved       JULY 7, 2021