

CITY OF LEBANON
DOWNTOWN BUSINESS DISTRICT ADVISORY BOARD
MAY 5, 2021

BE IT REMEMBERED that the Downtown Business District Advisory Board of the City of Lebanon, Missouri, met on May 5, 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, Gay Boston, Michelle Boyer, Ed Brackett, Beth Chism, Ginger Johnson, and Chris Walters; Absent: Steve Hite and Amy Dent. Chris Walters arrived at 9:32.

A quorum was declared.

Staff members and others in attendance: Downtown Business District Executive Director Ashton Light, City Administrator Mike Schumacher, Tourism Director Rebecca Rupard, Administrative Assistant to the City Administrator Ashley Sicard, Bill Lewis, Steve Smith and Valerie Howe.

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

APPROVAL OF MINUTES

Ginger Johnson moved and Melody Allen seconded that the Board approve the April 7, 2021 meeting minutes as presented. Motion carried as follows: Yea: (6) Allen, Boston, Boyer, Brackett, Chism, Johnson; Nay: (0) None; Abstain: (0) None; Absent: (3) Hite, Dent, Walters.

PRESENTATION ITEMS

None.

DISCUSSION ITEMS

New Paving on Commercial Street

Schumacher explained the City involvement in the repaving of Commercial Street. He discussed that it would be concrete at a cost of \$250,000. The District also had the option of stamping and coloring the concrete to look like cobblestone for an addition \$50,000 that would come from economic development dollars. Maintenance of the new roads were discussed, and Schumacher was to check more into that. The Board also discussed doing a campaign to business owners to make them aware of when the street would be redone and the benefits of doing so.

501c3 Bylaws

Light discussed sending examples of other Main Street community's bylaws to look over. The Board discussed having the executive committee get the bylaws put together to present to the board for a vote.

Role of Director and Voting Items

Schumacher explained that the Director and Board are new to the roles of a Main Street community. He explained that it is important for the Director to answer to the board not individuals, and for the board to give clear guidance through goals and objectives. Chism discussed the importance of getting an organization committee together. The board had focused on design and promotion awaiting training from Missouri Main Street. It was discussed that with this training, organization and economic vitality committees were ready to be formed.

Other New Business

None.

POSSIBLE ACTION ITEMS

Façade Improvement Program Applications

Light presented the six applications submitted for the Façade Improvement Program. Light showed the board the photos of each and gave the board specifics on cost of each application. She then explained the suggestions of the design committee. It was also discussed that the design committee should create design guidelines for buildings and murals to give as suggestions. Chism moved and Johnson seconded to approve the applications of Michelle Boyer for 113 W Commercial Street, Michelle Boyer for 115 W Commercial Street, Jamie Johansen and Joanna Wilkinson for 121 W Commercial Street, Danny True for 211 W Commercial Street, and Jim Kueny for 102 N Jefferson Avenue, for a total of \$36,910. The board unanimously approved. It should be noted that Boyer stepped out of the room for the discussion and voting of the applications.

Director's Role in Sponsorships and Events

There was discussion amongst the Board about the difference in selling ads for events and sponsorships. Chism discussed that she did not think that Downtown should be selling small sponsorships for events. Light discussed details of the passport program and that the promotions committee was trying to allow everyone to get involved through small sponsorships. Schumacher suggested better coordination between the newspaper and what they are doing for events and the promotions committee and director. Johnson moved and Allen seconded that the Promotions Committee get with the paper to better coordinate. The board unanimously approved.

2021 Promotions Calendar

The Board discussed having fewer, but larger events. Chism volunteered to print out and distribute historic information to Downtown businesses for the Historic Walk. The Board suggested moving the architectural walk to September or October to coordinate with the Fall Open Houses or College Days. No action was taken on this item.

Bike Racks for Downtown

Light presented the photos given to her by Joe Seaman, a local welder, and explained that he is willing to donate a couple of bike racks for Downtown. The board discussed that they

like the idea, but the design committee should have input on the style and location. No action was taken on this item.

Route 66 Festival Budget

The board looked over the Route 66 Festival Budget and Brackett suggested allowing the Promotions committee to make decisions on the budget. No action was taken on this item.

Route 66 Festival Sponsorship Tier

This item was not discussed.

Budget for Temporary Event Lighting

Light discussed options for temporary string lights for events. The board discussed waiting until there were more permanent options available to decide. No action was taken on this item.

Budget for Temporary Event Signage

Temporary signage options were discussed to provide wayfinding during events. The board suggested that the Promotions Committee put together exactly what is needed to be voted on at the next meeting. No action was taken on this item.

Addition of Rebecca Rupard and Melinda Fries to the Promotion Committee

Chism suggested Melinda for the Organization committee as well. Allen motioned and Walters seconded to approve the addition of Rebecca Rupard and Melinda Fries to the Promotion Committee. The board unanimously approved.

College Color Run Involvement

The Board discussed a proposed college event to occur in Downtown Lebanon. Light discussed her role as committee chair and the board suggested that she step back and let the colleges run the event, offering her guidance along the way. No action was taken on this item.

EDA Downtown Strong Grant Application

Chism questioned the difference between the Community Empowerment Grant and the EDA Downtown Strong Grant. Light explained that the EDA Downtown Strong Grant was offering specific services, unlike the Community Empowerment Grant which offered broad training. The various services were discussed. Walters moved and Brackett seconded that the board apply for the website development and organization policies and procedures portion of the grant. The board unanimously agreed.

Other New Business

Chism moved and Johnson seconded that the city stamp and color the concrete on Commercial Street in a brick red color. The board unanimously approved.

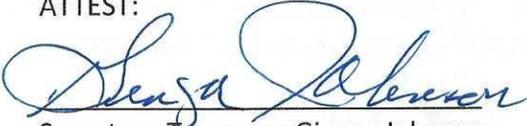
Brackett discussed allowing business owners to put hanging baskets in front of their businesses that would be cared for by each individual business. He discussed that the baskets would all have to coordinate but would be paid for by the willing businesses. Allen motioned and Johnson seconded to approve of individual businesses hanging baskets on the light poles. The board unanimously agreed.

ADJOURNMENT

Meeting was adjourned at 10:16 A.M.



Chairman Steve Hite

ATTEST:


Secretary-Treasurer Ginger Johnson

Minutes Approved JUNE 2, 2021