

CITY OF LEBANON
DOWNTOWN BUSINESS DISTRICT ADVISORY BOARD
May 21, 2019

BE IT REMEMBERED that the Downtown Business District Advisory Board of the City of Lebanon, Missouri, met on May 21, 2019 at 8:15 a.m. in the City Hall Conference Room located at 401 South Jefferson.

ROLL CALL AND DECLARATION OF A QUORUM

Upon roll call, the following board members were present: Melody Allen, Ed Brackett, Amy Dent, Steve Hite, Ginger Johnson, Laura O'Quinn, Michelle Boyer, and Gay Boston; Absent: Jason Waterman

A quorum was declared.

Staff members and others in attendance: Code Administrator Joe Berkich, Communications Manager Derek Gean, Deputy City Clerk Lindsey Slavens, Lebanon REDI President Brian Thompson, Administrative Assistant to the City Administrator Ashley Sicard, Ozark Media Group's Beth Chism, and John Carr owner of Madison Street Grill.

Minutes were taken by Deputy City Clerk Lindsey Slavens.

APPROVAL OF MINUTES

Ginger Johnson moved and Ed Brackett seconded that the Board approve the April 16, 2019 meeting minutes as presented. Motion carried as follows: Yea: (8) Allen, Boyer, Brackett, Dent, Hite, Johnson, O'Quinn and Boston; Nay: (0) None; Abstain: (0) None; Absent: (1) Waterman.

LEBANON AREA FOUNDATION:

Melinda Fries of Lebanon Area Foundation presented the Board with a donation of funds from an anonymous donor. Fries explained that the donor's conditions were that funds must be used to revitalize the Downtown Business District. Fries also explained the disbursement of funds, which will begin in the year 2020. Lebanon Area Foundation will serve as a third party, organizing and ensuring proper documentation and transparency of expenditures. All proposed transactions must be presented to the board and approved by each member. Fries explained that 2 members should be selected as contacts to communicate with LAF. The board chose Steve Hite and Jason Waterman to be said contacts. Fries recorded contact information and requested estimated transactions expected in 2020. Hite, along with board agreeance, proposed \$20,000-\$25,000. Hite also questioned weather or not funds could be invested. Fries explained that she could invest the funds or keep the assets liquid upon board preference.

Ed Brackett moved, and Laura O'Quinn seconded to approve the acceptance of anonymous donation via Lebanon Area Foundation. Motion carried unanimously.

FOOD TRUCK EVENT RECAP

Assistant to the City Administrator Ashley Sicard, started by recognizing Events Coordinator Jessica Massey for her help during the event. Sicard continued by mentioning, although the bad weather, the event had a successful turn out; with 3 of the trucks selling out. Lifepoint Church was also able to open up their Downtown facilities in order for the band to continue as planned. Steve Hite then commended Sicard for all of her hard work organizing the event, the donors of the band, and ended by saying he really enjoyed it (especially the food). Michelle Boyer mentioned that she noticed an increase of sales that Saturday and suggested continuing the event and possible marketing at Bennett Springs to draw in travelers. Hite added the idea of hanging a large banner across Commercial Street. Melody Allen mentioned the long lines for the trucks. Amy Dent then suggested adding more food trucks at the next event as well as making them aware of the volume of traffic to avoid running out of food. Boyer also mentioned the possibility of holding the event on both ends of Commercial St. as well as added activities such as raffles and bounce houses, but still allowing traffic to flow through like the previous event. John Carr added to Boyers idea by asking Joe Berkich about the power usage if incorporating the other end of Commercial. Berkich said he would get a map to the board to mark areas needed and set up accordingly. The board unanimously agreed that another food truck event would be a good idea and explored possible dates in August.

MAINSTREET TRAINING

Sicard passed out pamphlets for Mainstreet Training, a company that provides services to Downtown areas, to Board Members and explained that each class averaged at \$2,250.00. Ginger Johnson commented about the price being very steep. Sicard then added that the website offers free resources as an alternative. Sicard also added that she noticed some Downtown Business District's are a 5013C status, making donations tax exempt. Hite agreed that this was something that should be looked into, and inquired on ways for maintaining income for the District. Sicard added the possibility of charging vendors a fee when hosting events such as the Food Truck Event. The Board agreed that the fee is something that could be discussed further and researching the amount of the fee to comply with City Code.

LANDSCAPING UPDATE

Michelle Boyer started by mentioning she had sent out an email to all Board Members with photos of different colored options for the Sandstone trashcans/planters. She added that she had reached out to different places including the City of Joplin who gave a contact that is able to provide sample pieces if needed. Ed Brackett expressed his concern about tearing out the corner landscaping. He felt that filling it in with concrete would be moving backwards. Ginger Johnson added that the current landscaping looked great and commended Laclede Industries for their hard work. Brackett mentioned the possibility of using the sample pots as mentioned to ensure that is the direction they want to go before tearing the current area out. John Carr replied that he was able to have the samples picked up from Joplin and Hite approved. Boyer then brought up the possible arrangements for the planters and mentioned using Evergreen trees due to their

versatility. She continued by saying there were options of adding ornaments and corresponding décor to the trees for each season. Joe Berkich commented that the trees would be ok as long as the height and placement stayed within Code. Hite ended the conversation by saying they would continue to look into options for planters as well as keeping Brackett's suggestion in mind. John Carr then mentioned the financial state of the District, and Brackett replied that they had received financial statements in the past at each meeting. Hite added that this would be something they would like to see moving forward. Sicard agreed that she would look into providing the statements as requested. There was then discussion of whether or not all Downtown Business owners were aware of the meetings, dates being held, and the possibility of sending out messages to each of them. Sicard said she would gather the contact information and send notice to each business.

ADJOURNMENT

Meeting was adjourned at 9:20 A.M.



Chairman Steve Hite

ATTEST:



Secretary-Treasurer Ginger Johnson

Minutes Approved 10-18-19