

CITY OF LEBANON  
DOWNTOWN BUSINESS DISTRICT ADVISORY BOARD  
AUGUST 4, 2021

BE IT REMEMBERED that the Downtown Business District Advisory Board of the City of Lebanon, Missouri, met on August 4, 2021, at 8:30 a.m. at 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, Ed Brackett, Michelle Boyer, Steve Hite, Jamie Johansen, Ginger Johnson, and Chris Walters; Absent: Gay Boston and Amy Dent.

A quorum was declared.

Staff members and others in attendance: Downtown Business District Executive Director Ashton Light, City Administrator Mike Schumacher, Administrative Assistant to the City Administrator Ashley Sicard, City Human Resource Director Kathy Milliken, Assistance City Administrator/City Clerk Laina Starnes, City Tourism Director Rebecca Rupard, Lebanon REDI President/CEO Brian Thompson, Kim Light, Nicole Walters, Stacy Harrill, and Melinda Fries.

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

APPROVAL OF MINUTES

Ed Brackett moved and Ginger Johnson seconded that the board approve the July 7, 2021 meeting minutes as presented. Motion passed unanimously.

PRESENTATION ITEMS

None.

DISCUSSION ITEMS

Budget Update

Light updated the board on the July expenses. Light explained that only one façade grant program had been completed, but after the reimbursement of all accepted applications, there would be \$104,917.05 remaining of the first installment of donated funds. Hite updated the board that they would be receiving the second installment of \$200,000 in October or November. Hite also mentioned to the Design Committee that there had been inquiries from business owners about the possibility of another façade grant in the fall. Hite suggested that Downtown heavily promote the façade grants and talk to the businesses to get quotes on how much it helped them improve their buildings.

Design Committee Report

Brackett shared that members of the Design Committee met with Linda Kimrey regarding the grant Downtown Lebanon will be receiving. He explained that Downtown would be receiving benches, trash receptacles, and planters made entirely of recycled materials. Hite suggested Downtown document the value and use that to promote the significance

of the grant. Brackett shared that the Committee also met with Jim Sheldon to discuss building arches across Commercial Street and that the City has met with engineers to discuss specifics. Sheldon agreed to donate the labor, leaving Downtown to purchase only materials for the arches. Hite mentioned how exciting it was to have people in the community who were willing to get involved and make big projects like this happen. He said it shows that what is good for Downtown is also good for the entire community.

#### Promotion Committee Report

Boyer updated the board on the decision to keep the calendar for the remainder of the year the same. She mentioned that the committee had questioned the role of Downtown in the LHS Alumni event on Friday, September 24<sup>th</sup> with COVID cases increasing and with the lack of time to plan the event. The board suggested that the businesses could do whatever activities they would like, but that the board itself would step back in the planning process. Hite re-emphasized the importance of distinguishing between Downtown-sponsored events and promoting those that were held by Downtown businesses.

#### Organization Committee Report

Hite shared that he was excited for the Organization Committee members. He explained that the last meeting was primarily focused on creating a mission and vision statement for the organization. He explained that the goal of the vision statement was to share what Downtown Lebanon wanted to achieve, and the goal of the mission statement was to share how Downtown Lebanon would achieve it. Hite suggested that Downtown promote those statements on social media and in the newsletters that go out. Hite also mentioned that the committee has discussed the role of the 501c3. He suggested asking Missouri Main Street how best to utilize the non-profit status. Schumacher suggested that all fundraising and eventually the City contribution to the Executive Director's Salary go through the 501c3. Melinda Fries suggested finding out if it could run through Lebanon Area Foundation so that they can use their expertise and programs to keep track of auditing and disbursement of checks. Hite also mentioned the idea of board member renewals and having a term limit to keep people better involved.

#### Economic Vitality Committee Report

Walters shared that the first priority of this committee was completing the business and building inventory. He explained that this inventory would let the board see what they had and what vacancy rates were currently Downtown. Walters also updated the board on the current status of that inventory. Hite and Walters also discussed the quarterly data collection and emphasized the importance of board members keeping an eye out for new business, businesses leaving, building improvements, and keeping track of volunteer hours. Walters suggested at least an annual report to City Council, but potentially a quarterly report to keep the community, the City, and potential investors updated on what was going on Downtown.

### Reports on Main Street Revitalization Conference

Hite shared the seminar he watched pertaining to board roles indicated that the number one job of a board member was to put the four-point approach into practice. He also mentioned the importance of constantly recruiting people to become volunteers or future board members. Sicard shared the importance of bragging on the District and communicating to the community what Downtown had to offer and what projects were being completed. Sicard also explained that she liked the idea of adding attractions, such as statues to the District. Hite included that the conference indicated that board members were expected to work at least five to ten hours per month on Main Street projects or meetings.

### Upcoming Transformation Strategy Training

Light reminded the board that the next Missouri Main Street training is coming up on Monday August 30<sup>th</sup> from 9am-12pm at First State Community Bank. Hite explained that MMSC would be giving suggested transformation strategies based on the community survey and business/building inventory. The board would then vote on which strategy they feel best fits the Downtown Lebanon community at the next board meeting.

### Business/Building Inventory Progress Update

This item was mentioned in the Economic Vitality Committee Update and not further discussed.

### POSSIBLE ACTION ITEMS

#### Vision and Mission Statements for Downtown Lebanon

Walters moved and Brackett seconded that the board approve the following vision and mission statements for Downtown Lebanon as presented. Motion passed unanimously.

“The vision of Downtown Lebanon is to be the heart of our community by supporting economic growth and development while enhancing and honoring the past, present, and future – making Our Town, Your Town.

“The mission of Downtown Lebanon is to create and promote a vibrant hub for our community. We will succeed in these efforts by supporting historic revitalization, developing economic vitality through a diverse mix of businesses, planning cultural and family-friendly events, and encouraging unique housing opportunities while cultivating partnerships with local government, businesses, financial institutions, organizations, and community members.”

#### Addition of Ashton Light and Jamie Johansen to the Organization Committee

Johnson moved and Walters seconded that the board approve the addition of Ashton Light and Jamie Johansen to the Organization Committee. The motion passed unanimously.

### CLOSED SESSION

Walters moved and Brackett seconded that the board move out of Regular Session and into Closed Session pursuant to RSMo 610.021 (3) to discuss personnel matters. Motion

carried as follows: Yea: (7) Allen, Boyer, Brackett, Hite, Johansen, Johnson, and Walters;  
Nay (0) None; Abstain: (0) None; Absent: (2) Boston, Dent.

The Board returned to Regular Session at 10:04 am.

ADJOURNMENT

Bracket moved and Allen seconded that the meeting be adjourned at 10:04 am. Motion passed unanimously.

  
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Chairman Steve Hite

ATTEST:

  
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Secretary-Treasurer Ginger Johnson

Minutes Approved September 1, 2021