

CITY OF LEBANON  
DOWNTOWN BUSINESS DISTRICT ADVISORY BOARD  
October 6, 2021

BE IT REMEMBERED that the Downtown Business District Advisory Board of the City of Lebanon, Missouri, met on October 6, 2021, at 8:30 a.m. in City Hall located at 401 South Jefferson.

ROLL CALL, ATTENDANCE AND DECLARATION OF A QUORUM

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

A quorum was declared.

Staff members and others in attendance: Downtown Business District Executive Director Cynthia Coffman, City Administrator Mike Schumacher, Administrative Assistant to the City Administrator Ashley Sicard, Assistant City Administrator & City Clerk Laina Starnes, City Tourism Director Rebecca Rupard, Melinda Fries, Stacy Harrill, Donna and John Karch, Sean Parker, and Tommy McKenzie.

Minutes were taken by Downtown Business District Executive Director Cynthia Coffman.

APPROVAL OF MINUTES

Chris Walters moved and Jamie Johansen seconded that the Board approve the September 1, 2021 meeting minutes as presented. The motion carried unanimously.

PRESENTATION ITEMS

None.

DISCUSSION ITEMS

Budget Report

Lebanon Area Foundation Director Melinda Fries informed the Board that the next installment of the anonymous donation to the DTBD is expected on or after October 17, 2021. Currently, the account at LAF has a balance of \$136,215.05; no expenses were reported since the last Board meeting.

Design Committee Report

Brackett shared that Donna Karch of the Commercial Street Studio will be joining the Design Committee as a result of Nicole Walters' resignation. He went on to report that the committee members plan to put together literature on design resources for Downtown businesses and include a vendor list for those undertaking renovation/preservation/construction projects. Schumacher offered to share the City's approved vendor list.

City Council has approved a task order for the Downtown arches and additional poles to support over-street lighting. The projects are in the design/plan phase; there is no cost estimate of the work at this time.

#### Promotion Committee Report

Boyer said plans are progressing for this year's Christmas on Commercial event. Several civic organizations have committed to selling snacks. Special attractions are planned for each block and include Santa, hayrides, a petting zoo, a service project with first responders, an appearance by Mr. B, and Christmas music. Commercial Street will close at 4:00 for set up. There also will be a live nativity at The Market.

#### Organization Committee Report

Hite discussed plans for the Downtown Business District Advisory Board to form the core governing body of a nonprofit known as Lebanon Missouri Main Street, Inc. The §501(c)(3) was created in May 2021. Coffman will obtain a tax identification number and tax-exempt letter. Starnes and Coffman are collaborating to draft a service level agreement between the City and the nonprofit. Hite noted that a subcommittee is formulating bylaws. Lebanon Missouri Main Street should be operational by January 2022. The Organization Committee has taken over production of a monthly Lebanon Downtown newsletter. Johansen elaborated that each of the four Advisory Board committees will be featured between now and January, and Downtown events and meetings will be listed in the newsletter. The publication also is a medium for highlighting Downtown businesses and volunteer opportunities. Hite explained that a subcommittee on fundraising is exploring ways to raise money to support the business district. Another subcommittee is focused on volunteer recruitment and recognition. Schumacher suggested the Advisory Board consider joining the City Council's volunteer event in February 2022.

#### Economic Vitality Committee

Walters shared that individual committee members have taken on downtown blocks that they will be responsible for following. Members will walk their block, visit with business owners and operators, and help track investment in Downtown. They will carry cards to leave on doors if they miss making contact with someone at a location. Walters and Hite reminded Advisory Board members to be sure all committee chairs send the third-quarter volunteer hour totals to Walters and Coffman for submission in the quarterly report to Missouri Main Street Connection.

#### ACTION ITEMS

##### Adoption of Transformation Strategy

Brackett moved and Walters seconded the adoption of two transformation strategies to guide the revitalization and future activities of the Downtown Business District. Lebanon's main street efforts will focus on being both family-centric and visitor-oriented. The board voted unanimously to make these its transformation strategies going forward.

ADJOURNMENT

Brackett moved and Walters seconded for adjournment. The board voted in support and adjourned at 10:

  
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Chairman Steve Hite

ATTEST:

  
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Secretary-Treasurer Ginger Johnson

Minutes Approved November 3, 2021

