



C-Street Community Improvement District Board of Directors Agenda
Wednesday, November 8, 2023 - 10:00 AM - Victory Mission Administrative Building
1715 N Boonville, 1st Floor

Video call link: <https://meet.google.com/cbh-drxx-xzh>

Or dial: (US) +1 520-329-5607 PIN: 948 414 873#

More phone numbers: <https://tel.meet/cbh-drxx-xzh?pin=8125282582302>

- **Call to Order - Welcome (*Irene Schaefer, President*)**
- **Review and Approval of Previous Meeting Minutes (*Angela Duran, Corie Godsy, Secretary*)**
- **Financial Report (*Jamie Evans, Travis Tindall, VP/Treasurer*)**
- **New Business**
 - Sales Tax Update – *Irene Schaefer*
 - Board Seat Opening - Corie Godsy resignation - *Irene Schaefer*
 - Secretary Election - *Irene Schaefer*
 - Funding Request - Sip and Shop - *Connie Rhoades Hinds*
 - City Parking Inventory - *Irene Schaefer*
- **Existing Business**
 - Street Safety - *Officer Ben Wilson*
 - Parking lots - security camera update - *Angela Duran*
 - Trash Can Project Update - *Angela Duran*
 - CID Staff Report - *Angela Duran*
 - Mission Statement – *Irene Schaefer*
 - **Committee Reports**
 - Holiday Lighting Committee Report - *Cindy Ussery*
 - Advertising Committee Report - *Connie Rhoades Hinds*
 - Dumpster Committee Reports - *Travis Tindall*
 - Establish Public Art Committee - *Irene Schaefer*
 - Establish Safety & Security Committee - *Irene Schaefer*
- **Public Comment**
- **Next Meeting Date and Time -**
 - **REGULAR MONTHLY MEETING 12/13/23, Victory Mission Administrative Building, 1st floor, 10 am**
- **Adjournment**



**Commercial Street Community Improvement District
Board of Directors Meeting Minutes
Wednesday, October 11th 2023, 10:00am
Victory Mission Administrative Building, 1st Floor, 1715 N. Boonville**

Board Members Present [Attendance/Meetings]:

Irene Schaefer, President
Corie Godsy, Secretary
Christine Schilling
Cindy Ussery
Lyle Foster

Excused Absence: Amanda Ohlensehlen & Travis Tindall

Members of the Public: Bruce Adbi-Yazdi, Ron Bradshaw, Mary Collette, Martha Copper, Jamie Evans, Joe Gidman, Jina Gorham, Bradley Mattner, Heidi Herrman, Marianne Sifford, Matt Schaefer, Ben Wilson, Shelby Wood, Kendra Zaldivar

I. **Call to Order/Welcome.** Irene Schaefer called the meeting to order at 10:00 am.

II. **Review and Approval of Previous Minutes.** Corie presented the September meeting minutes and the Special CID meeting minutes .

- ***Cindy motioned to approve the September Board of Directors meeting minutes as presented. Seconded by Christine. All in favor, passed unanimously.***
- ***Lyle motion to approve the Special Public Meeting minutes as presented. Seconded by Cindy. All in favor, passed unanimously.***

III. **Financial Report.**

- ***Corie motioned to approve the August financial report. Seconded by Christine. All in favor, passed unanimously.***

Irene presented the September financial report. 60% increase in sales tax over last September. During review of the DOR reports, Irene stated that in the DOR reports, both debits and credits flow through each month. After further analysis, it was found that in some cases, businesses have paid into our CID (in error) coming in through our monthly numbers; however, when the error is caught, DOR debits the amounts paid previously in error. This has been an issue for the last three years. It takes about 12 months for them to take it away. Right now we are reporting \$8,311.48 income for the month of September. \$60,150.51 for total assets.

- ***Corie motioned to approve the financial report. Seconded by Cindy. All in favor, passed unanimously.***

IV. **New Business** No new business.

IV. **Existing Business**

- **Street Safety - Officer Ben Wilson** Ben stated that he has no news. There has been a "straw hat guy" around, however, he has been moved off the street and is seeking mental health services. Christine mentioned that there has been a number of reports of a juvenile group that is harassing a group on the street. Ben says to always call 911. He spoke about the partnership the police has with Burrell to provide mental health services to the community.
- **Parking Lots - Security Camera Update** CID Legal has reviewed the contract from WON on our parking lots and office internet. The City of Springfield has finished putting the electrical box in the parking lot #2 at Robberson and Pacific. The parking lot #3 on Campbell and Blaine still needs wiring from City Utilities. We

are still waiting on clarification on City Funds paying for the additional security cameras over the Pavillion parking lot and railroad. It is currently being held up due to the dumpster enclosures.

- **Rail Camera Update** Irene stated that we have received the contract and Shelby is reviewing. The cameras have been paid for privately to purchase the equipment until the CID is able to sign the contract. Installation for the cameras has been scheduled. Matt still needs to confirm, but believes it could be covered by funds from the City of Springfield.
- **Trash Can Project Update** Angela stated they have ordered a lid from Victor Stanley. Since they have a “no return” policy, only 1 lid was ordered. Once received and confirmed it fits, the rest of the lids ordered immediately. Angela stated that she has also started working with Steven at SIGWO on cleaning and painting trash cans throughout the district. He plans to do 1-2 trash cans a day.
- **CID Staff Report** Angela reported this past month at the Culture Festival, CID had a table set up to talk with the community. Newsletter goes out today to over 150 new contacts. Holiday lighting. Planning a holiday lighting ceremony. She has worked with the Advertising Committee on the Welcome to Springfield on a cover and copy. She has worked on the back end updating SEO on the website and other changes to increase traffic to the new website.
- **Mission Statement** The goal of the mission statement is to keep the board aligned with a common goal. Will table conversation until the next meeting. Still looking for volunteers and input.

V. Committee Reports

- **Holiday Lighting Committee Report - Cindy Ussery** Cindy stated that the holiday committee has added Kathy Smith to the committee. She brings lots of knowledge and new contacts. Christmas lights will be on the trees and pavilion. There will be more lights this year. The goal is to get the decor up by November 1st. There will be a holiday lighting ceremony this year, planned for 11/25/23. There was discussion to add a placard or signage next to the decorations stating, funded by the Community Improvement District. More discussion on pros and cons of advertising the CID.
- **Advertising Committee Report** Connie stated that there are several projects the group is working on. The goal is to capture many different demographics. CVB, radio, Welcome to Springfield, and social media ads.
- **Dumpster Committee Reports - Irene** stated that the dumpster committee is working with the City of Springfield, looking at different designs options and locations for the dumpsters. She has asked the City to reconsider the use of enclosures because they create a very difficult area to service, awaiting their agreement. She stated that trash/dumpster management is a daunting task and the committee is working hard with the City of Springfield to come up with a workable solution for all.
- **Table/Chair/Planter Assets Report - Irene Schaefer** The committee has found that a lot of businesses do not want tables and chairs in front of their business. We are limited when looking at locations in respect to the public right-of-way. No updates at this time.
- **Establishing Public Art Committee - Irene Schaefer** The CID is asking for volunteers for this committee. Lyle asked if the Commercial Club public art committee and the CID public art committee will work together. It was confirmed that they will work together. Heidi Herrman, Mary Collette, and Viviana Writer volunteered to join this committee.
- **Establish Safety & Security Committee - Irene Schaefer** The CID is asking for volunteers for this committee.

Event Reporting

- **Culturefest - Joe Gidman** Joe estimated 4,000-5,000 attendees. Several vendors sold out, but some didn't do as well. Joe stated that he has found that the event attracts people who haven't been to C-Street before. He stated that the event went well and anticipates a bigger and better event for 2024.

VI. **Public Comment** Lyle asked if the board voted to spend CID funds to move forward with the election. Irene confirmed that in the August Board of Directors meeting the board was advised of the cost and voted to support the election.

VII. **Next Meeting Date and Time.** Wednesday, November 8th, 2023, 10AM at the Victory Mission Administrative Building, 1st floor.

VIII. **Adjournment** Christine motioned to adjourn the meeting. Seconded by Corie. Motion was carried. The meeting was adjourned at 10:56 am.

C-STREET CID
Balance Sheet
As of October 31, 2023

	Oct 31, 23
ASSETS	
Current Assets	
Checking/Savings	
10101 · Operating	47,454.84
Total Checking/Savings	47,454.84
Accounts Receivable	
11000 · Accounts Receivable	7,505.92
Total Accounts Receivable	7,505.92
Total Current Assets	54,960.76
TOTAL ASSETS	54,960.76
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
23000 · Accounts Payable	6,928.13
Total Accounts Payable	6,928.13
Total Current Liabilities	6,928.13
Total Liabilities	6,928.13
Equity	
31105 · Renewal Reserve - Designated	4,676.00
32000 · Unrestricted Net Assets	48,237.84
Net Income	-4,881.21
Total Equity	48,032.63
TOTAL LIABILITIES & EQUITY	54,960.76

C-STREET CID
Profit & Loss MTH & FYTD
October 2023

	Oct 23	Jul - Oct 23
Ordinary Income/Expense		
Income		
43400 · Direct Public Support		
43415 · SALES TAX REVENUE (.5%)	7,383.19	29,764.63
43420 · USE TAX REVENUE	122.73	1,381.79
Total 43400 · Direct Public Support	7,505.92	31,146.42
Total Income	7,505.92	31,146.42
Expense		
62800 · District Maintenance		
62801 · Snow & Trash Removal	305.00	1,734.45
62803 · Landscaping	816.20	3,940.71
62890 · Street Fixtures	0.00	575.00
62900 · Security	75.00	300.00
Total 62800 · District Maintenance	1,196.20	6,550.16
64000 · District Promotion		
64100 · District Advertising		
64110 · Print Advertising	2,862.62	4,007.86
64130 · Radio Advertising	964.00	3,513.10
64140 · Online Advertising	410.54	581.22
64190 · Other Advertising	0.00	171.79
Total 64100 · District Advertising	4,237.16	8,273.97
64300 · District Brochure	500.00	714.00
64500 · Event/Project Support		
64520 · Thriller on C-Street	1,500.00	1,500.00
64530 · Culturefest	0.00	1,500.00
Total 64500 · Event/Project Support	1,500.00	3,000.00
64610 · Holiday Decorations	1,649.36	1,786.35
Total 64000 · District Promotion	7,886.52	13,774.32
65000 · Operations		
65005 · Accounting Fees	750.00	1,875.00
65025 · Licenses & Fees	0.00	300.00
65040 · Office Expense	186.13	461.69
Total 65000 · Operations	936.13	2,636.69
65100 · Other Expenses		
65175 · CID RENEWAL COSTS	0.00	4,092.96
65180 · Renewal Reserve Allocation	167.00	668.00
Total 65100 · Other Expenses	167.00	4,760.96
66000 · Payroll Expenses		
66030 · Other Payroll Expenses	1,848.00	8,305.50
Total 66000 · Payroll Expenses	1,848.00	8,305.50
Total Expense	12,033.85	36,027.63
Net Ordinary Income	-4,527.93	-4,881.21
Net Income	-4,527.93	-4,881.21

11/03/23

Accrual Basis

C-STREET CID
Profit & Loss Budget Performance
 October 2023

	Oct 23	Budget	\$ Over Budget	Jul - Oct 23	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
43400 · Direct Public Support							
43415 · SALES TAX REVENUE (.5%)	7,383.19	5,633.33	1,749.86	29,764.63	22,533.36	7,231.27	67,600.00
43420 · USE TAX REVENUE	122.73	304.17	-181.44	1,381.79	1,216.64	165.15	3,650.00
Total 43400 · Direct Public Support	7,505.92	5,937.50	1,568.42	31,146.42	23,750.00	7,396.42	71,250.00
Total Income	7,505.92	5,937.50	1,568.42	31,146.42	23,750.00	7,396.42	71,250.00
Expense							
62800 · District Maintenance							
62801 · Snow & Trash Removal	305.00	400.00	-95.00	1,734.45	1,600.00	134.45	4,800.00
62803 · Landscaping	816.20	1,600.00	-783.80	3,940.71	6,400.00	-2,459.29	19,200.00
62870 · Maintenance Supplies	0.00	208.33	-208.33	0.00	833.36	-833.36	2,500.00
62890 · Street Fixtures	0.00	166.67	-166.67	575.00	666.64	-91.64	2,000.00
62900 · Security	75.00	83.33	-8.33	300.00	333.36	-33.36	1,000.00
Total 62800 · District Maintenance	1,196.20	2,458.33	-1,262.13	6,550.16	9,833.36	-3,283.20	29,500.00
64000 · District Promotion							
64100 · District Advertising							
64110 · Print Advertising	2,862.62	583.33	2,279.29	4,007.86	2,333.36	1,674.50	7,000.00
64130 · Radio Advertising	964.00	625.00	339.00	3,513.10	2,500.00	1,013.10	7,500.00
64140 · Online Advertising	410.54	583.33	-172.79	581.22	2,333.36	-1,752.14	7,000.00
64190 · Other Advertising	0.00	41.67	-41.67	171.79	166.64	5.15	500.00
Total 64100 · District Advertising	4,237.16	1,833.33	2,403.83	8,273.97	7,333.36	940.61	22,000.00
64300 · District Brochure	500.00	0.00	500.00	714.00	0.00	714.00	0.00
64500 · Event/Project Support							
64520 · Thriller on C-Street	1,500.00	0.00	1,500.00	1,500.00	0.00	1,500.00	0.00
64530 · Culturefest	0.00	0.00	0.00	1,500.00	0.00	1,500.00	0.00
64590 · Other Events/Projects	0.00	833.33	-833.33	0.00	3,333.36	-3,333.36	10,000.00
Total 64500 · Event/Project Support	1,500.00	833.33	666.67	3,000.00	3,333.36	-333.36	10,000.00
64610 · Holiday Decorations	1,649.36	666.67	982.69	1,786.35	2,666.64	-880.29	8,000.00
64710 · Special Occasions	0.00	83.33	-83.33	0.00	333.36	-333.36	1,000.00
Total 64000 · District Promotion	7,886.52	3,416.66	4,469.86	13,774.32	13,666.72	107.60	41,000.00
65000 · Operations							
65005 · Accounting Fees	750.00	300.00	450.00	1,875.00	1,200.00	675.00	3,600.00
65025 · Licenses & Fees	0.00	41.67	-41.67	300.00	166.64	133.36	500.00
65040 · Office Expense	186.13	125.00	61.13	461.69	500.00	-38.31	1,500.00
65060 · Postage, Mailing Service	0.00	12.50	-12.50	0.00	50.00	-50.00	150.00
65065 · Printing and Copying	0.00	12.50	-12.50	0.00	50.00	-50.00	150.00
Total 65000 · Operations	936.13	491.67	444.46	2,636.69	1,966.64	670.05	5,900.00

11/03/23

Accrual Basis

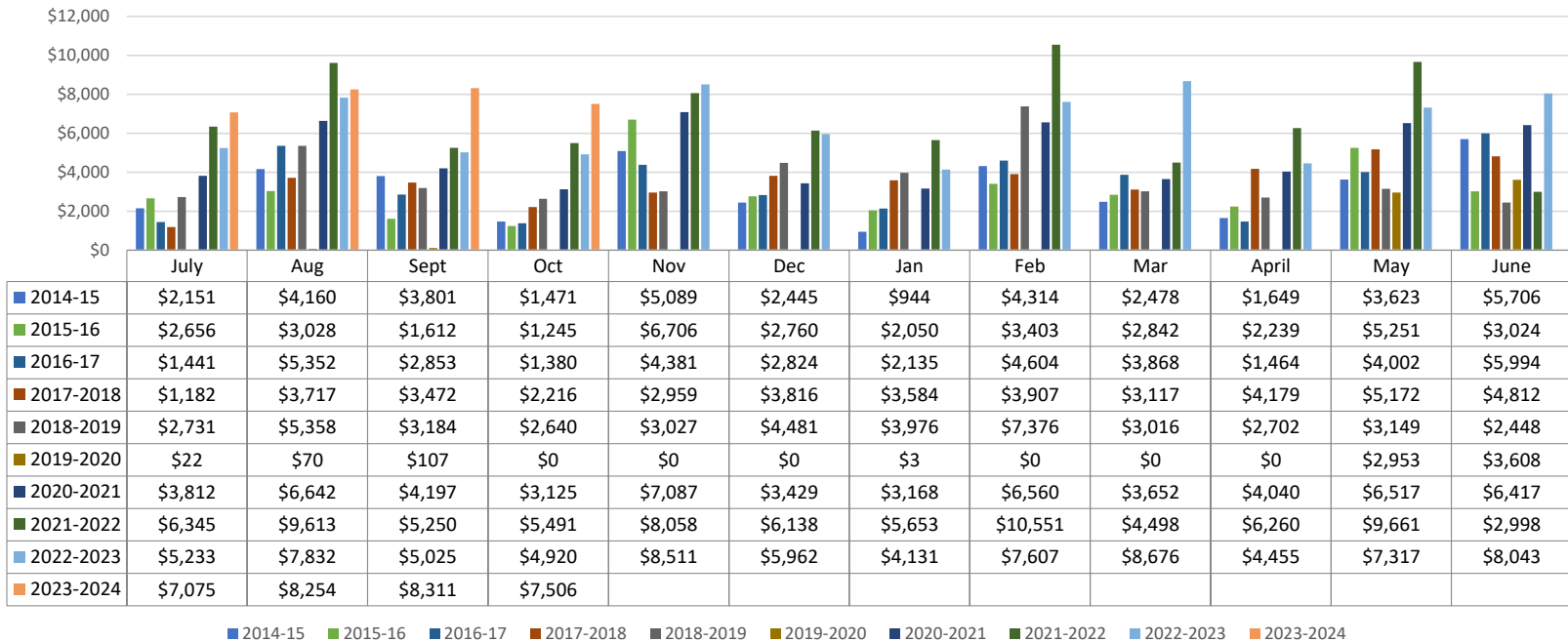
C-STREET CID
Profit & Loss Budget Performance
October 2023

	Oct 23	Budget	\$ Over Budget	Jul - Oct 23	YTD Budget	\$ Over Budget	Annual Budget
65100 · Other Expenses							
65120 · Insurance - Liability, D and O	0.00	166.67	-166.67	0.00	666.64	-666.64	2,000.00
65175 · CID RENEWAL COSTS	0.00	0.00	0.00	4,092.96	0.00	4,092.96	0.00
65180 · Renewal Reserve Allocation	167.00	125.00	42.00	668.00	500.00	168.00	1,500.00
65190 · Other Costs	0.00	208.33	-208.33	0.00	833.36	-833.36	2,500.00
Total 65100 · Other Expenses	167.00	500.00	-333.00	4,760.96	2,000.00	2,760.96	6,000.00
66000 · Payroll Expenses							
66030 · Other Payroll Expenses	1,848.00	2,083.33	-235.33	8,305.50	8,333.36	-27.86	25,000.00
Total 66000 · Payroll Expenses	1,848.00	2,083.33	-235.33	8,305.50	8,333.36	-27.86	25,000.00
Total Expense	12,033.85	8,949.99	3,083.86	36,027.63	35,800.08	227.55	107,400.00
Net Ordinary Income	-4,527.93	-3,012.49	-1,515.44	-4,881.21	-12,050.08	7,168.87	-36,150.00
Net Income	-4,527.93	-3,012.49	-1,515.44	-4,881.21	-12,050.08	7,168.87	-36,150.00

C-Street CID Sales Tax Receipts

MONTH	2014-15	2015-16	2016-17	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	Change	% Chg.
July	\$2,151	\$2,656	\$1,441	\$1,182	\$2,731	\$22	\$3,812	\$6,345	\$5,233	\$7,075	\$1,842	35.20%
Aug	\$4,160	\$3,028	\$5,352	\$3,717	\$5,358	\$70	\$6,642	\$9,613	\$7,832	\$8,254	\$422	5.39%
Sept	\$3,801	\$1,612	\$2,853	\$3,472	\$3,184	\$107	\$4,197	\$5,250	\$5,025	\$8,311	\$3,287	62.61%
Oct	\$1,471	\$1,245	\$1,380	\$2,216	\$2,640	\$0	\$3,125	\$5,491	\$4,920	\$7,506	\$2,586	47.10%
Nov	\$5,089	\$6,706	\$4,381	\$2,959	\$3,027	\$0	\$7,087	\$8,058	\$8,511			0.00%
Dec	\$2,445	\$2,760	\$2,824	\$3,816	\$4,481	\$0	\$3,429	\$6,138	\$5,962			0.00%
Jan	\$944	\$2,050	\$2,135	\$3,584	\$3,976	\$3	\$3,168	\$5,653	\$4,131			0.00%
Feb	\$4,314	\$3,403	\$4,604	\$3,907	\$7,376	\$0	\$6,560	\$10,551	\$7,607			0.00%
Mar	\$2,478	\$2,842	\$3,868	\$3,117	\$3,016	\$0	\$3,652	\$4,498	\$8,676			0.00%
April	\$1,649	\$2,239	\$1,464	\$4,179	\$2,702	\$0	\$4,040	\$6,260	\$4,455			0.00%
May	\$3,623	\$5,251	\$4,002	\$5,172	\$3,149	\$2,953	\$6,517	\$9,661	\$7,317			0.00%
June	\$5,706	\$3,024	\$5,994	\$4,812	\$2,448	\$3,608	\$6,417	\$2,998	\$8,043			0.00%
TOTAL	\$37,830	\$36,815	\$40,299	\$42,134	\$44,088	\$6,764	\$58,645	\$80,516	\$77,711	\$31,146	\$8,137	35.36%

C-Street CID Sales Tax Receipts



Sales Tax Receipts received after 3/31/19 are residual funds from prior tax rate.

Sales Tax Receipts received after 4/30/20 are reflective of the new tax rate.

Commercial Street Community Improvement District Board of Directors Application

Thank you for your interest in joining the Commercial Street Community Improvement District Board

Each board seat represents a 4 year term. In some cases, you may be voted into an open seat, which means your initial term may be less than 4 years. There is a time commitment to serve on the board, including our monthly public meeting, as well as other committees or projects that you may be working on. You also affirm to the best of your knowledge, that you do not have any conflict-of interest in participating on the Board. All applicants must be 18 years of age or older.

The information shared within this application will be kept confidential and will only be shared with board members and organization staff.

* Indicates required question

Email* _____

Your Name* _____

Your Phone Number* _____

Your Address* _____

Which of these best describes your connection to C-Street CID (Please mark all that apply):*

Registered Voter living within the District

Property Owner (or representative of Property Owner)

Business Owner (or representative of Business Owner)

* If you are representing a Property Owner or Business Owner, please provide written (email or physical) authority from such Business Owner or Property Owner for you to represent them on the CID board.

* Business or Property owned/represented by Applicant (if applicable).

Briefly describe why you would like to join our Board of Directors:*

Your answer

Board experience (names of the organization and your role(s):*

Your answer

Which of your skills would you like to utilize on the Board? Check those that apply:*

Board Development
Strategic Planning
Program Development
Financial Management
Fundraising
Community Networking
Training
Marketing
Volunteer Management
General Maintenance

Other:

What would you like to get for yourself out of your participation on the Board, e.g., what types of experiences, skills to develop, interests to cultivate for you, etc.?*

Your answer

If you are not selected as a member of the Board, or if you decide not to join, would you like to be a volunteer to assist our organization in various ways that match your skills and interests?*

Yes

No

Maybe

Please email your board application to schaefer1112@gmail.com or angela@itsalldowntown.com or drop off your physical application off at 299 E Commercial St (the Commercial Club Building).



COMMERCIAL STREET COMMUNITY IMPROVEMENT DISTRICT

EVENT SPONSORSHIP REQUEST

CID Funding for Event Sponsorship or Project Support Request Form

Name of Event or Project Sip and Shop 2023 Date of Event Nov 11
Organization C-Street Merchants Estimated Attendance 500-800
Contact Connie Rhoades Hinds Email connie@tamepetmag.com Phone 417-830-8121

Please feel free to attach additional sheets, documentation or additional information for any of the following questions

Describe Event or Project applied for.

Sip and Shop is an annual event that has the major goal of driving traffic to the street and having them spend the entire day with their friends - spending money!

What is the amount of CID funding request & how will funds be used?

\$600 - The funds requested are for purchasing promotional items and assist ing with promotional activities & advertising associated with this event.

How will Event or Project benefit the Commercial Street Historic District?

Sip and Shop is an event in which the intent is to drive business to multiple types of businesses. From shopping, dining to professional/personal services, merchants have taken advantage of this event to bring people into their doors. It also brings new people to the street as it entices groups of people to get together and enjoy the entire day together.

Is there a street closure? Is there anything you would like to add as we consider your request?

Proposals may be mailed Attn: C-Street CID Board, P.O. Box 443, Spfd, MO 65801-0443

Funding decisions will be made at the following CID board meeting, at 10am, the second Wednesday of every month at The Victory Mission 200 West Commercial, unless otherwise announced.

Thank you for bringing your Events and Projects to our Commercial Street Historic District Community.
The CID board thanks you for your support of and interest in Historic C-Street!

***Historic C-Street CID is tasked with
fostering a thriving business,
entertainment and residential community
alive with culture, heritage and creativity.***