

CITY OF LEBANON  
DOWNTOWN BUSINESS DISTRICT ADVISORY BOARD  
MARCH 3, 2021

BE IT REMEMBERED that the Downtown Business District Advisory Board of the City of Lebanon, Missouri, met on March 3, 2021 at 8:30 a.m. in the Lebanon City Hall, located at 401 South Jefferson Avenue.

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, Amy Dent, Steve Hite, Ginger Johnson, and Chris Walters; Absent: None.

A quorum was declared.

Staff members and others in attendance: Downtown Business District Executive Director Ashton Light, City Administrator Mike Schumacher, City Clerk Laina Starnes, Tourism Director Rebecca Rupard, Linda Kimrey, Deric Kimrey, Stacey Harrill, Jeff Harrill, and Kim Light.

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

APPROVAL OF MINUTES

Ginger Johnson moved and Chris Walters seconded that the Board approve the February 3, 2021 meeting minutes as presented. Motion carried as follows: Yea: (9) Allen, Boston, Boyer, Brackett, Chism, Dent, Hite, Johnson, Walters; Nay: (0) None; Abstain: (0) None; Absent: (0) None.

PRESENTATION ITEMS

None

DISCUSSION ITEMS

Budget and Social Media Update

Hite discussed the budget from February and Chism volunteered to get with Light to put it into a format that is easier to understand. Linda Kimrey explained the role of Laclede Industries in the Downtown Business District. She explained that for their \$15,000 yearly contract they mulch, weed, tend to gardens, trim bushes, spray, pick up trash and clean up the parking lots. The board discussed the great job they have been doing and discussed new options such as replacing the corners with stamped concrete. Laclede Industries also indicated that if planters were added, they recommended that the business owners provide the water. Schumacher discussed the expansion of the District, when that would take place, and how that would affect the contract with Laclede Industries. Schumacher also discussed the addition of a donated gazebo in front of the mural on Hogan Land Title. Light discussed the status of the Downtown Lebanon social media and event pages. She discussed that the District is seeing an increased interest on social media, but needs to continue to increase that exposure.

### Town Hall Update

Light updated the board on the Town Hall meeting with Missouri Main Street to be held on Tuesday, April 27, 2021, from 6:00-8:00p.m. The board discussed having the meeting at the Cowan Civic Center Theater provided it was available. The board also discussed various methods to reach as many people in the community as they can through flyers, social media, mailings, civic clubs and the Chamber of Commerce.

### Economic Inventory Update

Light updated the Board on sending out the business and building inventory forms. Light reminded the Board members and business owners to get that information back as soon as possible so that the District can start forming an economic inventory and gauge the progress they make. The Board suggested taking the forms to each business that does not send their form in via email.

### Façade Improvement Program Update

Light provided a list of the 21 businesses that have requested the application for the Façade Improvement Program. The board discussed what a huge impact this would make on the District if all 20 received funding. Light presented the plan proposed on one building and the request for more than the allotted 50% reimbursement. The board discussed the need to distribute the funds evenly and not allocate all resources on a few projects. The board also reiterated that businesses do not need a professional architect to draw the sketches presented in the application.

### Events Update

Light updated the Board on the upcoming events proposed by the Promotion Committee. Light discussed the plans for the Route 66 Festival Downtown Cruise in June as well as the 3<sup>rd</sup> Annual Christmas on Commercial Street.

### Main Street 101 and Handbook Distribution

Light reminded the board to be completing the Main Street 101 training and distributed one of the handbooks from the training. Light discussed how valuable the course was to guide each committee in what goals they should have and what tasks they should be completing.

### POSSIBLE ACTION ITEMS

#### Hanging Baskets

The Board discussed the addition of hanging baskets on the light poles in front of businesses who were willing to care for them. The board unanimously decided against the hanging baskets because of the difficulty for business owners to reach them and keep them adequately watered.

#### New Director Training/Hotel Room

The board unanimously agreed to let Light purchase the hotel room for \$80 in Branson for the New Director Training through Missouri Main Street Connection.

Purchase of Route 66 Downtown Cruise Banners

The board did not have time to discuss or make a decision on this matter.

Purchase of Temporary Signs

The board did not have time to discuss or make a decision on this matter.

ADJOURNMENT

Meeting was adjourned at 9:53 A.M.

  
\_\_\_\_\_  
Chairman Steve Hite

ATTEST:

  
\_\_\_\_\_  
Secretary-Treasurer Ginger Johnson

Minutes Approve \_\_\_\_\_ APRIL 7, 2021

