

CITY OF LEBANON
DOWNTOWN BUSINESS DISTRICT ADVISORY BOARD
July 30, 2019

BE IT REMEMBERED that the Downtown Business District Advisory Board of the City of Lebanon, Missouri, met on July 30, 2019 at 8:15 a.m. in the City Hall Council Chambers located at 401 South Jefferson.

ROLL CALL AND DECLARATION OF A QUORUM

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

A quorum was declared.

Staff members and others in attendance: City Administrator Mike Schumacher, Administrative Assistant to the City Administrator Ashley Sicard, Director of Tourism Nicole McGinnis, Deputy City Clerk Lindsey Slavens, Promotions and Event Coordinator Jessica Massey, Lebanon REDI President Brian Thompson, Code Administrator Joe Berkich.

Minutes were taken by Administrative Assistant to the City Administrator Ashley Sicard.

APPROVAL OF MINUTES

Ed Brackett moved and Jason Waterman seconded that the Board approve the June 18, 2019 meeting minutes as presented. Motion carried as follows: Yea: (6) Boyer, Brackett, Dent, Hite, Johnson, and Waterman; Nay: (0) None; Abstain: (0) None; Absent: (3) Allen, Boston, O'Quinn

Downtown Revitalization Presentation – Lee's Summit City Manager Stephen Arbo

Lee's Summit City Manager Stephen Arbo asked the board why downtown Lebanon was important to them, what specific location in downtown has the most meaning, and if they could return to downtown Lebanon in 20 years what would they hope to see. The board stated that they would like to see retail, full of stores and eating establishments and an appealing atmosphere. It was important because of quality of life. It gives a sense of community or a gathering place, and they would like to see it turned into a destination so that it's an experience. Arbo said that downtown is like your family room where people get together and connect, and that with a long-term strategy, communities could make incremental decisions that are meaningful and impactful to achieving the vision. He said you had to embrace what you have and let people know you were celebrating it. Arbo mentioned how downtown Lee's Summit was like downtown Lebanon as they both had highways on the outskirts, industry, and were both railroad towns. Arbo discussed Lee's Summit revitalization experience from their vision, to their planning and Master Plan, to implementation and present day. He discussed the process, stakeholders, plans, and assignment of duties. Arbo said their city council and mayor agreed to fund a study for a master plan and identified a geographic area, looked at surrounding areas, and did some

wayfinding. Their community wanted great stores and lots of activity. Arbo stated that there are two types of people they wanted to attract; daily drivers and people from other markets. They also went to the taxpayers after they had a master plan, to get support for their downtown, which included two bonds. Arbo said they took developers downtown to show that their town was about people who cared about people, and one of the places they went to frequently was a downtown café because it was like the kitchen table of downtown. They had six community meetings, got a vision, and came up with the process and steps to complete the vision. It was about a 9-month process and it took a lot of reworking. They spent the next year meeting with stakeholders and assigned each group with a task to complete. Arbo said that it was a very focused plan, but it helped a lot. He said it was important to have paid professional staff dedicated to downtown, and they had over one hundred events a year. They also had a CID – 1% sales tax that was used for amenities like if you were in a shopping mall. Arbo said their downtown is about 40% dining, 30% retail, and 30% CPA, banks, etc. and with a streetscape and higher leases, it helps attract the types of businesses that you are looking for.

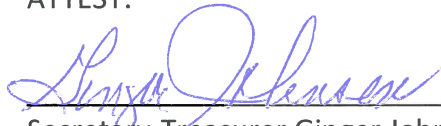
ADJOURNMENT

Meeting was adjourned at 9:40 A.M.



Chairman Steve Hite

ATTEST:



Secretary-Treasurer Ginger Johnson

Minutes Approved August 20, 2019