

CITY OF LEBANON
DOWNTOWN BUSINESS DISTRICT ADVISORY BOARD
September 17, 2019

BE IT REMEMBERED that the Downtown Business District Advisory Board of the City of Lebanon, Missouri, met on September 17, 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: Gay Boston, Michelle Boyer, Ed Brackett, Steve Hite, Ginger Johnson; Absent: Melody Allen, Amy Dent, Laura O'Quinn and Jason Waterman.

A quorum was declared.

Staff members and others in attendance: Assistant City Administrator/City Clerk Laina Starnes, Administrative Assistant to the City Administrator Ashley Sicard, Promotions and Event Coordinator Jessica Massey, Lebanon REDI President Brian Thompson.

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

Amy Dent joined the meeting at 8:40 am.

APPROVAL OF MINUTES

Boston moved and Brackett seconded that the Board approve the August 20, 2019 meeting minutes as presented. Motion carried as follows: Yea: (5) Boston, Boyer, Brackett, Hite, Johnson; Nay: (0) None; Abstain: (0) None; Absent: (4) Allen, Dent, O'Quinn, Waterman.

MAINSTREET PRESENTATION – PROMOTIONS EVENT COORDINATOR JESSICA MASSEY

Promotions and Event Coordinator Jessica Massey presented about the Missouri Main Street Revitalization Conference that she attended and discussed the Main Street Four-Point Approach, which was design, economic vitality, organization, and promotions.

CHRISTMAS ON COMMERCIAL STREET

Promotions and Event Coordinator Jessica Massey discussed the Christmas on Commercial Street details and gave an update on the event. There was discussion on sending out an event evaluation or survey to the Downtown Business District.

GRANT/LOANS WITH LEBANON AREA FOUNDATION

Steve Hite said he talked to Melinda Fries about low-interest loans to property owners, but the issues would be the logistics of collecting and keeping track of payments. Hite said that Fries had suggested to do a grant, and the advantage would be that the money to help support property owners would come back to the district.

FUNDING DTBD DIRECTOR POSITION

There was discussion on how to ask property owners for contributions for the funding of the director position, which would be a total of \$15,000, and the City would contribute \$15,000. Beth Chism suggested that the board come up with categories for donation amounts, such as gold, silver, and bronze levels. There was discussion about having the property owners sign a form for a 3-year commitment. There was discussion about the City handling payroll and do a 1099 and try to establish the position like REDI.

SET DATE FOR PROPERTY OWNER MEETING

There was discussion about having the property owner meeting in November before Thanksgiving and targeting all property owners, but the downtown businesses needed to be invited too. Beth Chism suggested that Promotions and Event Coordinator Jessica Massey present on Main Street, have someone discuss the Dream Initiative, and then ask the property owners to contribute money. Steve Hite suggested to move the Downtown Business District Board meetings to the third Monday of every month instead of Tuesday, and all board members agreed. Ed Brackett wanted to continue to have subcommittee meetings and get commitments from each board member for the director position fund.

APPROVE DTBD DIRECTOR JOB DESCRIPTION

A motion passed unanimously to approve the DTBD job description as presented.

ADJOURNMENT

Meeting was adjourned at 9:35 A.M.



Chairman Steve Hite

ATTEST:



Secretary-Treasurer Ginger Johnson

Minutes Approved October 21, 2019