



A meeting of the St. Joseph Downtown Community Improvement District (CID) board of directors was held on **Thursday, October 28, 2021** from 8:37 am to 9:32 am at 111 S. 7<sup>th</sup> Street or via Zoom. The following minutes were created by Christy George, Downtown Liaison.

**Call to Order:** Chairman, Ron Barbosa called the meeting to order at 8:37 am.

**Roll call:** The CID meeting was held at 111 South 7<sup>th</sup> Street or via Zoom. Ron Barbosa, Pat Dillon, Joe Houts, and Bobbie Jo Hughes were present. Absent: Brett Carolus, John Spencer, and Teresa Fankhauser. Guest: Dana Massin and Annette Weeks.

**\*\*\*Approval of Meeting Minutes:** Joe Houts made a motion to approve the meeting minutes as written, Pat Dillon seconded the motion. Motion carried unanimously.

**Main Street Presentation; given by Main Street President, Dana Massin:** Dana Massin gave an overview of the Main Street program. She talked about Main Streets four-point approach... Organization, Economic Vitality, Design, and Promotion. She shared the new Main Street Downtown St. Joseph mission while updating the board on their progress and goals.

**Financial Report; given by Joe Houts:** Joe Houts gave a review of the financial reports and a copy of these reports will be kept on file in accordance with the retention requirements.

**\*\*\*Motion made by Bobbie Jo Hughes to approve the financial report, and claims. Motion seconded by Pat Dillon; motion approved unanimously.**

**Securitas Options:** Securitas District Manager, Robert Klostermayer provided the board with a mobile guard quote. The board decided to table the discussion, while still working on more cost-effective options.

**MWSU Center for Entrepreneurship update:** Annette Weeks informed the board of some talks she has initiated with some developers regarding the parking garage along with some student professional sales certificates that she is working on along with some downtown merchants.

**Downtown Holiday Experience 2021 Grant Request Presented by Joe Houts:** The Downtown Holiday Experience grant request was reviewed and approved by the grant committee. **\*\*\*Joe Houts made a motion to accept the grant request for \$5,000, Pat Dillon seconded the motion. Motion carried unanimously.**

**Marketing Update:** –Libby Waltemath with Eagle Creative provided the board with sample images for the billboard/paid sponsorship ads for social media. She included the billboard locations while noting that some including the digital billboard will also include images to support Downtown during the holiday times. She also provided a mockup of the bus ads. 3 busses have been wrapped with a large vertical ad on the driver's side of the bus. The bus campaign will begin Nov. 1 and end Dec 21, 2021.

**Trash Cans:** It was brought to the attention of the CID that there are no trash cans on Francis. Christy received a quote from Fry Park and Playground Equipment. **\*\*\*Joe Houts made a motion to purchase 3**

additional trash cans at \$1,232 each plus shipping, Pat Dillion seconded the motion. Motion carried unanimously.

**Other Business:**

**Snowflakes:** Joe Houts suggested the CID board purchase 4 more Snowflakes for the Downtown Holiday Experience 2022. Pat Modlin will submit a CID Grant Request.

**Website Maintenance:** \*\*\*Pat Dillion made a motion to continue the \$249 a month website maintenance fee totaling \$2,988 a year, Bobbie Jo seconded the motion. Motion carried unanimously.

**Next CID Meeting:** The November and December 2021 CID meetings will combine due to the holidays. The next CID meeting will be held on Thursday, December 9<sup>th</sup> at 8:30 am.

**Adjourn:** Chairman, Ron Barbosa ended the meeting at 9:32 am.