

Minutes

Meeting of the Board of Directors The Martin City Community Improvement District

Attendees: Debbie Van Noy, Jess & Jim's; Steve Okenfuss, Reno's; Mark Nigro, Martin City Sports Complex; Bo Stueck, Suburban Lawn & Garden; Curtis Stroud, Rosehill Gardens, Warren Keith, TapanAm Associates

Staff: Missy Wilson

Guest: : Officer Mike Hammer, KCMO South Patrol; Vickie Wolgast, South KC Chamber; Brad Schaffner, George's Imports; Ryan Cocherl, Martin City State Bank Building; David Macoubrie, EDC of KCMO; Scott Rutledge, The Sharper Edge

Date: October 9, 2014

I. CALL TO ORDER – 8:34 a.m.

Introductions of guests and CID Board

Breakfast served

II. Approval of Minutes from Board Meetings

(Motion to approve is not necessary. The minutes are either approved as read or as corrected, but without a vote.)

The September 11, 2014 minutes were emailed to the Board prior to this meeting.

III. Announcements/Community Events:

A. South Kansas Chamber Upcoming Events:(Vickie Wolgast) See Attached

- 1. October Membership Drive**
- 2. Mega Office Party-October 15th, Gail's Harley Davison dealership**
- 3. October Monthly Luncheon**
- 4. Legislative Session-** The Chamber's Legislative Committee will begin meeting in November to prepare the Chamber's legislative agenda.

B. EDC Announcements:(David Macoubrie) The EDC staff reported Wal-Mart is completely a 50,000 sq.ft. warehouse/distribution facility at CenterPoint KCS Intermodal Center on Hwy 150. The tenant anticipates occupying the facility in 6 months.

C. Martin City Business and Community Association

IV. Business Development

- A. New business activities
- B. Existing business activities-
 - a. Debbie Van Noy reported Jess & Jim's now has 18 beers on tap.
 - b. Martin City Brewery will soon be distributing their locally brewed beer.
- C. Business Attraction

V. MC-CID Marketing, Social Media, & Website Development Presentation

(Anne Cull)

- A. See attached monthly activity report
- B. Newsletter
- C. Future marketing, social media and website development matters

VI. 135th Street Phase 1, 2 & 3 Construction Update (Missy Wilson)

Phase 1:

Street Construction- Missy Wilson reported the 135th Street Celebration is scheduled for 11:00 am on October 16th. City Council members will be making a few remarks prior to the ribbon cutting. Attendees should meet on the sidewalk in front of Sutherland's parking lot.

The MC-CID Board appointed a Landscaping Committee to explore the placement of additional landscaping amenities within Phase 1 of the construction zone. The Committee members are Curtis Stroud, Debbie Van Noy, Scott Rutledge, and Bo Stueck.

VII. Financial Report:

Bank Accounts:

Checking Account Information through October 7, 2014 – Commerce Bank

Available balance as of 10/07/14: **\$114,164.32**

Sales Tax Assessment Deposit for September 2014 deposited 10/07/14: **\$26,036.49**

DOR Local Option Disbursement 10/07/14: **\$95.79**

Jackson County Property Tax Assessment: **\$628.81**

Savings:

Money Market Information through October 7, 2014 – Commerce Bank: **\$571,548.15**

Commerce Bank Account Interest:

(January = \$22.12 February = \$20.11; March = \$22.14) First Quarter Interest = \$64.37

(April = \$21.43; May. = \$21.40; June. = \$ 22.14) Second Quarter Interest = \$64.97

(July = \$22.14 ; August = \$22.22 ; September = \$25.05) Third Quarter Interest = \$69.41

(October = \$ ___ ; November = \$ ___ ; December = \$ ___) Fourth Quarter Interest =

Total Expenses for September 9, 2014 thru October 7, 2014 = \$22,664.33
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Beatification:

√H&H Mowing and Landscaping: **\$1,672.00**

√Suburban Lawn and Garden: **\$263.20**

Business Development

√Anne Cull, ThinkViral KC, September Monthly marketing and social media management fee: **\$2,050.00**

√Michelle Wilson Consulting-monthly Executive Director services fee: **\$5,470.99**

√Michelle Wilson Consulting-September mileage reimbursement: **\$441. 65**

Holiday Decoration

Crystal Clear Window Cleaning: **\$5,000.00**

Legal Expenses

√Husch Blackwell, monthly fee = **\$3,560.50**

Mobile Phone:

√Monthly phone bill through 08/22/14-9/21/14: **\$126.31**
(Direct bill pay from checking account monthly – September 14, 2014)

Office Supplies

√Office Depot-Brochures Copies: **\$10.31**
√UPS-Board Meeting Reproductions: **\$13.29**

Security Program

√Orion Security Inc. – 10/31/14-11/30/14 fee: **\$3,833.66**

Storage Unit

√Storage Mart – monthly unit rental fee: **\$143.99**
(Direct bill pay from checking account monthly)

Utilities:

√Kansas City Power & Light – monthly electricity for sign at 990 W. 135th St from : **\$38.49**
(This account is paid online monthly 9/15/2014 period of 8/1/14-9/2/14)

Web Service:

√Constant Contact – Direct bill pay from checking monthly: **\$20.00**
√Drop Box-monthly fee: **\$9.99**
√Host Gator Monthly Hosting fee: **\$9.95**

2014 Monthly Sales Tax Revenue Budgeted vs. Actual			
Deposits made at the first of the month reflect sales tax collected from the previous month.			
Month	Budget	Actual	Difference
January	20,000.00	\$14,816.10	-\$5,183.90
February	20,000.00	\$27,389.14	+\$7,389.14
March	20,000.00	\$13,374.57	-\$6,625.43
	1st Qtr. Sales Tax Gain/Loss		-\$4,420.19 (\$1,030.35 behind last year at this time)
April	20,000.00	\$16,385.53	-\$3,614.47
May	20,000.00	\$30,456.50	+ \$10,456.50
June	20,000.00	\$ 55,776.61	+\$35,776.61
	2nd Qtr. Sales Tax Gain/Loss		\$42,618.64(\$17,350 over 2013 2nd Qtr. Sales)
July	20,000.00	\$17,922.96	-\$ 2,077.04
Aug	20,000.00	\$38,908.49	+\$18,908.49
Sept.	20,000.00	\$26,036.40	+ 6,036.40
	3rd Qtr. Sales Tax Gain/Loss		\$22,867.85 (\$2,652.44 over 2013 3rd Qtr. Sales)
Oct.			
Nov.			
Dec.			
	4th Qtr. Sales Tax Gain/Loss		

**VIII. Security Program Report for Martin City Area-Officer Mike Hammer -
Martin City area KCMO Police crime report for MC-CID and surrounding businesses.**

Police

KC/MO

Community Group Statistics For

Martin City Business District

Kansas City, Missouri
Police Department
1125 Locust Street
Kansas City, MO 64106

Part 1 Crime Only

Month And Year Of The Report Data -----> September / 2014

	Curr Month	Prev Month	Monthly Difference	Curr YTD	Prev YTD	Year To Date Difference	Prev Year Curr Month	Prev Year Curr Mo Difference
Homicide	0	0	0	0	0	0	0	0
Rape	0	0	0	0	1	-1	0	0
Robbery	0	2	-2	7	5	2	1	-1
Agg Assault	2	0	2	6	1	5	0	2
Burglary	2	2	0	12	10	2	1	1
Larceny	18	18	0	138	133	5	10	8
Auto Theft	2	3	-1	15	13	2	2	0
Arson	0	0	0	0	0	0	0	0
TOTAL	24	25	-1	178	163	15	14	10

September 2014 Orion Security Incident Summary – See Attached

IX. Other Business:

- A. **Special Board Meeting Closed Sessions As Necessary:** from time to time, the Board may need to go into a closed session which excludes all guests from attending. The following MO statute supports this specialized meeting.
MC-CID Closed Session: MO statute 610.021 RSMO (2), (12)
- B. **The next Board Meeting - November 13, 2014**
Jess & Jim's Steakhouse 8:30 – 9:45 am

X. ADJOURN 9:25 a.m.

Motion: Steve Okenfuss **Second:** Bo Stueck **Vote:**5(all members in attendance)

Minutes submitted by Missy Wilson, Executive Director Consultant



Bo Stueck, Secretary

MARTIN CITY CID MARKETING UPDATE – September/October 2014
From Martin City's Social Media Management Company, ThinkViral LLC

I. WEBSITE UPDATE: www.MartinCity.org

- **September 2014 visits: 1005** (1848 page views)
- **79%** of visitors had never been to the website before
- Top Referrers to website:
 1. Google Search
 2. Facebook (35% of traffic)

Top Pages Viewed:

1. Play Winter Volleyball In Volleyball Beach's New Heated Air Dome – 278 views (769 in August)
 2. Coupons & Specials - 92 Views
 3. Business Roster - 73 Views
 4. Martin City Businesses (map) - 58
 5. Events - 48 Views
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II. EMAIL MARKETING - Sent 1x month

- Monthly features: Business -3 stories, one Featured Property, Community – 3 stories, Event Calendar, Coupons – no more than five coupons per newsletter
- Newsletter sign up on home page of website – 171 contacts on email list

October email stats:

- Sent Friday, October 3rd at 2:30 PM to 171 people - 0 spam reports / 0 opt outs
- 81 people opened email –45 people clicked from email to website

Most popular links clicked:

- Martin City Sidewalk and Street Celebration – 16 clicks
 - Martin City Business Changes and Upgrades – 10 clicks
 - October Construction Update – 8 clicks
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III. SOCIAL NETWORKS

FACEBOOK:

- **Current Number of Fans - 3020** (up 64 fans since last month)
- Number of people liking/sharing posts from MC FB page on a weekly basis: **995** (576 more than last month!)
- Number of news feeds MC showed up in because of people sharing: **60,520** (25,837 more than last month!)
- \$50 “likes” ad gave Martin City 110 new fans in September.

Most popular posts:

- 9/5: We have new streets – MC Brewery share (893 reached, 91 likes, comments, shares)
 - 9/15: On January 4, 2015 Volleyball Beach will welcome Winter Leagues (733 reached, 29 post clicks, 90 likes – continues to get interaction)
 - 9/29: We love today... #NationalCoffeeDay (1,089 reached, 60 likes/comments/shares)
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LINKEDIN COMPANY PAGE:

- **Number of Followers September: 27**
 - Not a lot of traction on the company page – need board members on LinkedIn to support content
 - Executive Director is taking a LinkedIn training class to help with overall company efforts
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TWITTER:

- Number of Followers: **459** (32 followers gained in September)
- Average number of monthly mentions (others retweeting/sharing MCCID content) – **34**
- Adding a new twitter list: commercial developers and agents so we can better interact around available properties in Martin City.

Active supporters:

Rosehill, South Kansas City Chamber, ThinkViral, Faulkner's Ranch, Steve Rinne, Jess & Jim's, Martin City Brewery, Optimum Energy, KansasCity13Wom, Explore Kansas City, Premier Mazda, Libby Robertson (MC Animal Hospital), KCSOURCELINK, Tropical Sno KC, City of KCMO, KCMO Police Dept.

GOOGLE+: Martin City CID local map and youtube channel

- **80** people have added Martin City to their circles
- **92,082** total page views (10,575 more than last month)
- **Most popular post** – 9/16: On January 4th, 2015 Volleyball Beach will welcome winter leagues... (352 views)

GOOGLE+ supporters: South Kansas City Chamber of Commerce, Premier Mazda, Bills.com, EDCKC, Morgan Miller Plumbing, Jeff Morgan, Cathy Cull, Martin City Sports Complex, Mazuma Credit Union, ThinkViral, Missy Wilson, Duane Attaway, FinditKC, KC Royals, Economic Development Corporation of Kansas City, Rock and Run Brewery, Vinh Le, RealtorCrunch, William Rock, Pixius Communications

Incidents & Resolution

9/8/2014	Rob Sight Ford	Unsecured gate
9/12/2014	Volleyball Beach	Unsecured door Officer found an unsecured door. No employees were spotted on the property. Officer entered property to confirm everything was ok. Upon entrance of property the alarm went off. Officer notified dispatch and secured the door.
9/14/2014	Babcock & Wilcox Construction	Tree Limb Down on Property
9/17/2014	Penny's Concrete, Inc.	Unsecured gate Officer found gate unsecured. Officer did not see any employees onsite so Officer closed the gate and padlocked it.
9/17/2014	Jack Stack BBQ	Unsecured gate Gate to grease dumpster unsecure. Officer closed gate but did not padlock the gate.
9/18/2014	Penny's Concrete, Inc.	Unsecured gate Officer found gate closed but padlock not secured. Officer notice vehicle onsite. Company representative was notified.
9/20/2014	Jack Stack BBQ	Window Covering Missing
9/20/2014	Babcock & Wilcox Construction	Possible Burglary Officer shined light along fence line between Babcock and Newco. Noticed 3 white young males walking towards Phillips 66. Yellow Colbalt drove up to Phillips 66 picking up the three young males.
9/21/2014	Suburban Lawn & Garden	Break-In Three White Young Men broke into Suburban's vacant property on 135th Street. The youth were detained and questioned about the incident.

Incidents & Resolution

- 9/22/2014 KC Running Company Vehicle window down
Passenger window down. Tried to contact owner to advise window down on grey truck.
- 9/24/2014 Rosehill Gardens, Inc. Unsecured gate
Front gate was left unlocked and unsecured. Officer secured the gate with lock.
- 9/24/2014 Rob Sight Ford Suspicious vehicle
Officer sighted a 2000 White Dodge Ram in the parking lot. The vehicle was seen earlier in the week and matches a description of a suspicious vehicle filed by KCPD. Driver saw Officer calling in the license plate and drove off the parking lot and east to Hwy 150.
- 10/4/2014 Infinite Energy Unsecured gate
Officer Lancaster found the automatic gate open about 3 feet. Officer cannot secure gate. Placed a call to Mr. Goetz and Mr. Mayfield. Mr. Mayfield's number did not work.