

# Minutes

## Meeting of the Board of Directors

### The Martin City Community Improvement District

**Attendees:** Debbie Van Noy, Jess & Jim's; Steve Okenfuss, Reno's; Howard Barewin, Volleyball Beach; 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; Leigh Keiffer, Rooms That Blooms; Krista Sloan, Rooms That Blooms; David Macoubrie, EDC of KCMO; Steve Rinne, EDC of KCMO; Tony De Negri, JustPatton Construction, Inc.; Scott Rutledge, The Sharper Edge; Karyn Brook, Sidelines Custom Floral Design, Inc.

**Date:** November 13, 2014

**Place:** Jess & Jim's Restaurant - 517 East 135<sup>th</sup> Street, Kansas City, Missouri

#### **I. CALL TO ORDER – 8:35 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 October 9, 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**
- B. EDC Announcements:(Steve Rinne/David Macoubrie)-David Macoubrie reminded attendees of the Board meeting applications for the 2014 EDC Cornerstone Awards are due Friday, November 21<sup>st</sup>.**

David also mentioned Centerpoint Intermodal Center is going strong with constructing two building and one on the drawing board. Centerpoint has indicated they have a new tenant for a portion of the same building recently occupied by USDA.
- C. Martin City Business and Community Association-1<sup>st</sup> Annual Holiday Lighting Ceremony-Friday night, November 21<sup>st</sup>, 5:30-7:30 pm.**
- D. Small Business Saturday Passport Program (Liz Ogle)**

Missy Wilson explained Liz Ogle, an employee with Crews Jewelry, (located off of Main Street in Grandview) is working on a promotion program to encourage individuals in Grandview and Martin City to come out on Small Business Saturday, November 29<sup>th</sup> to shop local businesses.

Liz will create a little "passports" that shoppers can take to participating businesses. Each business could stamp/sticker to honor whatever coupon the business wants to put in the

passport. If you have any interest in participating in the “passport”, please contact Liz directly at the contact information listed at the bottom of this e-mail. Liz’s contact information is [lizogle87@gmail.com](mailto:lizogle87@gmail.com).

Small Business Saturday-If any of the stores want to participate, they can register for free Shop Small merchandise. Interested parties must register by this Saturday. I have been sending e-mails to all potential Martin City businesses letting them know about the program, the passport and information KCSOURCELINK is providing to promote the day. The Pitch provided a special price advertising program in support of the day and as part of their Holiday Gift Guide. Missy Wilson mentioned an ad has been purchase by the CID.

#### **IV. Business Development**

##### A. New business activities

##### B. Existing business activities:

1. Scott Rutledge mentioned The Sharper Edge is remaining open through winter season but with limited hours. The store will be open 3 days a week (Thursday-Saturday). Thursday hours are 12:00-7:00 p.m. and Friday/Saturday hours are 10:00 a.m. to 5:00 p.m.
2. Howard Barewin update the Board on the construction of Volleyball Beach’s new dome. The winter league is scheduled to start January 4, 2015.
3. Steve Okenfuse mentioned Reno Power Sports is hosting a chili cook-off on November 22<sup>nd</sup>. Reno employees will be cooking the chili for the public to come by to vote.
4. Debbie Van Noy shared with the Board the exciting news about Jess & Jim’s being filmed by the Travel Channel for a segment of the “Food Paradise” show. Jess & Jim’s is still taking orders for the Thanksgiving Apple Pies.
5. Curtis Stroud of Rosehills Gardens, Inc. shared with the Board Rosehills is wrapping up their 10 trees a month give away.
6. Bo Stueck spoke about Suburban Lawn & Garden anticipating Christmas trees and fresh greenery wreaths to be in their stores by the week of November 17<sup>th</sup>.
7. Karyn Brook from Sidelines Custom Floral Design, Inc. shared everyone should remember Sidelines has fresh Quick Pick Me Up bouquets daily. These bouquets are the perfect small gift for anyone.

##### 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. 135<sup>th</sup> Street Phase 1, 2 & 3 Construction Update** (Missy Wilson)  
**Phase 1 Update-**

Streetscape committee met in October. A follow up meeting is scheduled for the afternoon of November 13, 2014.

Curtis Stroud, a Landscaping Committee member, explained he has asked a Rosehills Garden designer to look over the plans of Phase 1 improvements. The designer has been asked to provide the Committee recommendations about pavers and landscaping concepts complementary to the public infrastructure and Martin City architecture.

Several Board members asked staff to look into the matter of bringing Google Fiber to Martin City.

**VII. Financial Report:**

**Bank Accounts:**

**Checking Account Information through November 10, 2014 – Commerce Bank**

Available balance as of 11/10/14: **\$75,560.84**

Sales Tax Assessment Deposit for October 2014 deposited 11/07/14: **\$16,616.65**

DOR Local Option Disbursement 11/07/14: **\$3,457.54**

**Savings:**

Money Market Information through November 10, 2014 – Commerce Bank: **\$601,573.37**

**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 = \$25.22 ; November = \$ ; December = \$ ) Fourth Quarter Interest =

<b>Total Expenses for October 8, 2014 thru November 10, 2014 = \$16,187.49</b>
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**135<sup>th</sup> Street**

√435 Magazine, advertisement for Ribbon Cutting ceremony: **\$100.00**

√Jackson County Advocate, advertisement for Ribbon Cutting ceremony: **\$240.00**

**Beatification:**

√H&H Mowing and Landscaping: **\$2,508.00**

√Suburban Lawn and Garden: **\$220.00**

**Board Expense**

√Hardees, Board Breakfast: **\$26.39**

**Business Development**

√Anne Cull, ThinkViral KC, October Monthly marketing and social media management fee: **\$1,750.00**

√Anne Cull, Think Viral KC, payment for an advertisement and partial payment on website calendar work: **\$500.00**

√Michelle Wilson Consulting-monthly Executive Director services fee & October mileage reimbursement: **\$5,840.98**

**Legal Expenses**

√Husch Blackwell, monthly fee = **\$910.00**

**Mobile Phone:**

√Monthly phone bill through 08/22/14-9/21/14: **\$126.31**  
(Direct bill pay from checking account monthly – October 15, 2014)

**Office Supplies**

√UPS-Board Meeting Reproductions (Prepay 12 month): **\$60.00**

**Security Program**

√Orion Security Inc. – 12/1/14-01/03/15 fee: **\$3,685.34**

**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. 135<sup>th</sup> St from : **\$36.54**  
(This account is paid online monthly 10/14/2014 period of 9/3/14-10/1/14)

**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**

<b>2014 Monthly Sales Tax Revenue Budgeted vs. Actual</b>			
Deposits made at the first of the month reflect sales tax collected from the previous month.			
<b>Month</b>	<b>Budget</b>	<b>Actual</b>	<b>Difference</b>
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
<b>1<sup>st</sup> Qtr. Sales Tax Gain/Loss</b>			<b>-\$4,420.19 (\$1,030.35 behind last year at this time)</b>
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
<b>2<sup>nd</sup> Qtr. Sales Tax Gain/Loss</b>			<b>\$42,618.64 (\$17,350 over 2013 2<sup>nd</sup> Qtr. Sales)</b>
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
<b>3<sup>rd</sup> Qtr. Sales Tax Gain/Loss</b>			<b>\$22,867.85 (2,652.44 over 2013 3<sup>rd</sup> Qtr. Sales)</b>
Oct.	20,000.00	\$16,616.64	-\$3,383.36
Nov.			
Dec.			
<b>4<sup>th</sup> Qtr. Sales Tax Gain/Loss</b>			

**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**  
KCMO

**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 -----> October / 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	0	0	7	5	2	0	0
Agg Assault	0	2	-2	6	1	5	0	0
Burglary	2	2	0	14	11	3	1	1
Larceny	18	18	0	159	150	9	17	1
Auto Theft	1	2	-1	16	15	1	2	-1
Arson	0	0	0	0	0	0	0	0
<b>TOTAL</b>	<b>21</b>	<b>24</b>	<b>-3</b>	<b>199</b>	<b>183</b>	<b>16</b>	<b>20</b>	<b>1</b>

CFA056

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Date as of 11/05/2014 - 14:11:24.

**October 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 statue supports this specialized meeting.  
**MC-CID Closed Session: MO statute 610.021 RSMO (2), (12)**

B. **\*\*\*The next Board Meeting – December 18, 2014\*\*\***  
Jess & Jim’s Steakhouse 8:30 – 9:45 am

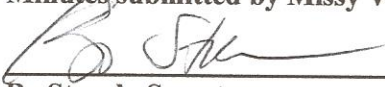
**X. ADJOURN 9:45 a.m.**

Motion: Debbie Van Noy

Second: Bo Stueck

Vote:6-0

Minutes submitted by Missy Wilson, Executive Director Consultant

  
Bo Stueck, Secretary





SOUTH KANSAS CITY  
CHAMBER OF COMMERCE  
Connecting, Educating, Growing Together

# Upcoming Events

## **Ribbon Cutting**

**Date:** Wednesday, November 19, 2014  
**Time:** 4:00 p.m.  
**Location:** Madison Dental Group /My Kid's Dentist  
13541 Madison Avenue, Kansas City, MO 64145

## **November Networking Lunch**

**Date:** Thursday, November 20, 2014  
**Time:** 11:30 - 1:00 p.m.  
**Location:** St. Thomas More  
11822 Holmes Road, Kansas City, MO  
**Speaker:** Police Chief Darryl Forte  
**Cost:** \$20 Members/\$25 Non-Members

## **December Morning Mingle**

**Date:** Tuesday, December 2, 2014  
**Time:** 8:00 - 9:00 a.m.  
**Location:** Garza's Goodies Chocolates & Confections  
322 W. 85th Street, Kansas City, MO 64114  
**Cost:** Free

## **December Networking Breakfast**

**Date:** Thursday, December 11, 2014  
**Time:** 8:00 - 9:30 a.m.  
**Location:** Avila University  
11901 Wornall Road, Kansas City, MO  
**Speaker:** Mayor Sly James  
**Cost:** \$20 Members/\$25 Non-Members

**For more information about any of these events or to RSVP contact the Chamber at 816-761-7660 or email [vwolgast@southkcchamber.com](mailto:vwolgast@southkcchamber.com)**





**For immediate Release**  
**Contact: Gayle Fisher (816) 488-5476**

**November 12, 2014**

## **National Nuclear Security Administration and CenterPoint Properties Take Next Step toward Transfer of the Bannister Federal Complex**

KANSAS CITY, MO. – The U.S. Department of Energy’s (DOE) National Nuclear Security Administration (NNSA) announced today that CenterPoint Properties Trust has begun conducting an extensive site analysis and environmental review to facilitate the disposition of the Bannister Federal Complex.

“This is a significant next step in fulfilling the disposition policy set forth in NNSA Administrator Frank Klotz’s recent report to Congress,” said Mark Holecek, NNSA Kansas City Field Office Manager. “The public-private partnership with CenterPoint is the most efficient and effective path forward as we work together to redevelop the Bannister Federal Complex in an environmentally responsible manner and return it to productive use for the citizens of Kansas City.”

This work represents the next milestone in a multi-phase process that NNSA initiated in 2011. In 2012, NNSA selected CenterPoint Properties as the preferred planning partner following CenterPoint’s response to the DOE/NNSA Notice of Availability. This next phase, which will last about 18 months, includes performing a site assessment and developing a plan for demolishing obsolete facilities and environmentally restoring the property.

CenterPoint has previously conducted a number of successful large-scale “brownfield” redevelopment projects, including the former Reynolds Aluminum Plant in McCook, Ill., the Joliet Army Arsenal in Elwood, Ill., and the Richards-Gebaur Air Base in Kansas City, Mo.

For more than 70 years, the 300-acre Bannister Federal Complex, located in South Kansas City, has been a major employer and served the nation in support of national security and business administrative services. The two federal owners at the Bannister Federal Complex are the DOE and the General Services Administration (GSA). Employees at the DOE-owned Kansas City Plant relocated eight miles south to the National Security Campus in 2014 and GSA employees are relocating to downtown offices in early 2015.

“This is an important step in moving forward with the redevelopment of the Bannister Federal Complex,” said GSA Regional Administrator Jason Klumb. “GSA employees remain focused on our relocation, and vacating any remaining Bannister tenants, to ensure the Complex is in the best possible position for redevelopment.”

*Established by Congress in 2000, NNSA is a separately organized agency within the U.S. Department of Energy responsible for enhancing national security through the military application of nuclear science. NNSA maintains and enhances the safety, security, reliability and performance of the U.S. nuclear weapons stockpile without nuclear testing; works to reduce global danger from weapons of mass destruction; provides the U.S. Navy with safe and effective nuclear propulsion; and responds to nuclear and radiological emergencies in the United States and abroad.*

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

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**I. WEBSITE UPDATE: [www.MartinCity.org](http://www.MartinCity.org)**

- **November 2014 visits: 1027** (1879 in October) 1,887 page views
- **75%** of visitors were new to the site
- Top Referrers to website:
  1. Google search – 453 visits
  2. Facebook - 297 Visits

**Top Pages Visited In November/December (through Dec 10<sup>th</sup>):**

1. Holiday lighting ceremony - 154 Views
  2. Bailey Bros Building and Loan story - 139 Views
  3. Business roster - 77 Views
  4. Welcome new businesses in MC (from May 2014) - 52 Views
- 

**II. EMAIL MARKETING - Sent at the beginning of each month**

**December Public email stats:**

- Sent Wednesday, December 4th at 7:20 AM to 219 people (**44 more than last month**)  
0 spam reports / 0 opt outs
- 96 people opened email –88 people clicked from email to website (47% click through rate/avg is 13%)

**Most popular links clicked:**

- Santa Claus DOES exist at the Bailey Bros. Building – 28 clicks
  - Ford's new F-150 is coming to Martin City – 16 clicks
  - Winter has arrived in Martin City – 9 clicks
  - Santa Claus and his Cyber sleigh stopped in Martin City – 8 clicks
- 

**III. SOCIAL NETWORKS**

**FACEBOOK:**

- **Current Number of Fans – 3,459** (up 225 fans since last month)
- Number of people participating on the CID FB page on a weekly basis: **969**
- Number of news feeds Martin City showed up in because of people sharing: **11,494** \*This number is down because more businesses are paying for ads so non-paid posts are showing up less in the newsfeed.

**Facebook Paid Advertisement:**

- Page likes ad: \$52 spent in November to gain 172 new fans – (\$50 in Oct gained 32 new fans. Targeted lists are improving ad performance.)

**Most popular posts:**

- 11/17: We are getting excited for our Holiday lighting ceremony... (840 reached, 109 likes, comments, shares)
- 11/18: We have barrels around town and we're working hard to feed hungry families through the Grandview Assistance program... (454 reached, 77 likes, comments, shares)
- 11/25: Look at these sweet babies getting well checks over at Martin City Animal Hospital... (492 reached, 20 likes, comments, shares)



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**LINKEDIN COMPANY PAGE:**

- **Number of Followers November: 31**
- Company posts are starting to get more traction – Steve Rinne, Pete Fullerton, Vickie Wolgast, Missy Wilson are top sharers
- Trying to get in front of people interested in Commercial property so the more board members share, the more people MC gets in front of.
- **FOR BOARD MEMBERS:** Log into LinkedIn 1x week and click share on something from the Martin City company page.

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**TWITTER:**

- Number of Followers: **488** (11 followers gained in November)
- Average number of monthly mentions (others retweeting/sharing MCCID content) – **18**
- Continuously adding commercial developers, agents and business owners on targeted lists so we can interact with them more regularly.

**Active supporters:**

*Rosehill, South Kansas City Chamber, ThinkViral, Jess & Jim's, Martin City Brewery, Steve Rinne, KC Biz Care, Tiffany Miller (Feast Magazine), MEDFA-Missouri Economic Development Financing Association, Economic Development Corporation of Kansas City, Funnel Cake Truck, Garzas Goodies, Shelley Wales, Mr. Woofy, Ryan O'Rourke (represents commercial real estate nationwide)*

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**GOOGLE+:** Martin City CID local map and youtube channel

- **97** people have added Martin City to their circles (6 more than last month)
- **119,918** total page views (14,156 more than last month)
- **Most popular post** – 11/28: Where we shop, where we eat and have fun -- all of it makes our community home! Make plans to #shoplocal on #smallbizSat! #ShoplocalKC (746 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, David Beaulieu, Economic Development Corporation of Kansas City, Goodwill Kansas Missouri, Stephanie Holm, Marla Ashcraft, Jennifer Isaacs

## Incidents & Resolution

- 10/10/2014 MMC Contractors Alarm (Building, door, fence, intrusion)  
Progressive Electronics called Orion office regarding a motion or glass break alarm going off at 3:42. Officer arrived to find lights on in the front office that was not on during an earlier drive by. A door handle was unlocked but dead bolt still locked. Officer contacted alarm company. After several attempts to make contact with company representative, a company contact arrived at 5:35 to walk the area and confirm everything was ok.
- 10/13/2014 Rosehill Gardens, Inc. Burglary  
OSI Dispatch received a call from Rosehill Gardens' alarm company. The alarm covered "south office". As OSI Dispatch was taking the call, the alarm company received an additional trip of "glass break". An OSI Mobile Patrol Officer arrived at 03:02. As he began checking between the buildings the Officer observed someone open the back door from inside the building about 20-25 feet away from him. The burglar apparently saw the OSI Officer approaching and closed the door while remaining inside the building. OSI Dispatch called 911 KCMOPD at 03:12. OSI Dispatch called Mr. Stroud at 03:15. KCMOPD arrived at 03:26 and began checking the building. Mr. Stroud arrived at 03:30.  
Mr. Stroud and KCMOPD found a bag of items inside the building the burglar(s) had collected. It appears that the burglar(s) fled out the front door without the items they collected after seeing the OSI Officer approaching their planned exit, the rear door.
- 10/17/2014 Jess & Jims Steakhouse Suspicious activity  
Officer observed a white male in a yellow hooded sweatshirt standing outside a silver car parked between the grease dumpster and the trash dumpster. When Officer drove into the lot, the man got into the vehicle to leave west along 135th Street. Officer observed a 55 gallon rubbermaid barrel in backseat because the vehicle was a convertible. Officer could not confirm but thinks the white male was not stealing grease but dumping in the trash dumpster.
- 10/23/2014 RC's Suspicious activity  
Officer observed a white dodge 350 truck with a large black grease tank driving into the lot and park next to the grease dumpster. A male individual got out. As Officer approached the individual, he got back into the truck and drove east to Holmes then northbound. Vehicle has been observed being in the area earlier in the year and last year.
- 10/28/2014 Eagle's Gymnastic Centre Washing Machine next to Dumpster
- 11/1/2014 Midwest Heating & Cooling Unsecured gate



## Incidents & Resolution

- 11/4/2014 Pet Cremation Service Light Out  
Exterior lights out.
- 11/4/2014 RC's Alarm (Building, door, fence, intrusion)  
Officer noticed contractors working in bar area since bar closed. Bar manager left & set alarm but KCMO PD dispatched a unit to RC for an alarm call. Officer made contact with contractors and waited for the police to arrive. Contractors will be coming and going until 6:00 a.m., therefore setting off alarm repeatedly. KCMO PD arrived and all parties agreed Mr. Van Noy needed to be contacted regarding the matter.
- 11/4/2014 RC's Sound of Gunfire  
Officer was exiting RC's south parking lot when he heard a gun shot. There was a dark grey small 4 door sedan at 135th St & Oak. Officer observed a small amount of smoke disappearing from the passenger side front window. The vehicle left east to Holmes and then south. Officer was unable to get plate numbers. Officer did contact KCMO PD.
- 11/5/2014 MMC Contractors Alarm (Building, door, fence, intrusion)  
At 4:14, Dispatch received an alarm call from Progressive Electronics for MMC. At 4:26 Officer advised Dispatch the building is secure.
- 11/6/2014 Lukas Liquor Superstore Manag Window Broken on Vehicle  
Officer found a vehicle parked at the south window of Lukas Liquors. On the passenger side the front window was broken out with glass on the ground. Officer check the doors of the building, all was secure. Dispatch contacted the business representative to advise them of the vehicle damage.
- 11/7/2014 Sidelines Custom Floral Designs Break-In  
While investigating a stolen vehicle, Officer noticed warehouse door ajar. When KCMO PD arrived for the stolen vehicle call, Orion Officer asked KCMO PD to tour the area to confirm break-in. KCMO PD found B-09 North door unlocked and a 4X8 plywood board was up against the door keeping it open. Officers observed artificial Christmas trees stacked up against the board. Messages were left for Ms. Brooke.
- 11/7/2014 Sidelines Custom Floral Designs Stolen Vehicle Found  
Orion Officer found F-350 flatbed truck in south lot of warehouse building on Washington. The truck did not have license plates. A glove was stuck in the ignition cylinder hole. A screw driver was in the steering column. Officer contacted KCMO PD with Vin #. KCMO PD arrived at 00:43. Vehicle was stolen from Louisburg.