

Minutes

Meeting of the Board of Directors

The Martin City Community Improvement District

Date: November 14, 2013

Time: 8:30 a.m. – 10:00 a.m.

Place: Jess & Jim's Steakhouse – 517 E. 135th St.

Board Members Attending: Debbie Van Noy, Jess & Jim's Steakhouse; Steve Okenfuss, Reno's Power Sports; Bo Stueck, Suburban Lawn & Garden; Curtis Stroud, Rosehill Gardens; Warren Keith, TapanAm Associates; Howard Barewin, Volleyball Beach

Staff Attending: Barbara Engel, District Manager

Guests Attending: Missy Wilson, Michelle Wilson Consulting; Anne Cull, ThinkViral KC; Vickie Wolgast, South Kansas City Chamber of Commerce; Steve Rinne, Economic Development Corp. of KC; Officer Michael Hammer, KCMO Police Dept. – South Patrol; Brad Ferguson, George's Imports; Ryan Cocherl, Martin City State Bank Building; Claudia Meyers, Infinite Energy

Introductions

I. 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 Board meeting minutes were emailed to the Board prior to this meeting. There were no additions or corrections to the minutes.

II. Approve Resolutions

Resolution 2013 – 17

RESOLUTION OF THE MARTIN CITY COMMUNITY IMPROVEMENT DISTRICT (“DISTRICT”) APPROVING THE EXPENDITURE OF APPROXIMATELY \$2,100 FOR MEMBERSHIP IN, AND ATTENDANCE AT, THE INTERNATIONAL COUNCIL OF SHOPPING CENTERS CONFERENCE TO BE HELD IN MAY, 2014.

Motion: Howard Barewin

Second: Warren Keith

Discussion: Howard commented in his experience if you show up at the annual ICSC Conference in Las Vegas, it is perceived as you being very serious about retail and recruiting.

Debbie wondered if someone else should go with Missy such as another Board member or Anne Cull. Missy responded that to get the early registration discount the paperwork needs to be sent in fairly soon. There may not be enough time to identify and approve a second person.

Vote: Unanimous – 6 Board members voting

Resolution 2013-18

RESOLUTION OF THE MARTIN CITY COMMUNITY IMPROVEMENT DISTRICT (“DISTRICT”) APPROVING AND AUTHORIZING MICHELLE WILSON TO BE ADDED AS AN AUTHORIZED PARTY TO ALL FINANCIAL DOCUMENTS OF THE DISTRICT INCLUDING ALL BANK ACCOUNTS WHICH THE DISTRICT DOES BUSINESS WITH EFFECTIVE AS OF NOVEMBER 20, 2013

Motion: Warren Keith

Second: Steve Okenfuss

Discussion: There was no discussion

Vote: Unanimous – 6 Board members voting

III. 135th St. Construction Update – Missy Wilson

An official closed construction meeting with city and contractor/sub-contractors was being held later in the day. Blue Nile, the 135th St. construction contractor, should deliver at this meeting the proposed 2014 construction timetable.

A meeting will be scheduled in early December with the specific stakeholders along 135th St. affected by Phase 1 to address their issues and questions. More information to come.

There will be no construction disturbance to 135th St. during the month of December. The projection is to start in January 2014 on Phase 1 and be completed by fall 2014.

IV. Business Development/Real Estate Activity – Missy Wilson

Sharper Edge’s request for landscaping on west side of property after relinquishing property back to Union Pacific Railroad.

Issues surrounding this request. (See picture)

Curtis Stroud told the Board that Rosehill Gardens costed-out a project for weed fabric and rock to be laid down for approximately \$7000.00.

Curtis questioned that Union Pacific might well come into this area during the 135th St. Phase 1 construction and make a mess.

Union Pacific will definitely be making upgrades to the railroad crossing intersection during construction.

Union Pacific is traditionally difficult to get a hold of. Getting permission to do any work on their property will be most challenging.

Steve Okenfuss commented that an additional beautification project at this time would not be prudent. He suggested the item be tabled until after Phase 1 construction is completed so that the true issues can be identified.



KC Running - A racing organizing business, is relocating to Martin City in the former Source Automotive location at 411 E. 135th St. (they have many local clients including organizing our MC Whiskey 5K Race and the Kansas City Marathon recently).

They have erected a privacy fence along the south side of the property and have brought in some of their trailer trucks that will be stored on the property. They plan to move in December.

The CID (Missy Wilson specifically) was very instrumental in helping them relocate to Martin City from Overland Park. There will be 12 employees on the premises. There could be future plans to expand into a compatible business such as print screening t-shirts or running equipment retail.

Wholehouse Flooring Auction – An online auction will be held with the bidding opening on November 21st. The property itself at 13440 Holmes Road as well as inventory inside (rugs and other home decorating items) will be auctioned off.

Mulch Mart (13115 Holmes Road) is for sale – Red Real Estate/Development is the broker. The owner is also selling property at the NE corner of Blue Ridge Blvd. and a piece of property just east of the fire station and the strip center where Taqueria is located. All three properties may be purchased separately. The asking price for the Mulch Mart property is \$139,000.

Former Swagger/Margarita building is undergoing extensive interior and exterior renovations. Owner, Larry Gromer, says a spring 2014 re-opening for Margaritas is a distinct possibility. The CID is encouraging them to open March 1st to take advantage of the St. Patrick's Parade crowd who typically stay after the parade and dine in Martin City.

Quik Trip, constructing one of their new concept stores at 13100 Holmes Road, will be completed by August 2014. They will demolish the current building once the new building is completed and use that space for parking.

Barnstormers Baseball Stadium (SE corner of Holmes Road and 135th St.) The Barnstormer owners have submitted their New Market Tax Credit application and have been approved for \$5 million of the \$12 million they were requesting. They currently are looking for additional funding from private investors and other sources. The \$12 million did include a cushion.

Senior Housing Project (just east of Charlotte and north of 135th St.) The State of Missouri has not made any decisions on the housing applications. MRE submitted for the Martin City project. The CID has not been kept updated as the project is not within the District boundaries.

The baseball and the housing projects are not linked together. One can happen without the other.

135th St. Construction matching grant program – Missy Wilson

Question: Does the CID want to provide some kind of financial matching grant program during construction? Those businesses affected at the time could submit an application for reimbursement to marketing expenditures (with a cap) or a valet program.

Curtis wondered if \$10,000 reimbursement could be allotted to those in Phase 1 that might apply. The concern is that customer traffic will be interrupted by the construction despite two lanes being open at all times. Unfortunately, with 12 businesses in Phase 1 that could cost the CID \$120,000 in reimbursement costs.

Anne Cull mentioned that with a Customer Loyalty program in place, customers might be encouraged to brave any construction inconvenience to redeem their free item or service or meal.

Missy would like to see this concept go to committee for more definition to the program (application process? dollar amount?) and present the results at the January Board meeting. Debbie wondered if the CID could just wait to see if such a program was necessary, but Missy would like to see something in place before any challenges present themselves. The CID would not be able to compensate for “loss of business” to any particular business.

V. Announcements:

- South Kansas City Chamber of Commerce News – Vickie Wolgast

The November 21st monthly membership luncheon will be held at Faulkner Ranch from 11:30 am – 1:00 pm. Whitney Kerr Sr. will discuss the Oxford on the Blue project at 87th St. and I-435. This is a project based around the property that James Stowers Jr. purchased to develop a mixed-use development. Please call the Chamber to make reservations.

A December 12th Breakfast will be held at Hillcrest Country Club for the monthly membership event. Mayor Sly James will speak. Unfortunately, this is in conflict with the MC-CID Community Breakfast being held at RC’s.

The Leadership South Kansas City program applications are due by November 23rd. This is a 5 ½ month program with approximately 15 – 20 participants who take bi-monthly tours around the metropolitan area and one day to Jefferson City. Each day has a theme such as City Government, Science, Technology, Public Safety, Healthcare, Education. The program was started in 1993 and has had successful classes go through every year since.

Shop Local 7 – 7 is November 23rd.

- Economic Development Corporation of Kansas City - Steve Rinne

EDC-KC has hired a consultant to study Kansas City businesses. They prioritized businesses that should be visited by an EDC representative. In Martin City 1.) **Green Earth Dry Cleaning Process**, 2.) **Midwest Mechanical (MMC)** both appeared on the list. Anne Cull stressed how active MMC is with their Facebook postings and how often the share Martin City posts. She highly encourages engaging them. Steve said he will schedule a visit and take Missy Wilson with him. 3.) **Babcock & Wilcox Construction** is also on the list.

St. Luke’s Hospital will soon move its entire administrative staff into the former TEVA building at I-435 and Holmes Road. Vickie Wolgast will be meeting with them soon.

Saddle & Sirloin is building a new show arena at the facility at Holmes Road and Hwy. 150.

200 new employees will be coming to South Kansas City in the near future. Steve was unable to disclose any more information at this time.

- CID Online Development Activities – Anne Cull

Since January 2013 the CID Blog has had 13,000 visitors.

High traffic was seen in the NNSA monthly happy hours (1100 visits).

Coupon page (1000 visits) although there is not process to track if the coupons are being run off and used. In fact, the coupon program as is will cease at the end of December.

Real Estate – 978 visits

.1K Charity Race - 567 visits

Restaurants and their menu downloads – 558 visits

Number of Martin City Facebook fans as of November 13, 2013 = 1520 (January 2013 we have 887 fans)

An average of 810 people per month are sharing our posts.

We have 4 ½ stars (out of five) on the FB page. This is a rating that Facebook elicits from fans indicating how important and relevant they deem your posts to be.

The Google + page – the fans love the Martin City billboard.



Plans for 2014 include:

A new Word Press site and integrating the current Facebook page with it.

Coupons going away and potentially using the products from LANTERN, a new phone app software company providing deals for the local businesses, a customer loyalty program, the ability to do spontaneous deals blasted out, a wide range of demographic information accumulated.

Participating in all things SHOP LOCAL.

Aggressively marketing Martin City commercial properties.

A weekly/monthly interview process to showcase the varied Martin City business owners. (We could ask customers from particular businesses to be interviewed about what they like about their favorite Martin City establishments).

Continue an online appreciation of city staff and non-profits who are Martin City advocates.

Use the billboard of the west end of the Rosehill Gardens property to promote LANTERN perhaps in a conglomerate of businesses.

FYI

- Winter Banners and Holiday Lighting ready to go on 11/15/13

-2014 St. Patrick's Parade & Whiskey Run planning are ramping up

VI. Financial Report:

Bank Accounts:

Checking Account Information through November 7, 2013 – Commerce Bank

Available balance as of 11/07/13: **\$40,225.09**

Sales Tax Assessment Deposit for October 2013 deposited 11/07/13 **\$13,348.53**

DOR Local Option Disbursement 11/07/13: **\$526.83**

Savings:

Money Market Information through November 7, 2013 – Commerce Bank: **\$521,305.90**

| 2013 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 | \$13,827.26 | -\$6,172.74 |
| February | 20,000.00 | \$28,610.24 | +\$8,610.24 |
| March | 20,000.00 | \$14,173.16 | -\$5,826.84 |
| 1st Qtr. Sales Tax Gain/Loss | | | -\$3,389.84 |
| April | 20,000.00 | \$10,819.06 | -\$9,1080.94 |
| May | 20,000.00 | \$37,071.18 | +\$17,071.18 |
| June | 20,000.00 | \$37,378.07 | +\$17,378.07 |
| 2nd Qtr. Sales Tax Gain/Loss | | | +\$25,268.31 |
| July | 20,000.00 | \$22,923.16 | +\$2923.16 |
| Aug | 20,000.00 | \$32,442.04 | +12,442.04 |
| Sept. | 20,000.00 | \$24,850.27 | +4,850.27 |
| 3rd Qtr. Sales Tax Gain/Loss | | | +\$20,215.41 |
| Oct. | 20,000.00 | \$13,348.53 | -\$6,651.47 |
| Nov. | 20,000.00 | | |
| Dec. | 20,000.00 | | |
| 4th Qtr. Sales Tax Gain/Loss | | | |

We will end the year on a positive in sales tax revenue.

Commerce Bank Account Interest:

(January = 22.12 February = \$20.11 ; March = \$ 21.09) First Quarter Interest = **\$63.32**

(April = \$ 23.27 ; May. = \$24.78 ; June. = \$82.85) Second Quarter Interest = **\$130.82**

(July = \$97.66 ; August = \$88.80 ; September = \$91.78) Third Quarter Interest = **\$278.24**

(October = \$28.88 ; November = \$; December = \$) Fourth Quarter Interest = **\$**

Total Expenses for November 2013 = \$14,696.01

District Manager

√ Net monthly salary = **\$2,340.46** net check per month

√ (**\$798.24** automatically deducted monthly for federal taxes)

√ October 2013 Mileage reimbursement (miles x \$.50 per mile): **\$154.50**

Beautification

√ H&H Mowing – Hwy 150 frontage from Wyandotte to 135th St 10/4/13-11/05/13.: **\$1,372.00**

√ Suburban Lawn & Garden – Hwy 150 mowing at signature signage - October **\$130.00**

Business Development

√ Anne Cull, ThinkViral KC – monthly online business development fee : **\$1,500.00**

√Missy Wilson, - monthly capital improvements/business development activities' fee:**\$1,500.00**

Credit Card Expenses

Commerce Bank Monthly VISA bill – Primary Account #1138:**\$00.00**

Commerce Bank Monthly VISA bill – Secondary Account #1146:**\$00.00**

Equipment/Furniture – Incoming Executive Director

√CID Laptop and protection plan – MicroCenter:**\$1,074.13**

√Desk chair – Office Max:**\$400.47**

√Storage Unit shelf – Office Max:**\$99.99**

√36 inch double-drawer filing cabinet – Office Max:**\$439.98**

Legal Expenses

√Husch Blackwell, monthly fee = **\$650.00**

Mobile Phone:

√Monthly phone bill through 9/22/12 – 9/30/13:**\$114.70**

(Direct bill pay from checking account monthly – Nov. 14, 2013)

Security Program

√Orion Security Inc. – December 2013 fee: **\$3,932.54**

Storage Unit

√Storage Mart – monthly unit rental fee:**\$132.99**

(Direct bill pay from checking account monthly)

Utilities:

√Kansas City Power & Light – monthly electricity for sign at 990 W. 135th St from 09/30/13 – 10/31/13: **\$36.01**
(This account is paid online monthly- Nov.2, 2013.)

√Constant Contact – Direct bill pay from checking monthly:**\$20.00**

October Bills Not Reported in the October Agenda:

Dominic Cusimano – CPA quarterly services: **\$300.00**

Rosehill Gardens – mowing 9/10 – 9/25:**\$100.00**

KC Banner – manufacture winter 2013 banners:**\$3,488.80**

Commerce Bank – credit card (breakfast meeting RC's Restaurant):**\$25.55**

VII. Security Program Report for Martin City Area

October 2013 Orion Security Incident Summary

| Annual Security Incident Summary | | | |
|--|----------|--|-------------------------|
| Month | Business | Type of Incident | |
| October 2013 | | | |
| Babcock & Wilcox Construction | | | |
| 10/9/2013 | 12:00 AM | Suspicious vehicle | |
| | | | Incidents 1 |
| Central Plumbing | | | |
| 10/16/2013 | 1:55 AM | Contractor on site | |
| | | | Incidents 1 |
| Georges Imports Ltd | | | |
| 10/8/2013 | 12:25 AM | Computer on the ground | |
| | | | Incidents 1 |
| Reno's Power Sports | | | |
| 10/22/2013 | 12:13 AM | Unsecured gate | |
| | | | Incidents 1 |
| Rob Sight Ford | | | |
| 10/30/2013 | 2:20 AM | Wallet Found | |
| | | | Incidents 1 |
| Rosehill Gardens, Inc. | | | |
| 10/13/2013 | 7:06 AM | Alarm (Building, door, fence, intrusion) | |
| 10/15/2013 | 12:13 AM | Unsecured gate | |
| | | | Incidents 2 |
| Ted Row Inc. | | | |
| 10/24/2013 | 12:16 AM | Trash outside of dumpster | |
| | | | Incidents 1 |
| | | | Monthly Total 8 |
| | | | Yearly Total Incident 8 |

Report submitted by Officer Mike Hammer for August area statistics.

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 -----> October / 2013

| | 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 | 1 | 0 | 1 | 0 | 0 |
| Robbery | 0 | 1 | -1 | 5 | 1 | 4 | 0 | 0 |
| Agg Assault | 0 | 0 | 0 | 1 | 3 | -2 | 2 | -2 |
| Burglary | 1 | 1 | 0 | 11 | 12 | -1 | 2 | -1 |
| Larceny | 17 | 10 | 7 | 150 | 145 | 5 | 4 | 13 |
| Auto Theft | 2 | 2 | 0 | 15 | 8 | 9 | 0 | 2 |
| Arson | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| TOTAL | 20 | 14 | 6 | 183 | 167 | 16 | 8 | 12 |

Missy will assume the role of Executive Director officially

on December 1st and unofficially next week.

VIII. Other Business:

MC-CID Closed Session: MO statute 610.021 RSMO

(2) **Leasing, purchase or sale of real estate by a public governmental body** where public knowledge of the transaction might adversely affect the legal consideration therefor. However, any minutes, vote or public record approving a contract relating to the leasing, purchase or sale of real estate by a public governmental body shall be made public upon execution of the lease, purchase or sale of the real estate;

The next Board Meeting – December 12, 2013

RC's Restaurant

Community Breakfast

Hello, Missy Wilson; Farewell, Barb Engel

Invitation Event – invitations to go out 11/14/13

8:00 a.m. – 9:30 am

Motion to adjourn: Curtis Stroud **Second:**Bo Stueck

Vote – Unanimous – 5 Board members voting

IX. Adjourn 10:00 am

Minutes Submitted by Barbara Engel, District Manager

Bo Stueck Secretary

